

SUNSHINE AND STILETTOS MEDIA KIT

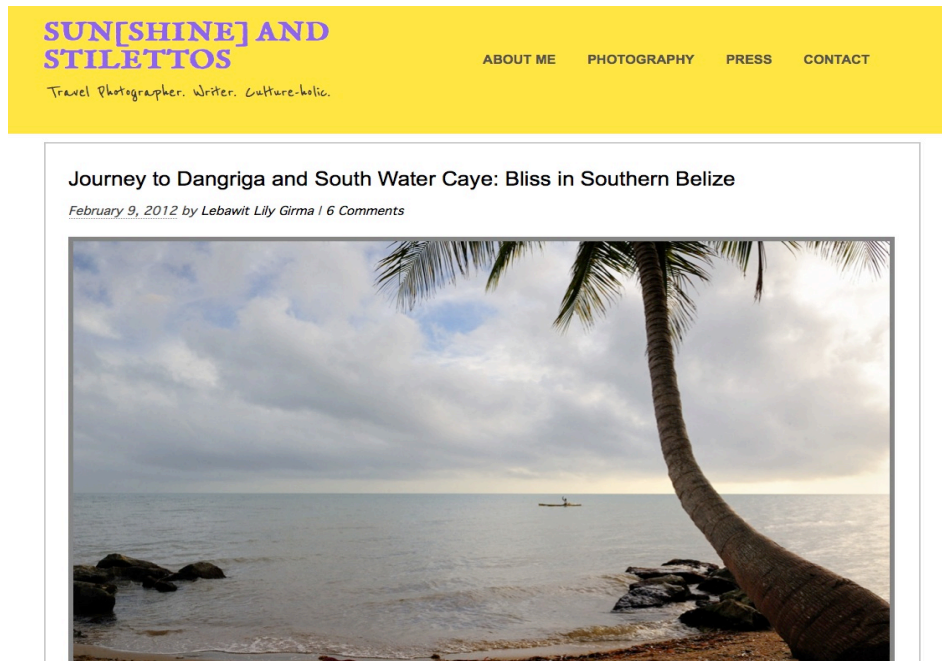
What is [Sunshine and Stilettos](#)?



- [SunandStilettos.com](#) is a leading travel blog and website, owned and run by **Lebawit “Lily” Girma**, a US-based published travel writer and photographer. The site was created when Lily decided to leave a profitable job as a corporate lawyer to pursue her dream of traveling and working abroad.
- **Sunshine and Stilettos** provides detailed travel and destination information, advice and inspiration, all from first-hand experiences. Photo essays are also a major component of the blog.
- Lily offers her travel expertise after having lived in the US, England, Ethiopia, Côte d’Ivoire, Jamaica and Grenada, and having visited over 50 countries – from Western Europe to Asia. She speaks four languages – including French, Spanish and Amharic.
- Although **Sunshine and Stilettos** initially launched as a personal travel blog, it quickly gained popularity, in large part due to Lily’ vivid photography and unique journey of escaping the corporate world.
- With her diverse background – born in Ethiopia, raised in Cote d’Ivoire and having lived on three continents – Lily adapts with ease and loves sharing destinations and all things culture-related with her readers. Her goal is to bring them along on the journey through her blog and inspire them to go off the grid and travel.

Why work with Lily? How can you benefit?

- Increasingly, people are looking to the Internet and established travel bloggers to plan and book their travels. Destinations are also looking to this niche of online writers – with access to as wide an audience as any top print travel magazine, if not more - to portray a place and people with authenticity and vibrancy.
- **Sunshine and Stiletto's** has direct access to and is in a unique position to promote destinations and travel-related products to various groups, particularly: independent travelers between the ages of 25-34; professional women travelers between 25-34 with larger budgets; couples looking for off-the-beaten path experiences; and 50-something seasoned travelers, including early retirees who spend the winter overseas.



- Readers trust Lily and her travel site and know they can count on honest, detailed and helpful information. She has a very loyal following and a popular presence on Facebook, with over 1,000 people reached per week (see below for more).
- She is a seasoned writer – with ten years' experience as an attorney, and four years of travel blogging experience. She is able to write in a persuasive, detailed and engaging manner.
- Lily has worked with [various clients](#), from tourism boards to resorts and officials, including:
 - Lonely Planet Magazine & Guide (photo publications)
 - Grenada Tourism Board (photo shoot for website and advertising use)

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- Belize Tourism Board (sponsored in-house travel blogger and photographer for three months in Belize)
 - Taiwan Tourism Board (sponsored one-week “Foodie Tour” press trip to Taiwan)
 - BET Networks (official photographer for New York launch of Mo’nique talk show)
 - Indie Travel Podcast (podcast interview and photography)
 - Prime Minister of Belize and First Lady (official and editorial photo shoot)
 - Luxury/boutique resorts such as LaLuna in Grenada and SeaDreams in Belize (web and editorial photography).
- Her blog articles have been influential – to the point of being used as samples of how to write a sponsored post, for use in a reputable online travel writing course. She’s also captured the attention online of researchers at top publications and reputable blogs, including National Geographic Traveler and Intelligent Travel Blog.
 - Lily is a contributing writer for the Matador Travel Network, the largest online travel magazine, with over 2 million readers a month.
 - Lily has top-notch photography gear and her images have a wide following. She is a graduate of the Matador online photography course, taught by award-winning photographers. This further improved her technical skills as well as her knowledge of blogging and social media marketing. Her photography has been **published** online and in print, including:
 - Lonely Planet Travel Magazine
 - Harper’s Bazaar
 - UK Guardian
 - Matador Travel Network
 - Intelligent Traveler
 - Indie Travel Podcast
 - Lily has a unique history of growing up overseas in more than one culture at a time, which gives her an advantage over many travel bloggers of adapting and immersing with ease in the most varied of destinations.

Statistics (as of March 5, 2012)

Google Page Rank: 4

Monthly Visits: 3,358 (increasing weekly)

Monthly Page Views: 5,160

Social Media

[Facebook Page Likes](#): 638 (increasing weekly). Average weekly reach of 1,200.

[Twitter](#) followers: 745

International readership: 94 countries

Other web presence

Photography website, LebawitGirma.com (and upcoming stock site in April 2012)

Syndicated on [Travel Dudes](#)

Contributing writer at the [Matador Network](#)

Photo stream on [Flickr Pro](#)

How we can work together?

I am committed to providing the best of travel information and experiences to my readers.

- *Press trips and events:* I am open to invitations for press trips, social media trips and any other events needing high-quality destination coverage online as well as in print.
- *Product reviews:* am able to provide honest reviews on travel products.
- *Sponsorship of online giveaways:* If you are interested in hosting a giveaway on SunshineandStilettoes.com– please let me know. Giveaways are a great way to promote your brand and attract travelers. Requirements can include following your businesses Twitter account, Like your Facebook page, and more.
- *Copywriting and editing services:* I can provide writing assistance – from drafting destination marketing materials to writing blog or print articles.
- *Advertising:* Ad space is available on Sunshine and Stilettoes. Please inquire further for rates.

I am also open to discussing other innovative ways of working together to further our goals of marketing travel, whether through writing or photography. For example, I was recently invited to conduct a month-long *Blogging (Wordpress) Training Workshop* (including writing tutorials) for hotel staff in Belize; the class was successfully completed in February 2012.

**To further discuss partnership and sponsorship opportunities,
please contact Lily at Lily_Girma@yahoo.com**