

VIKINGA

CHRONICLES

MEDIA KIT 2023



ABOUT THE AUTHOR

Louis Houde, father of three wonderful children, has been a fan of outdoor activities for several years. Passionate about cycling and bodybuilding for almost 10 years, and on the eve of his 60th birthday, he is now much more active in the field of sailing and navigation.

Owner of an offshore sailboat for three years now, he travels alone the turbulent waters of the St. Lawrence River in Quebec and Canada to discover the maritime world.

Louis shares his adventures on his blog, VIKINGR Chronicles, but also with soon 7000 subscribers on his own professional Facebook page.

POPULAR TOPICS

- Adventures
- The captain
- The boat
- Legends
- Fun facts
- Travel
- Games
- Tips
- Marina
- Activities

LET'S WORK TOGETHER

Do you have a collaboration in mind? Let's do it! Contact me to think about original concepts today!

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ABOUT THE BLOG

VIKINGR Chronicles is a professional blog maintained by Captain Louis Houde. Aboard his sailboat, the VIKINGR and like a team, they travel together the immense expanses of water of the province of Quebec and Canada. These are stories of the sea, incredible encounters with other sailors, publications on different modes of navigation, discoveries of fabulous places and sharing of very enriching human experiences.

These are also topics for articles in the "HOW TO DO" series, including how to master a navigation technique or how to install a compostable toilet. Sometimes it is a sharing of various tips and tricks. And other times, simple little recipes!

The subjects are very varied and appeal to both experienced sailors and laymen. If the more technical articles appeal more to experienced captains, the stories of the sea told by the captain keep adventure lovers spellbound. Everyone finds their happiness! This is why the VIKINGR Chronicles attracts so many visitors.

AUDIENCE AND STATISTICS

For the year 2022, the site obtained **1,216,357** page views, **152,558** visits for more than **37,307 unique visitors**. The origin is mainly from Canada and the United States. France, compared to last year, increased its visits by more than 25%. Of course, the blog has only been online for two years. We expect to exceed these figures as early as next year with an increase in traffic of around 30%. We will publish the posts in French and English at the same time (In 2022, they were published in French first, and English followed some time later). Greater traffic for the English version is to be expected in the first weeks of 2023.

101 363
PAGE VIEWS
PER MONTH


3 109
UNIQUE VISITORS
PER MONTH


4.08
VISITS BY
UNIQUE VISITORS

7.97
PAGES PER VISIT

11.69
CLICKS PER VISIT

90.7%
5-15MIN. PER VISIT

 **56%**
WOMEN

 **44%**
MEN



46% Canada
40% United States
12% France
2% Others

OFFERED SERVICES

Sponsored post

Would you like me to talk about your product/
service/company in one of my post?

With pleasure !

\$500* per post of 800 words.
\$900* per post of 1500 words.

Draws and contests

Would you like to offer one of your products or
services as a gift during a draw or a contest?

What a good idea!

\$150* per action

EDITORIAL TRANSPARENCY

VIKINGR Chronicles is a blog that talk about navigation, sailing, boats and everything that surrounds this universe. It is written and maintained by myself, Louis Houde, captain of the sailboat VIKINGR. My editorial line is completely transparent. If I am talking about any product or service and have received a sponsorship, the item will be clearly identified as a "sponsorship".

Sponsorships

Definition : Any content created in collaboration with a brand or company that offers products or services related to the content of this blog, which in exchange for mentions, agrees to finance all or part of its publication. Will be identified as sponsored content. This content will therefore be useful for the reader.

What it means: A sponsorship is not an advertisement. It is a product or service that I believe information about it can be useful to my readers. The company requesting or giving a sponsorship has no right to review the editorial content of my article and the final evaluation that will be made of its product or service, if any.

I remain biased, objective and completely transparent at all times.

Advertising

No advertising will be displayed in the VIKINGR Chronicles.

Definition: Paid publication promoting a service, trademark or company, without interest or direct utility for the reader of this blog.

* All prices are in US dollars.



Thank you for requesting this media kit.

At any time, I can give you access to the statistics of the publication in which your product or service will be presented. For any additional questions, please do not hesitate to contact me. I will be happy to answer you quickly!

So, we say see you right away? Applications are usually made online, via a small form that only takes a few minutes to complete.

See: [The sponsorship offer form](#).

Waiting for your communication, I already look forward to our collaboration!

Cordially,

Louis Houde

Louis Houde

Captain of the sailboat VIKINGR and author of the blog VIKINGR Chronicles.

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