

WWW.ATLASANDBOOT.COM



# ATLAS & BOOTS

OUTDOOR TRAVEL BLOG



## ATLAS & BOOTS

Atlas & Boots is an award-winning outdoor travel blog covering thrilling activities in far-flung places, be it swimming with whales in Tonga or trekking the Himalayas.

Our founders, author Kia Abdullah and photographer Peter Watson, started on opposite ends of the outdoor spectrum. In fact, a week after they met, Peter went off to Africa to climb Kilimanjaro while Kia remained warmly cocooned by her desk as writers prefer to be. Over the ensuing years, they drew each other towards the middle; to what they describe as **outdoorsy-ish**.

They founded Atlas & Boots in 2014 when they quit their jobs to travel for a year, and have since garnered a monthly readership of over 150,000. Through a mix of destination reports, practical expertise, light-hearted listicles and topical debates, they encourage readers to go - arms wide open, caution to the wind - from coast to countryside and everywhere in between.

## THE FOUNDERS

**Kia Abdullah** is a Times bestselling author and travel writer. She has written for the New York Times, the Guardian, the Financial Times and the BBC among others. She won the JB Priestley Award for Writers of Promise 2021 and the Adult Fiction Diverse Book Award 2022.

**Peter Watson** is a photographer and travel writer. His work has featured in the Guardian, the BBC and National Geographic among others as well several DK Eyewitness books. He is a keen climber and is currently focused on climbing the seven summits. Five down, two to go...



## READERSHIP

**Gender:** 56% male, 44% female

**Age:** 25-45

**Location:** 31% US, 28% UK, 15% AU, 26% ROW

**Education:** To degree level

**Socio-Economic Group:** ABC1

Atlas & Boots readers are educated professionals with a high disposable income and a substantial travel budget (over £10,000 per year). They prefer far-flung destinations like Fiji, Cambodia, Zanzibar and Peru. They enjoy **adventure** and **adrenaline** but also a touch of **luxury** at day's end. They are eco-conscious, discerning, gregarious and always open to new experiences.

Thousands of readers have followed Atlas & Boots since the very beginning in 2014 and look to us for advice on their personal travels. Whether it's booking an expedition to Antarctica or choosing a quality hiking boot, they **trust** Kia and Peter's recommendations and actively seek their expertise.



## CIRCULATION

**200K**

monthly  
pageviews

**175K**

monthly  
sessions

**150K**

monthly  
unique users

## SOCIAL MEDIA REACH



52K



15K



7K



700K  
VIEWS

*Last updated: December 2024*



## ADVERTISING

Atlas & Boots runs a limited number of **sponsored posts** per year for brands that fit our audience.

- A tailored article designed to engage, inform and inspire our readers while showcasing the value your brand can offer them
- Written in-house to ensure cohesion with our style and tone
- Professional photography
- Promotion to over 70,000 followers on social media and 2,000 readers on Substack
- Keyword research to ensure rank in search
- Periodic re-promotion on social media

**Cost:** £799

## CLIENTS

We have worked with a number of outdoor brands including:

- Helly Hansen
- Osprey
- Ellis Brigham
- Black Diamond
- Therm-a-Rest
- Marmot
- Smartwool
- Victorinox
- Jack Wolfskin
- Warby Parker

## DESTINATION CAMPAIGN

Atlas & Boots has partnered with a number of brands to showcase destinations that appeal to our audience.

This includes Antarctica and Svalbard with Albatros Expeditions, Costa Rica with National Geographic, Vietnam and Cambodia with Lonely Planet, Eswatini (Swaziland) with Eswatini Tourism, and Myanmar, Nepal, New Zealand and India with G Adventures.

### Example campaign:

10-day expedition to Antarctica with Albatros Expeditions.

### Deliverables:

- 2 articles on Atlas & Boots ([see example](#))
- 5 Instagram Stories daily ([see highlight](#))
- 5 Instagram posts ([see example](#))
- 1 YouTube video ([see example](#))

### Cost:

£10,000 in trip value. We do not charge an additional fee when we are hosted.





## TESTIMONIALS

### LONELY PLANET

#### **Content**

"You can rely on Atlas & Boots to provide fantastic content that is thoughtful, well crafted and inspiring. Natural all-rounders, Kia and Peter have provided us with top-notch feature articles, dazzling photography and engaging social media posts."

#### **Professionalism**

"These guys over-deliver. Not only are communications professional and clear, briefs met and deliverables completed on time, they have been known to compile relevant links and content strands for us - a dream for busy editors/social media managers."

#### **Return on investment**

"We're always pleased with the standard of content we commission from Atlas & Boots. Most importantly, Kia and Peter's travel style and blog align with Lonely Planet's mission perfectly - and that's why we've established a long-term partnership with them via [Lonely Planet Trailblazers](#)."

**Emma Sparks**  
**Deputy Editor**  
**[lonelyplanet.com](https://lonelyplanet.com)**



## TESTIMONIALS

### G ADVENTURES

#### **Content**

"The content Peter and Kia produce is always very high quality. Not only do we love seeing coverage on their channels, but we enjoy hosting their beautifully produced content on our own."

#### **Professionalism**

"These guys are the epitome of professional when it comes to working with bloggers and influencers. Deliverables are always clearly defined, and they provide regular updates on timing. Their professionalism should be the benchmark!"

#### **Return on investment**

"Atlas & Boots always exceed expectations and their deliverables/campaigns always surpass our aims. Working with influencers is predominantly a 'top of funnel' exercise, but we certainly see their audience engaging with our brand, and with them. 11 out of 10 - we will absolutely work with them again!"

#### **Casey Mead**

**Global PR Lead**

**G Adventures**





## **TESTIMONIALS**

### **ESWATINI TOURISM**

#### **Content**

"We found all the content Atlas & Boots produced was superb – engaging text and beautiful images that gave very positive exposure."

#### **Professionalism**

"Peter and Kia were a joy to deal with. Never demanding and always quick and clear in their responses. We always knew what was needed from us and what we would get from Atlas & Boots."

#### **Return on investment**

"The original posts and content were great and as good as we could have expected. The added bonus, which was entirely unexpected and almost impossible to quantify, was that Eswatini became a Lonely Planet 'Best in Travel' country for 2020."

**Kelly White**  
**Marketing Director**  
**Eswatini Tourism Authority**

## CONTACT

### **Kia Abdullah**

Editor

[kia@atlasandboots.com](mailto:kia@atlasandboots.com)

### **Peter Watson**

Writer and photographer

[peter@atlasandboots.com](mailto:peter@atlasandboots.com)

### **Social media**

[instagram.com/atlasandboots](https://www.instagram.com/atlasandboots)

[x.com/atlasandboots](https://x.com/atlasandboots)

[facebook.com/atlasandboots](https://www.facebook.com/atlasandboots)

[youtube.com/atlasandboots](https://www.youtube.com/atlasandboots)

### **Website**

[atlasandboots.com](https://atlasandboots.com)



*Photography: Peter Watson/Atlas & Boots*