WideSprout Travel

MEDIA KIT · Partnership & Collaboration Overview

WideSprout Travel is a van-life and slow-travel publication built from three years of continuous, on-the-ground travel across six regions — Western Europe, Scandinavia, the Balkans, Southeast Asia, the American West Coast, and South America. Every itinerary, budget breakdown, and packing guide on the site comes from a trip the founder actually took, in a self-converted panel van, rather than from desk research or press-trip talking points. This kit outlines who we are, what we publish, and how brands and destinations can work with us.

The Brand

WideSprout Travel started as a paper notebook kept during a career change: trading a fixed address for a decade-old panel van and no return date. What began as scribbled, practical notes — which campsite had decent showers, which mountain pass to avoid in a crosswind — grew into a full publication built around one idea: travel content should come from people who actually did the trip, with the real logistics, real costs, and real trade-offs included.

The voice is first-person, specific, and unpolished where it needs to be. Readers come to WideSprout Travel for the version of a destination that a rushed, sponsored itinerary usually leaves out — the border crossing that took longer than expected, the campsite that turned out to be the best one on the trip, the gear that survived multiple regions versus the gear that didn't.

What We Publish

The site is organized around five content pillars, each built from direct experience:

- **Itinerary Guides** — Day-by-day route breakdowns for a region or road trip, including transport, accommodation, and timing — the backbone of the site's content.
- **Budget Breakdowns** — Real, tracked spending from actual trips, covering fuel, campsites, food, and activity costs by region.
- **Gear & Packing Lists** — Field-tested equipment recommendations built from years of van life and backpacking across different climates.
- **My Moments** — Shorter, narrative posts covering the unplanned parts of a trip — a border crossing, a chance encounter, a place found by accident.
- **Weekly Roundups** — A running digest of new content, keeping regular readers current on new guides as they're published.

As of this kit's publication, the site carries over 30 long-form guides across six regions, with new itinerary and destination content published on an ongoing weekly schedule.

Regions Covered

Region	Example Coverage
Western Europe / Iberia	Porto & the Douro Valley, San Sebastián & the Basque Coast, Provence & the Luberon
Scandinavia	Norwegian Fjords, Lofoten Islands, Bergen, Tromsø & the Arctic Circle
The Balkans	Croatia to Albania road trip, Dubrovnik, Kotor Bay, Lake Ohrid
Southeast Asia	Vietnam, Laos & Thailand backpacking route, Hoi An, Chiang Mai, Luang Prabang
US West Coast	Highway 1 (Seattle to San Diego), Big Sur, Redwood National Park, Joshua Tree
South America	Patagonia (Ruta 40 & Carretera Austral), Torres del Paine, El Chaltén, Machu Picchu

Collaboration Opportunities

WideSprout Travel works with destinations, tourism boards, accommodation providers, and travel gear brands on a selective basis, prioritizing partners whose product or destination fits naturally into an already-planned or upcoming route. Available formats include:

- **Sponsored Itinerary Features** — A destination or region integrated into a full guide, written in the same first-person, tested style as organic content.
- **Gear & Product Reviews** — Field testing and review of travel gear across a real, multi-region trip, with honest pros and cons included.
- **Newsletter Placement** — A dedicated mention or feature in the WideSprout Travel newsletter, sent directly to an engaged, travel-planning subscriber base.
- **Accommodation & Stay Partnerships** — Reviews or features of properties encountered along an existing or planned route.
- **Affiliate & Long-Term Partnerships** — Ongoing collaborations for brands relevant across multiple regions and trip types, such as luggage, van conversion equipment, or booking platforms.

All sponsored or gifted content is clearly disclosed to readers in line with standard advertising guidelines, and is only accepted for products, services, or destinations that fit organically into the site's existing editorial focus.

Why Partner With Us

Every piece of sponsored content on WideSprout Travel is written by someone who has actually taken the trip, driven the route, or used the gear — not assembled from a press kit at a desk. That matters for a partner brand or destination because it means the content reads as a genuine recommendation rather than an obvious ad, which tends to earn more trust from readers and, in turn, more attention for the partner. The site's readers are planners: people actively researching, budgeting, and booking a specific

upcoming trip, not passively scrolling for entertainment. A mention that fits naturally into a real itinerary reaches that reader at the exact moment they're making decisions about routes, gear, and where to stay.

Partnerships are kept selective on purpose. Every collaboration is chosen because it fits somewhere the founder was already going, or a product already in use on the road, so the fit reads as authentic rather than inserted. That selectivity is part of what keeps the audience engaged in the first place.

Get In Touch

For partnership inquiries, rate sheets, or to request current traffic and audience figures, reach out directly through the contact page at travel.widesprout.com/contact, or via the email address provided there. Response time is typically within a few business days.