

the

FUNemployed

family

SILENCIO
POR FAVOR

MEDIA KIT
WINTER 2023

WHO WE ARE

Hi there! We're Ben, Kelly, Liesel (6 years), and Mason (3 years). In 2018, we realized the American Dream wasn't working for us. We sold our home and left our stable careers behind, determined to live every day to the fullest. We began a life of digital nomad content creation!



Our passion for creating fun & engaging content is only matched by our passion for travel.

We've visited 30 countries together, building The FUNemployed Family into an active social channel filled with inspiring content and fantastic brand partnerships.



WHAT WE OFFER

Are you looking for a FUN family to promote your destination or brand, refresh your marketing photography, or reach new customers? We're your perfect match! Our family will capture the unique and family-friendly aspects of your brand or destination with engaging photography, videography, and written content.

We provide

- Social media posts (all formats)
- Photography
- Promotional videos
- Vlog-style videos
- Drone content
- Blog posts



ABOUT OUR AUDIENCE



Our frequency of international travel as well as viral social media posts have allowed us to gain followers from all around the world. However, **our most targeted and engaged followers are:**

- Mostly women between 25-44 years old primarily based in the United States.
- Interested in family friendly destinations both domestically and internationally.
- Seeking out fun experiences when planning trips, booking hotels, and choosing excursions.
- Shopping for the best products and services to help make traveling with children easier.

164,000 Followers



67.1K



94.5K*



1.1K



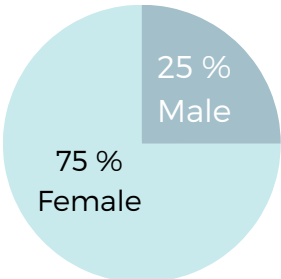
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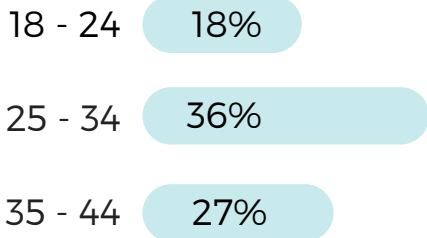
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*Includes @TheFUNemployedFamily and @The.Rad.Nomad

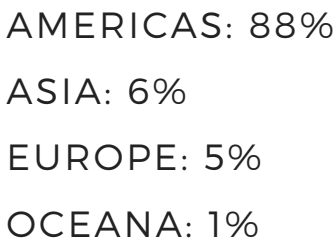
GENDER



AGE

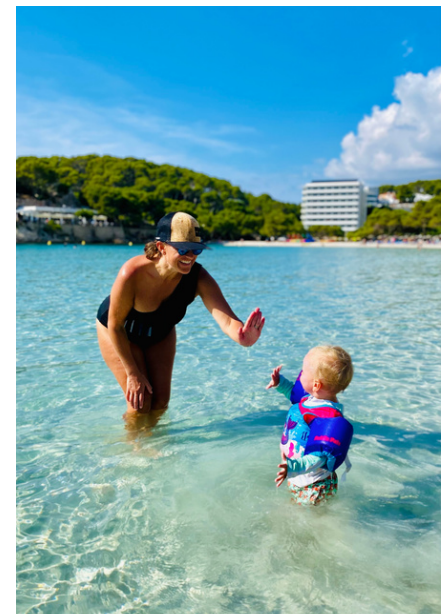
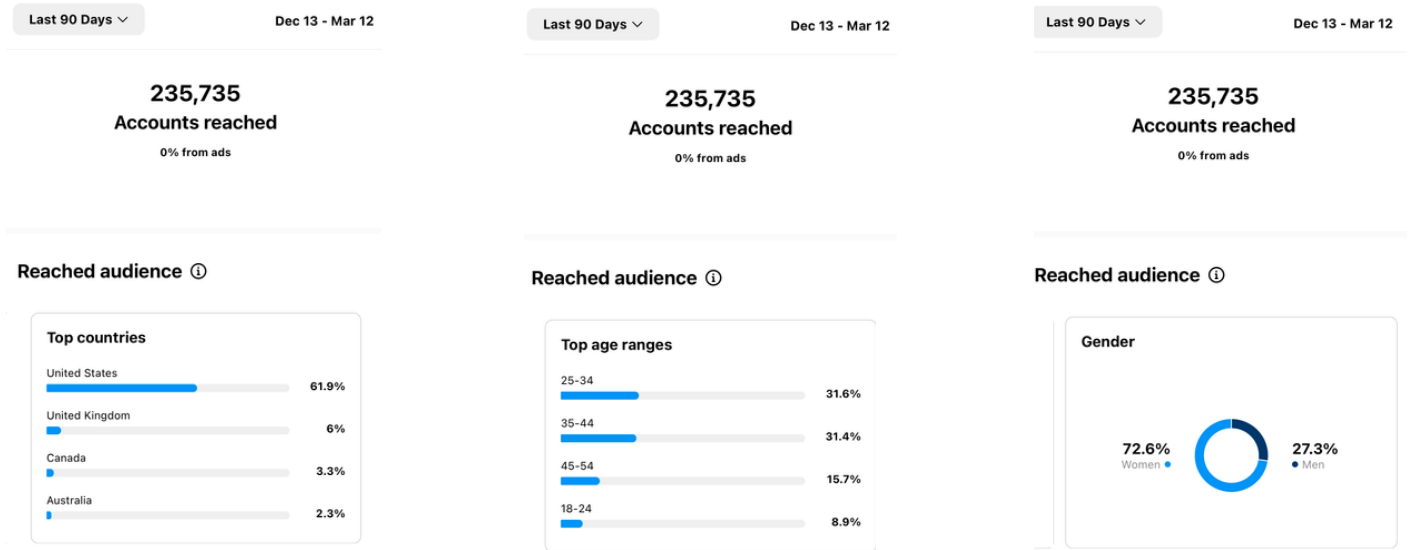


LOCATION



REACH INSIGHTS

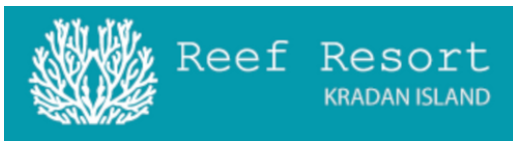
On Instagram alone, **we reached 20 million accounts** during the 12 month period of March 2022 through February 2023. Below, are reach charts from a recent 90 day period.



Content creation services

We love using social media to promote brands we love. However, our **true value** is the content creation (photography, videography, drone) that we provide in addition to social posts. [Click here to see who we have worked with and what they're saying.](#)

OUR PARTNERS: HOTELS & RESORTS



OUR PARTNERS: TRAVEL SERVICES



Google Travel



NordVPN®



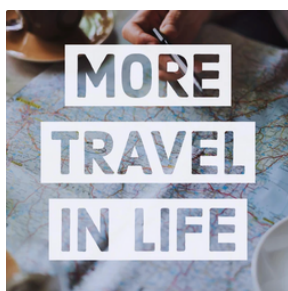
OUR PARTNERS: PRODUCTS & APPAREL



MEDIA & PRESS FEATURES



PODCAST APPEARANCES



SAMPLE WORK

Clickable links to a few samples



Vlog-style video: Interview-style video explaining a few key things to know about your brand or destination with video footage overlaid



Promotional video: Video content set to music of our family enjoying your brand or destination and showcasing its unique and family-friendly features



Blog_post: Dedicated post featuring the family-friendly features of your brand or destination through written content and photos



Social media post (Reel): Post on our social accounts promoting your brand, product or destination

Let's collab! Send us an email at Ben@theFUNemployedFamily.com