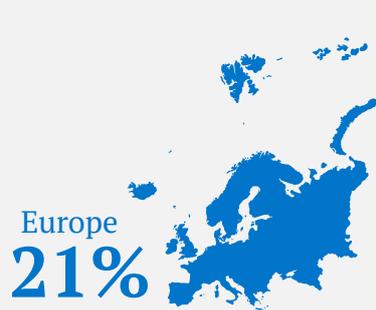




*LifePart2*  
LIVE YOUR DREAM 

Not all who wander are lost

*LifePart2.com* is a lifestyle, travel and photography brand that is interested in partnering with dynamic and innovative travel companies, brands, DMOs and other travel related organizations that share our philosophy that life is better when you leave your comfort zones and fill your life with adventure. We may occasionally wear backpacks, but we are not what would be considered “backpackers”. Our target audience is mature travelers who are active, well-educated, reasonably affluent and looking for inspiration in choosing their next global travel destination. Our goal is to inspire people to spend their resources on experiences instead of accumulating ever- more possessions. We like to share stories about everything from roughing it in off-the-beaten-track destinations, discovering secret corners of the world, over-the-top luxury and new looks and new angles on familiar places.



## Total Followers

95,350

-  Facebook Likes: 10,313
-  Twitter Followers: 72,183
-  Instagram Followers: 9,914
-  Google+: 12,156
-  Newsletter Subscribers: 1,892
-  Pinterest Followers: 1,048

## Audience Age

18-34  
**30%**

35+  
**70%**



## Seen in or Written for



BUSINESS  
INSIDER

Forbes

MarketWatch  
THE WALL STREET JOURNAL

YAHOO!  
TRAVEL

INTERNATIONAL  
**LIVING**  
Since 1973

house hunters  
INTERNATIONAL



## Worked with

Peninsula Hotels | On The Go Tours  
Ritz-Carlton Hotels | Coral Expeditions  
Viventura South America Tours  
Yangphel Adventure Travel

## Recognition

**Travelcafe:** Top 50 Travel Blogs  
**DiscoverCorps:** 29 Best Baby Boomer Travel Blogs  
**Nomad Revelations:** #1 Travel Blog for 50+

## References

Jonathan and his blog, **LifePart2.com**, were the perfect fit for On The Go Tours as we too believe that age is no barrier to travel. As a guest blogger traveling with us in India and Nepal, Jonathan provided us with the ideal platform to promote our brand to the right demographic and delivered quality content, quality links and social media engagement. We would happily work with him again.  
**-Hollie Youden** *Digital Content Editor - On the Go Tours*

It was a pleasure having Jonathan on board our cruise. He is a true professional, and emerged as a key element of our digital influencer strategy. Jonathan was able to respond quickly, and produce high quality results for us, with very little direction. It is fantastic to work with someone that understands both the mindset of our demographic and the digital medium. Thank you Jon for helping us to win hearts and minds.  
**-Emma Prineas** *Marketing Manager - Coral Expedition*

Working with Jonathan and Sarah is a pleasure. The coverage they gave as bloggers in and the video they produced for LaFolie Lodge a few years later was professional and conveyed precisely the image we seek for our lodge. Also, it is nice to work with bloggers that so closely align with the demographics of our primary customers.  
**-Axel Wolkenhauer** *General Manager - LaFolie Lodge*