

Hey there!

This is a mock media kit I did for the company Matador Network. I wrote and edited all of the copy, made the brochure and created the layout for the presentation.

Hope you like it!





MATADOR network

media kit



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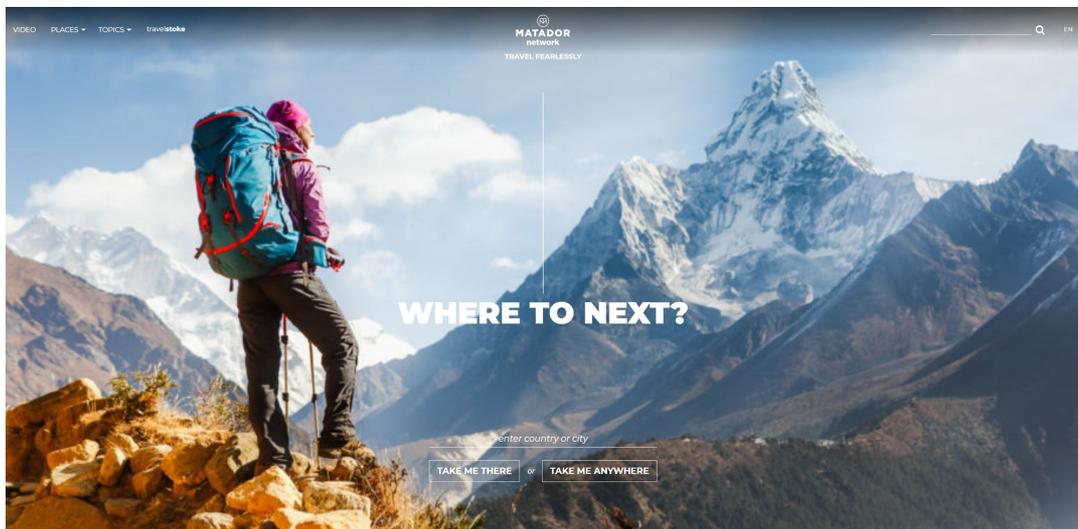
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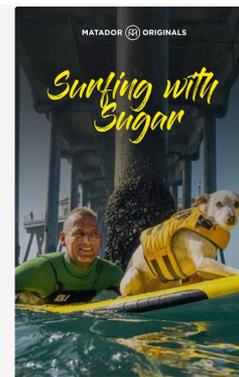
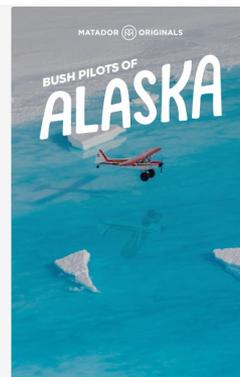
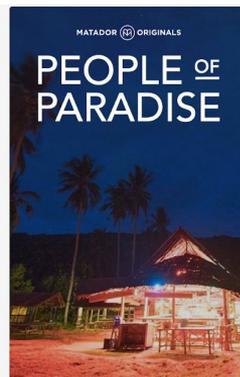
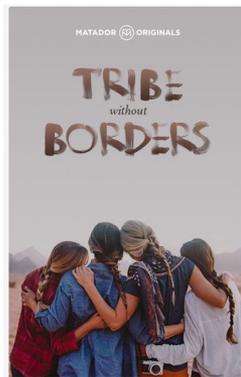
Twelve years ago the Matador Network started with just two guys. Since then it has erupted into the world's largest independent travel publisher, and our purpose hasn't changed. With a team of awarding winning travel journalists, photographers and filmmakers, we've set out to capture the moments that make us all feel something. Whether it's crumbling pastries from French markets, dogs curling up in tents by campfires, dancing in Swedish spring festivals, cycling down Irish roads, or stargazing in Japanese treehouses; whatever the moment may be, it's accessible through the Matador Network. Through our stories, photos, and videos, all making use of the latest technology, we bring a virtual campfire of information, culture, and connection to travelers all over the world.



Our Work

Technology today is more amazing than it's ever been; earthshaking high quality sound, luminous high definition visuals, and quick and easy ways to have it all at our fingertips. We make use of the latest technology there is. Drones are some of our best friends, and we never miss an opportunity to use them. We want the most impressive, extravagant, gorgeous shots we can possibly get. Visuals are a big part of our stories and we know and firmly believe in the power of them. We always want the heart racing, wide eyed, goosebumpy reaction as if you were right there beside us the whole time.

