



MEDIA KIT

2026

Family travel. Real guides.

Historias que inspiran.





01 WHO WE ARE

A family that turns every trip into useful content.

NOA · JUSTYNA · MARC

Real routes, tested experiences and advice

designed

for other families. Content starts with the journey and

becomes video, guides, resources and evergreen

recommendations.

TESTED

as a family

PRACTICAL

no pretence

EVERGREEN

blog + video

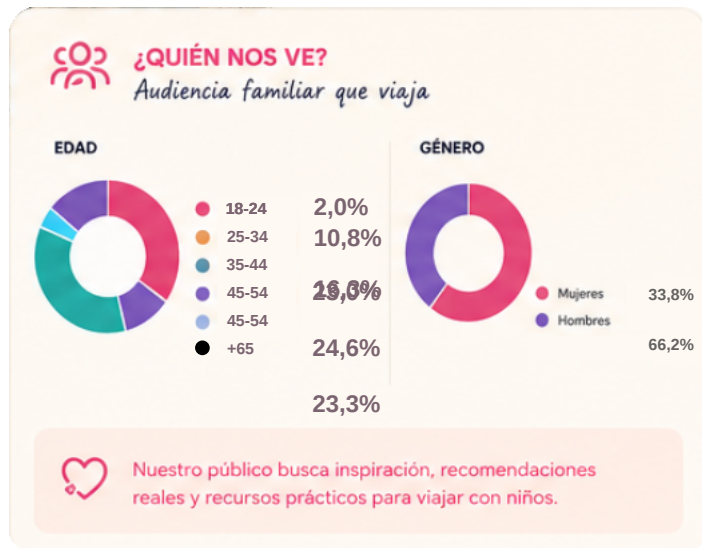




02 AUDIENCE & METRICS

K+

Subscribers



Contenido real. Historias reales. Resultados reales.

Updated: August 8, 2026



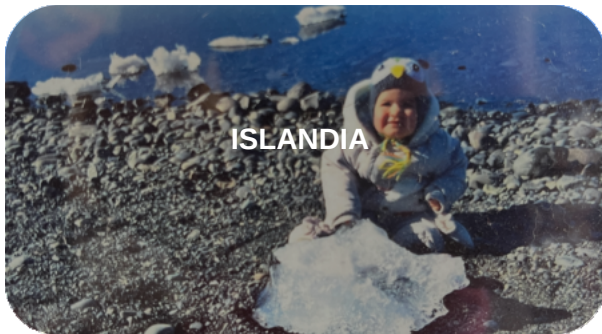
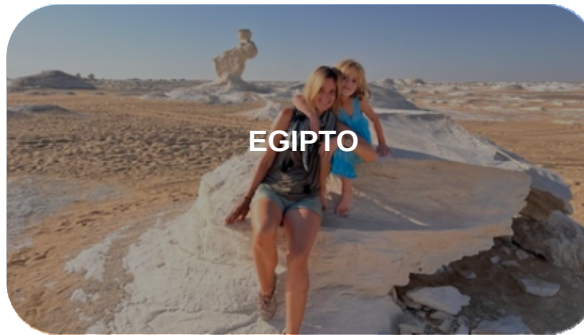
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03 DESTINATIONS

A growing catalog catalog of a travel experince **that keeps growing.**





04 LITTLE WANDERLUST ECOSYSTEM

We do not rely on a single channel.

We are building a long-term

YOUTUBE
brand asset.
Vlogs, guides and resources

SHORTS

Discovery

BLOG / SEO

Evergreen traffic

BOOKS

KDP + original collections

SOCIAL

Distribution and community

AFFILIATES

Measurable monetization

Travel -> content -> search -> community -> products -> affiliates -> new collaborations

Brand value grows because a collaboration can live across multiple assets and for longer.





05. COLLABORATIONS

The brand becomes part of the experience.

YOUTUBE

Natural integration

SHORT / UGC

Vertical content

BLOG / SEO

Evergreen presence

TRIP PARTNER

Multi-channel campaign

PRODUCT

Real use while travelling

BOOKS / RESOURCES

Editorial activations

Current partners / affiliates: [Holafly](#) · [IATI](#) · [Civitatis](#) · [Skyscanner](#) · [Shanghai Daily](#) / [City News Service](#)

19 days across China.

One family. One story.

A real family journey designed to become a multi-format content series:

long-form video, Shorts, practical guides, social content and evergreen search assets.

24 AUG - 13 SEP 2026

BEIJING -> XI'AN -> CHENGDU -> ZHANGJIAJIE

SHENZHEN -> SHANGHAI -> HONG KONG

Culture | family travel | technology | nature | future cities

Show European families what travelling through modern China with a child is really like -

from iconic heritage and landscapes to mobility, connectivity, technology and daily life.

07 PARTNERSHIP OPPORTUNITIES

Be part of the journey,

CURRENT PARTNERS / AFFILIATES

Holafly · IATI · Civitatis · Skyscanner · Trip.com

not just an ad.

We integrate partners into real travel moments so the brand remains useful,

credible and visible across several assets after the trip ends.

TRAVEL PARTNER

Natural integration across the China journey.

PRODUCT IN USE

Real-world testing while travelling as a family.

EXPERIENCE / ACCESS

Family-friendly access that strengthens the story.

EVERGREEN CONTENT

Blog, SEO and guides that continue working after publication.

CHINA 2026 COLLABORATIONS

24 AUG - 13 SEP 2026

hola@littlewanderlust.es • littlewanderlust.es