

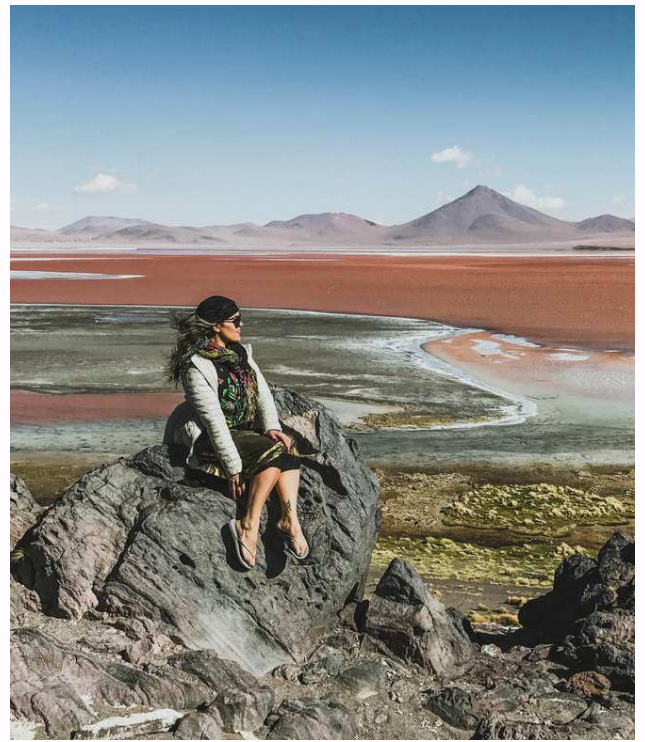
# Her TRAVEL Style



TARYN WEITZMAN

HERTRAVELSTYLE.COM

## MEDIA KIT



# about Her TRAVEL Style

Los Angeles, USA

+1 323 445 9284

taryn@hertravelstyle.com


---

Hi! I'm Taryn Weitzman. NY native, University of Maryland graduate, and Los Angeles-based digital marketer, photographer, and founder of Her Travel Style, a website designed to empower women to travel solo, responsibly, and stylishly. I specialize in self-portraiture during solo travel and recently launched Her Aperture, a website showcasing portraits and web design clients.

In April of 2016, I quit my executive position to travel the world solo and in the process, leveraged my experience and passion of travel, photography, operations, marketing, content creation, and styling to create my community and passion of supporting women.

 [www.hertravelstyle.com](http://www.hertravelstyle.com) - 1 400 unq visitors

 @hertravelstyle - 6 400 followers

 @hertravelstyle - 2 500 monthly viewers

 @hertravelstyle - 265 followers

---

After visiting all 50 United States, stepping foot on all 7 continents and traveling to nearly 69 countries, I became deeply motivated to use my expertise and perspective of this amazing world to support and encourage women to start traveling (solo), take their travels to a new level, and do it all safely, confidently, and stylishly. As a result, I love collaborating with top brands and accommodations to help women create and enhance their travel itineraries and planning; supporting them to feel both confident and safe in their choices. And supporting her to live the life she's dreamed about.