Original films



Guides



Everything you need to know about taking your dog into the great outdoors

Morwenna Jones

Oct 8, 2018



The ultimate packing list for car camping this fall

Morwenna Jones

Sep 10, 2018



The best places in the world to dive with sharks

Matthew Meltzer

Jul 16, 2018

Our Team Our Family Our Tribe

Over the years we've grown a family of incredibly talented writers, photographers, and filmmakers from all over the world. We know the best way to get the real story is having it told from a local, from the heart and mind of someone who lives and breathes that life. We've worked hard to weave connections to these people all over the globe who share a passion for travel and storytelling, so they can tell us their story.

EDITORS



Matt Hershberger

Matt Hershberger is a blogger who focuses on travel, culture, and human rights. Check him out at [MattHershberger.com](https://mattershberger.com).



david seth miller

editor in chief of matador network (<https://medium.com/@MatadorNetwork>), flow-hunter, team-builder, papi. contact me: david@matadornetwork.com



Carlo Alcos

Managing Editor at Matador Network, Director of MatadorU. Writer, musician, outdoors person, roadtrip warrior.



Debbie Gonzalez Canada

Human being being human, reluctant to labelling — editor @ Matador Network, dancer, facilitator of learning (by conversations mostly), environmentalist.



Emma Thieme

Freelance writer, editor and upholsterer living in Downeast Maine. www.emmathieme.com.



Amanda Machado

Writer, editor, content strategist, digital nomad. Focusing on social justice, travel, and education. www.amandaemachado.com



Ana Bulnes

Journalist & enthusiast. <http://www.disquecool.com>



Katie Scott Aiton

Writer and Editor @Matadornetwork. Contact me katie@matadornetwork.com

WRITERS



Leo Hollis

Writer and urban historian. 'Cities Are Good for You: the genius of the metropolis', published in paperback in 2014.



KevinRedmayne

Freelance writer & journalist, BPD survivor, owner of Skylarkrecovery.com. Words have the power to shine a light on realities otherwise missed.



Adebayo Ibadapo Adegbembo

Passionate about recreating African Cultural narratives for people of African descent via [@genii_games](https://genii_games).



KOTY NEELIS

writer and editor passionate about synth pop, night caps, and writing about the human condition.



Bart Schaneman

Denver. Author of *The Silence is the Noise*. Newsletter: <https://tinyletter.com/bartschaneman>



Fariha Róisín

writer [@fariharoisin](https://twitter.com/fariharoisin)



Eve Turow Paul

Author, Public Speaker, Brand Advisor.



Lee Ziesche

Writer/documentary filmmaker/millennial who would like a planet to live on.

Stats



1.8M followers



220k followers



83.7k followers



41,634,785 views

The screenshot shows the Instagram profile for 'matadornetwork'. The profile picture is a blue circle with a white 'M'. The bio states: 'Matador Network. Matador is a digital magazine for travelers across the globe with an unquenchable thirst for adventure and exploration. linkin.bio/matadornetwork'. The profile has 8,005 posts, 221k followers, and is following 1,184 accounts. Below the bio are seven location tags: Taipei, Camping Ti..., Oregon Co..., Ghost Town, Big Sur, Japan, and Mostar. The main content area shows a grid of six travel-related images: a lake with mountains, a sunset over a valley, the aurora borealis, a hot air balloon, a waterfall, and a person on a grassy hill.

Demographic

Our followers

Age: 18-30

Locations: U.S.A., Europe, South America

Jobs: marketers, public relations agents, writers, artists,

Hobbies: traveling, photography, music, writing, horseback riding, hiking



Partnerships

Our passion for innovative, socially relevant and exciting content has grown the company faster than we ever expected, and has connected us to partnerships with tons of awesome people like the ones at Visa, Intel and General Motors. They have been fantastic partners for letting us get our stories out there in a way that's fast and exciting.



Awards

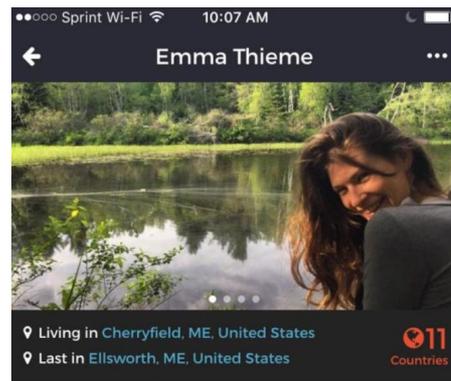
- The 2010 and 2011 Lowell Thomas Award in the category of Online Travel Journalism Sites
- The 2013 GoMedia Awards in the category of Online Video (Canadian and international media) for Robin Esrock's, *The Calgary Stampede*.
- A 2014 Skiffie award for Best Social Media Presence – