

MEN'S LIFESTYLE FASHION TRAVEL

# The Joey Journal

A JOURNAL WITH LIFESTYLE INSIGHTS FOR  
DISCERNING TASTEMAKERS



## ***ABOUT*** JOEY

NAMED BY VUELIO  
MEN'S LIFESTYLE BLOGS  
UK TOP 10 LIST  
2020

TheJoeyJournal.com is a Editorial and Men's Lifestyle blog that was founded in 2017 and grown its popularity in the past years placing Joey on Vuelio's UK Top 10 Men's Lifestyle Bloggers list. This has allowed us to work with multiple international brands and designers as a digital talent, content creator, partner, presenter and personal shopper.

Joey also reviews fashion, luxury, lifestyle products and services so would like to receive information from PR's, Tourism Boards, DMO's. He is also available for Brand and Media Collaborations, Fashion Week, Press Days, FAM / Press Trips, launches, events, as well as guest blogging, writing and interviews. Joey is a contributing writer whose featured in Yahoo! STYLE and Yahoo! Travel

**5 K**

WEBSITE & BLOG  
MONTHLY PAGE  
VIEWS

**10 K**

INSTAGRAM  
FOLLOWERS

**10 K**

PINTEREST  
MONTHLY UNIQUE  
VIEWERS

# What We Do

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## JOURNALIST

Joey has contributed to reputable publications including Yahoo! Style, Yahoo! Travel and more

## DIGITAL CREATOR

Joey has created video content and curated content for social media properties of major lifestyle and fashion brands including Art Hotel Museo in Italy

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## DIGITAL TALENT

I've had the opportunity of working with and being featured in major publications including Yahoo! Style, Yahoo! Travel and Hunger TV. Joey works with brands on campaigns helping them create content to share on digital and print platforms.

## SOCIAL MEDIA CONSULTANT

I can help grow your online presence to maximize your digital campaigns and brand messaging to capture the attention of your target audience through the digital space. I will also coordinate partnerships, create growth and editorial calendar.

## WE HAVE A GLOBAL AUDIENCE

We have readers in over 3 Continents as far as Asia, Australia, Europe and North America

## LET'S DO THE HARD WORK FOR YOU

We produce high quality editorial content on behalf of the client

## WE HAVE EXPERIENCE

We have worked with a diverse list of brands including international designers as well as niche brands





## READERSHIP DEMOGRAPHICS

# *AUDIENCE REACH*



34% of my readers are male vs 66% are female. They are interested in Shopping, Travel, Arts, Entertainment, Media, Celebrities & News, Lifestyle, Beauty, Wellness, Food, Home Most are located in UK, USA, Italy, France, Switzerland, Spain, Australia, Japan, Russia Malaysia, South Korea and India. Readers are Aged 25-35 / 35-44



## COLLABORATIONS & BRAND PARTNERSHIPS

EasyJet.com / Son of a Tailor Copenhagen / Nau Hotels & Resorts / IHG Hotels Group / Blanco Beach Algarve / UBER / Ryanair / Art Hotel Museo / Boohoo Man / Ted Baker Beauty / Nordgreen Watches / Walkers UK

TheJoeyJournal.com shares Joey's experience of traveling to various fashion weeks, countries and events as he communicates his own encounters with diverse cultures, travel, luxury and Men's lifestyle.

## BLOG STATS PER MONTH

Pageviews 5 K  
Total Impressions 37 K  
Av Session Duration 3 mins  
New Visitors 44.74%  
Returning Visitors 55.26%  
Bounce Rate 10%  
DA: 13

## *CONNECT*

@THE\_JOEY\_JOURNAL

INSTAGRAM  
ENGAGEMENT 2.5 %

#THEJOEYJOURNAL

Rate Cards and Extra Editorial  
information available on request

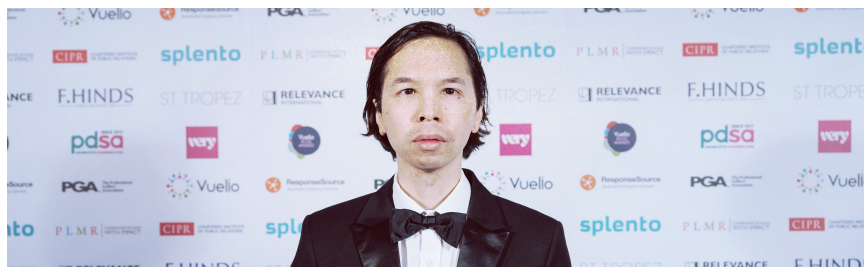
joey@thejoeyjournal.com  
thejoeyjournal.com





## APPEARANCES IN THE MEDIA

# *PRESS & PUBLICITY*



HUNGER MAGAZINE / GETTY IMAGES / ALAMY /  
 REX FEATURES / WINKBALL TV / VUELIO / 103.2  
 CAPITAL FM / RIVERSIDE RADIO / BARCLAYS  
 MOBILE BANKING APP CALENDAR TV AD  
 COMMERCIAL / YAHOO! ENTERTAINMENT



## FEATURED MAGAZINES & PUBLICATIONS

As a freelance journalist, I've contributed to publications including Yahoo! Style, Yahoo! Travel, Lookbook.nu, Trip Advisor and more

## LET'S WORK TOGETHER!

Brand Partnerships  
 Sponsored Blogpost  
 Hosting Competitions  
 Media Spokesperson /  
 Radio Days  
 Personal Appearances /  
 Event Attendance  
 Public Speaking  
 Social Media Promotion

### Please Note:

All work must be compliant with ASA rules, Google policy regarding no follow links and GDPR

## CONNECT

IG @THE\_JOEY\_JOURNAL

#THEJOEYJOURNAL

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