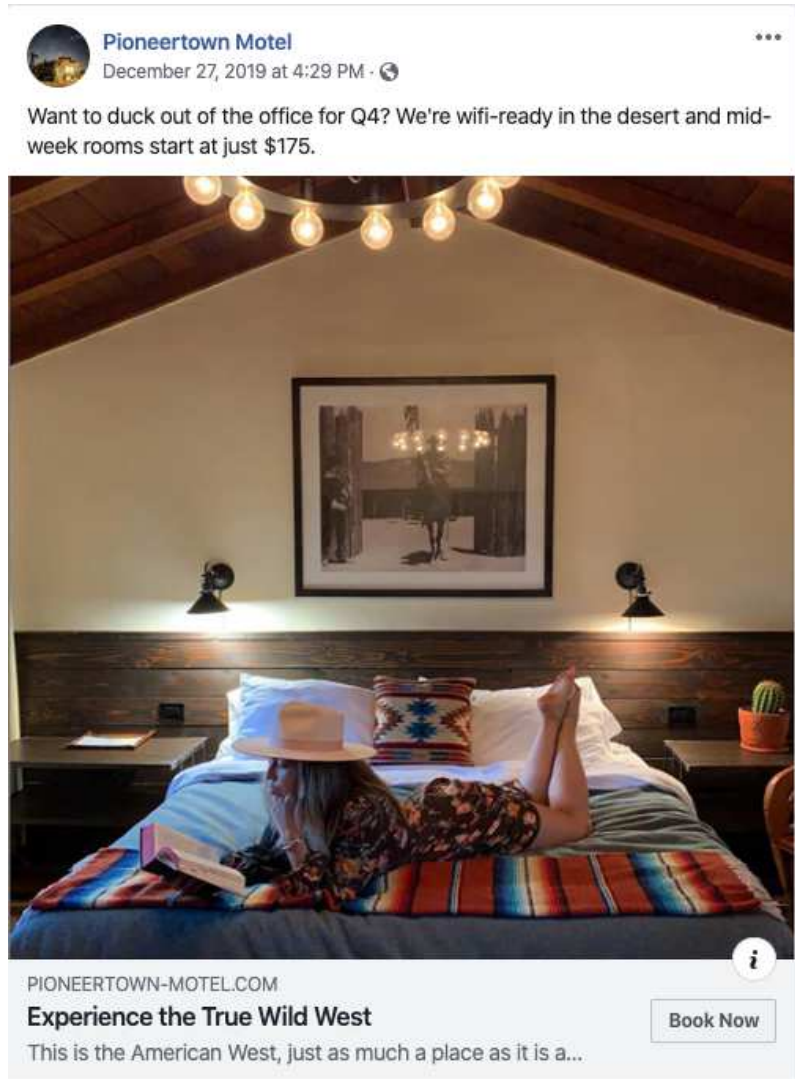
# brand partnerships / Affiliates

+1 323 445 9284

taryne@hertravelstyle.com

- Instagram
- Hotel Erwin
- Hopper Reserve
- Amara Resort & Spa
- Posada by the Joshua Tree House
- El Rey Court Motel
- Crabtree & Evelyn
- Forsake & Co
- Paperless Post
- The Pioneertown Motel
- LIKEtoKNOW.it
- Getaway House
- Amazon Influencer Shop
- Salty Crush Australia
- Valija
- MantraBand
- The Hanging Gardens of Bali
- International Yoga
- Kim and Proper
- Lulus
- byAmberbryn
- Hotel San Tropic

HerTRAVELStyle



**Pioneertown Motel**  
December 27, 2019 at 4:29 PM · 🌐

Want to duck out of the office for Q4? We're wifi-ready in the desert and mid-week rooms start at just \$175.

PIONEERTOWN-MOTEL.COM  
**Experience the True Wild West**  
This is the American West, just as much a place as it is a...

[Book Now](#)

- One Quart Magazine
- Pop Pads
- Wilding Beauty
- Ona Organics
- Ayla Beauty
- Allswell
- Mija
- Flora Ex Machina
- Mija Naturals
- Prima
- Mother Nurture Wellness
- The Fullest - Saffron Latte
- MDM Flow
- 525 RESTAURANT





