MEDIA KIT 2026

We show the world to little explorers

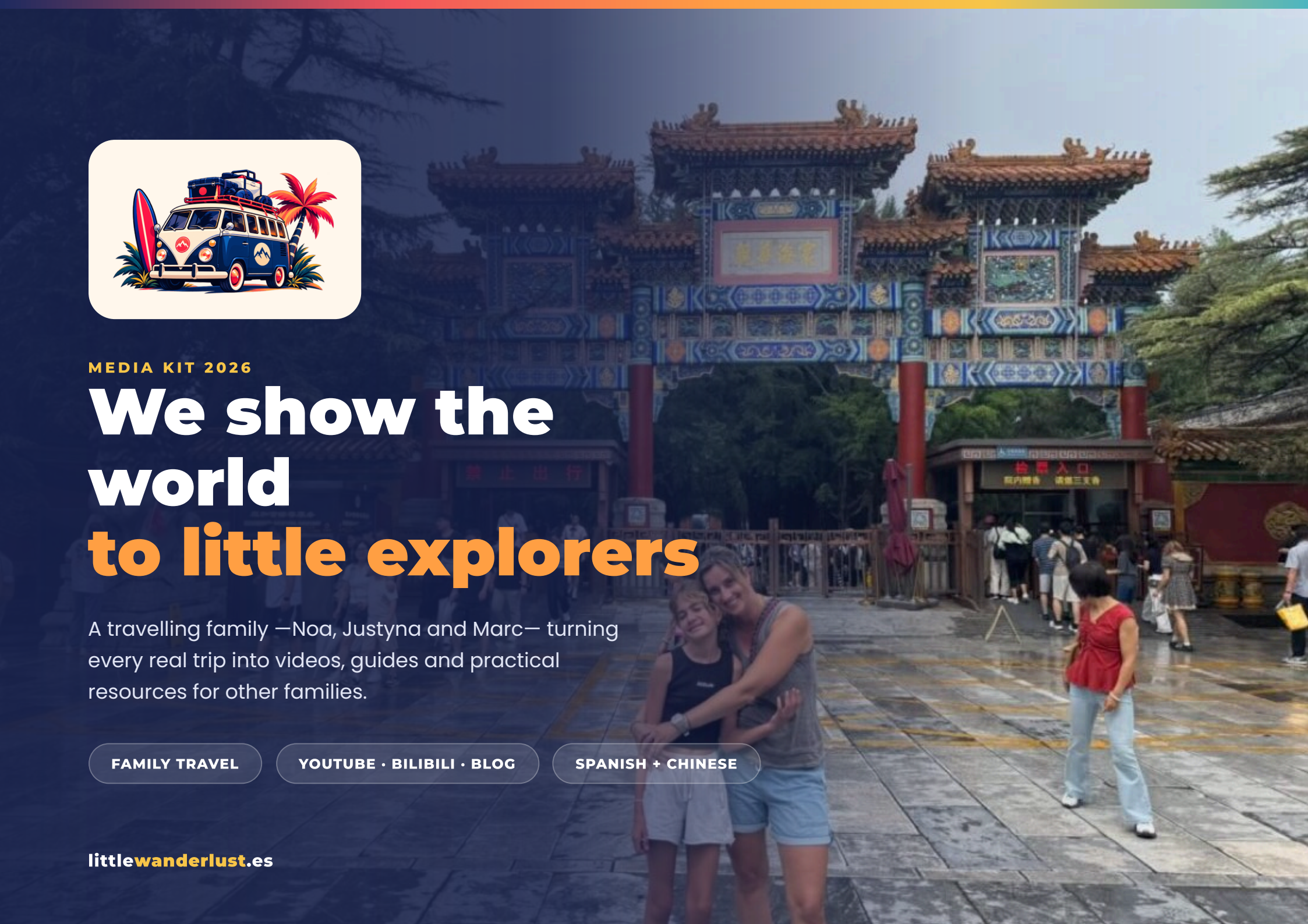
A travelling family —Noa, Justyna and Marc— turning every real trip into videos, guides and practical resources for other families.

FAMILY TRAVEL

YOUTUBE · BILIBILI · BLOG

SPANISH + CHINESE

littlewanderlust.es



NOA · JUSTYNA · MARC

A family that turns every trip into useful content

Everything we share, we have lived and tested with our daughter. That is why our community trusts our recommendations: real routes, honest budgets and tips to travel with kids without fear.

Tested
as a family, on the ground

Practical
no pretence, straight to the point

Evergreen
video + guides that keep working



REAL DATA · OCTOBER 2026

One journey, two audiences

YouTube

Spanish-speaking audience · travel vlogs

1,360
subscribers

+64,000
views
July–October 2026

163
videos

138,545
total channel views

Bilibili

Chinese audience · China's leading video platform

46,124
plays
in its first 2 weeks

15,036
on a single video
first day in Beijing

1,359
likes

511
comments

Blog & community

Search traffic that never expires

67
real guides

14
countries visited

6
PDF itineraries

weekly newsletter
automated

Where our YouTube viewers are Spain **63.7%** Mexico **3.2%** Argentina **1.8%** Chile **0.7%** Other **30.6%**

Sources: YouTube Studio, Bilibili and littlewanderlust.es

24 AUGUST – 13 SEPTEMBER 2026

19 days across China. One family, one story.

We show European families what travelling through modern China with a child is really like: heritage, nature, high-speed trains, mobile payments and everyday life.

Beijing → Xi'an → Chengdu → Zhangjiajie → Shenzhen → Shanghai → Hong Kong

+64,000
YouTube views during the series
YOUTUBE

46,124
Bilibili plays in 2 weeks
BILIBILI

15,036
plays of our first day in Beijing video
TOP VIDEO

Guides
+ downloadable PDF itinerary on the blog
EVERGREEN

The series is still being published: the content keeps working months after the trip

A CATALOGUE THAT KEEPS GROWING

14 countries explored with kids

















And also: **Indonesia** • **Vietnam** • **Tanzania** • **Italy** • **Belgium** • **Iceland** • **Azores** • **Porto**

FORMATS

Your brand, part of the journey. Not an ad.

▶️ Video integration
Your brand appears in a real moment of the trip, told naturally on YouTube.

🇨🇳 Chinese audience
Subtitled videos on Bilibili to reach Chinese viewers: ideal for destinations and travel brands in Asia.

📝 Evergreen SEO guide
Mention and link in guides that rank on Google and keep bringing visits for years.

✈️ Travel partner
A full campaign around a destination: video, guide, social, newsletter and PDF itinerary.

🎒 Product in use
We truly test it while travelling with our daughter and share our honest experience.

📧 Newsletter & social
Presence in our weekly newsletter, Instagram and Pinterest.

Always transparent: sponsored content is clearly labelled



THEY ALREADY TRUST US

Holafly · iati · civitatis · Skyscanner · Mistertransfer

Trip.com · 上海日报 ShanghaiDaily.com · TELESIN · Lost Plate · Travel China Guide

Shall we travel together?

hola@littlewanderlust.es

WEB littlewanderlust.es **YOUTUBE** @littlewanderlust **BILIBILI** Lilwanderlust **INSTAGRAM** @littleswanderlust

Little Wanderlust · Discover · Explore · Share 🚐