## Instagram Statistics

### Total Following:

6,400 followers

### Engagement:

2,000 impressions weekly

### Audience Demographic:

71% female

29% male

25 - 34 age range 42%

35 - 44 age range 32%

### Top Follower Locations:

52% United States

5.7% Los Angeles

3.4% New York

1.2% Sydney



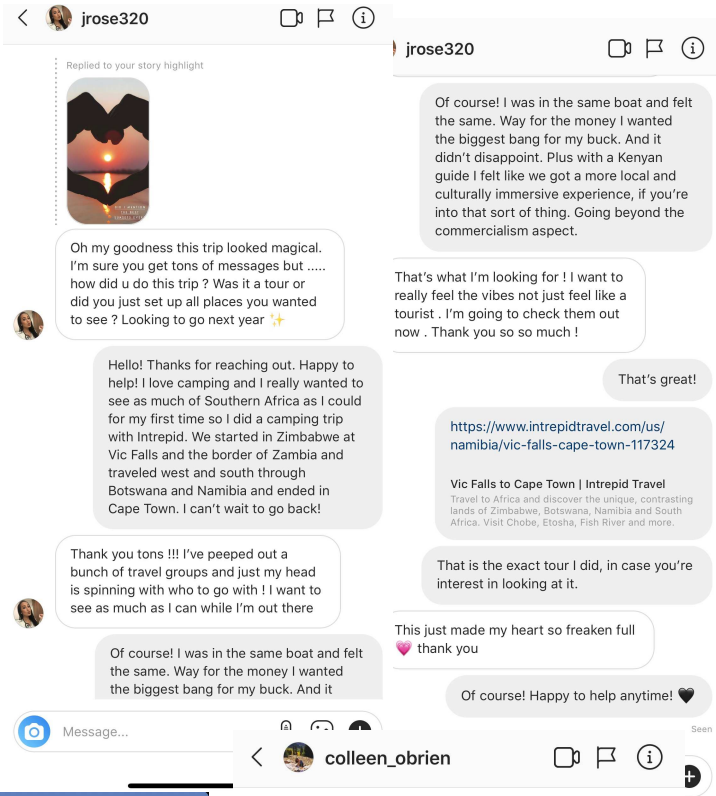
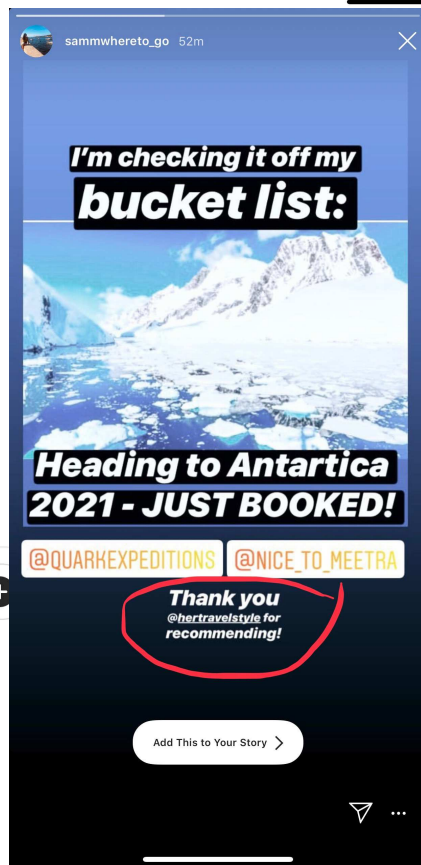
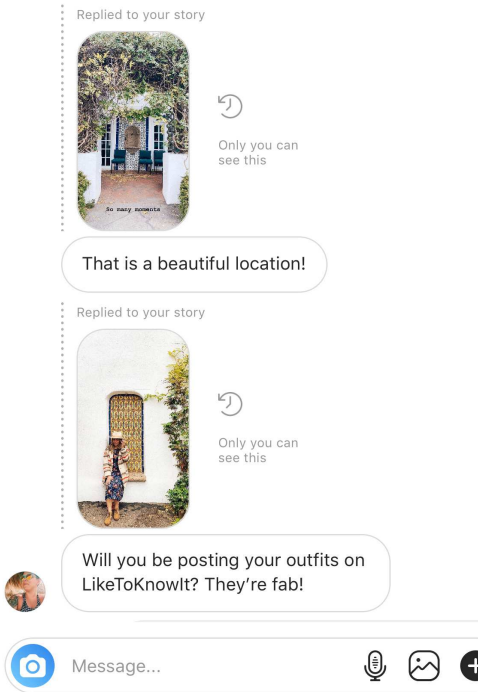
HerTRAVELStyle



ITEL ERWIN VENICE BEACH


# HerTRAVELStyle Testimonials and Referrals

"On a recent trip to Palm Springs I asked Taryn for restaurant recommendations. She offered different options for both dinner and breakfast. During my time in Palm Springs I ended up eating in one of the restaurants three times! Two times for breakfast and even once for lunch. I absolutely trust Taryn's skills and judgment as a travel blogger and I would ask her for food and restaurant recommendations for any of my upcoming trips. She gets it and has great taste." - Derrick Johnson, subscriber



# HerTRAVELStyle

## Features and Media Placements

 The 15 Best Instagram Accounts for Self-Care Spaces

09 [@hertravelstyle](#)



Not only will you get tons of travel inspo from Taryn's Instagram, you'll also get tons of ideas for color schemes, furniture, decor and more for your own self-care spaces.

05 [@denmeditation](#)



The DEN Meditation is a studio that provides meditation classes for every single lifestyle out there. Their Instagram is full of meditation spaces, crystals, sage, and more. You will have tons of ideas for your own home after looking through their account. Just take this serene setting captured by [@hertravelstyle](#) for example.

## Miss Filatelista

PASSPORT STAMP COLLECTOR

Featured in Exploradoras en Instagram:  
[@LatinasLoveTravel](#)

Taryn of [@HerTravelStyle](#) is a third culture kid— she was born in the Bronx to a Puerto Rican mother and Eastern European Jewish father. Growing up in this melting pot of cultures quickly established a love for travel which was encouraged by her international parents who took her on many childhood trips around the continental US and Puerto Rico. As a street art and color aficionado, her feed is full of vibrant bursts that are sure to inspire you to book a flight somewhere new. She quit her job, packed a bag, and has visited all 7 continents! She travels solo and seeks out local women in her travels who are making significant changes in their communities.

### As Seen In and Heard On:

- Hopper Reserve IG Live & article
- In Vibrant Company article
- The Awkward Traveler article
- The Dope Dads Podcast
- Relatable with Stephanie Michele
- Sojern Media Company

### My Photo on Eliot Popkin's Fighter Album Cover

Available on iTunes

### My Photo on Instagram's Community Web Page



CREATING CONNECTION

We support our community by educating people on ways to have a safe and positive experience on Instagram.

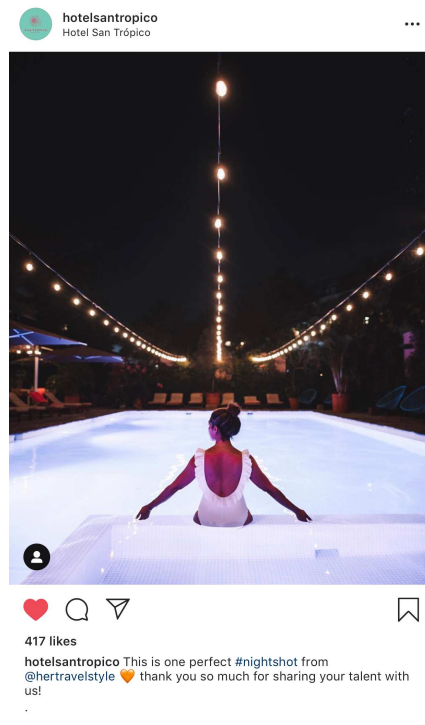
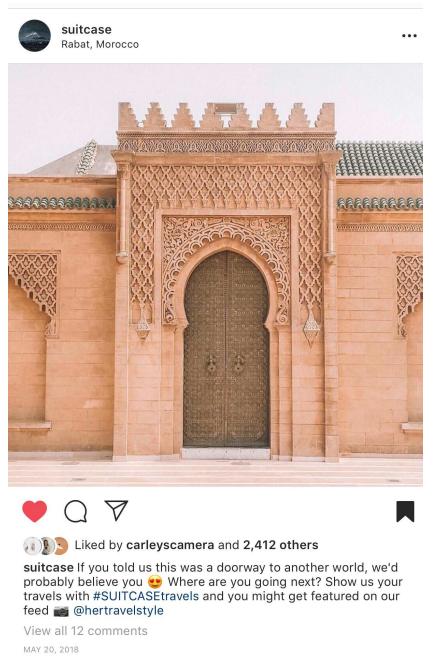
Programs

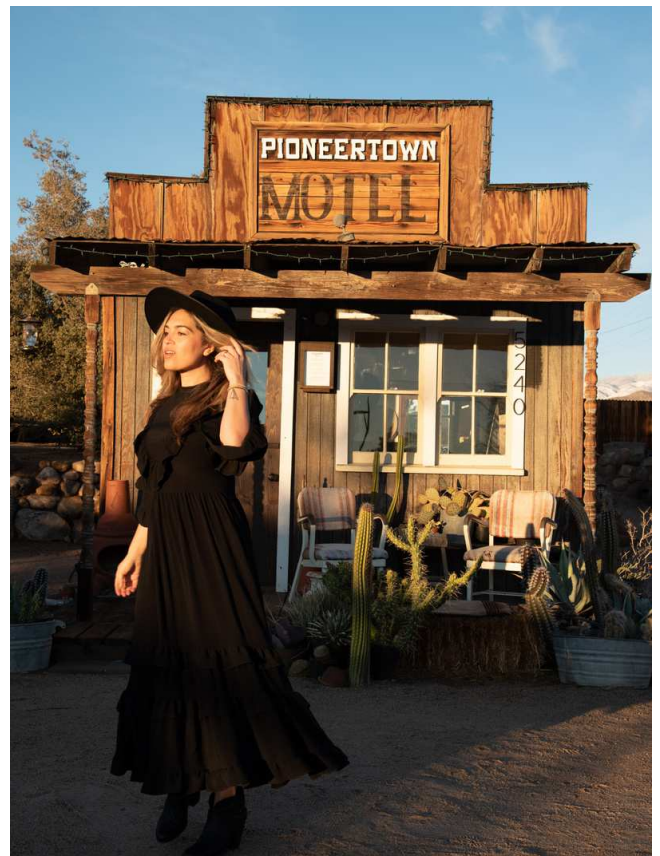
[hertravelstyle](#)



# HerTRAVELStyle

## Features and Media Placements





*Let's work together*

## INSTAGRAM POST

I can provide you with a unique branded photo, tagging and mentioning your brand in both the photo and caption.

## INSTAGRAM STORY

Since Instagram Stories allow for a more intimate and candid behind the scenes of my travels, I can provide my followers with a closer in-depth view of my experience with your brand.

## BRAND AMBASSADOR

If you're interested in a longer term relationship and leveraging the Her Travel Style community, I can offer access to my followers, subscribers, and unique visitors through on-going exposure to your brand to help increase awareness and sales.

Los Angeles, USA

+1 323 445 9284

taryn@hertravelstyle.com

## BLOG POST

With over 1400 unique monthly visitors, I'm able to provide an in-depth review or promotion of my experience with a product, brand, or hotel on my website.

## CONTENT CREATION

If you're looking for unique and inspiring branded content for your website and social channels, I can offer photos created for your company.

## BRAND CONSULTING

With over 14 years in corporate management, sales, operations, and marketing experience, I can offer consultation and strategy for your branding, social media, and digital marketing needs.

*Her*TRAVELStyle





jrose320



Replied to your story highlight



Oh my goodness this trip looked magical. I'm sure you get tons of messages but ..... how did u do this trip ? Was it a tour or did you just set up all places you wanted to see ? Looking to go next year ✨



Hello! Thanks for reaching out. Happy to help! I love camping and I really wanted to see as much of Southern Africa as I could for my first time so I did a camping trip with Intrepid. We started in Zimbabwe at Vic Falls and the border of Zambia and traveled west and south through Botswana and Namibia and ended in Cape Town. I can't wait to go back!

Thank you tons !!! I've peeped out a bunch of travel groups and just my head is spinning with who to go with ! I want to see as much as I can while I'm out there



Of course! I was in the same boat and felt the same. Way for the money I wanted the biggest bang for my buck. And it



Message...

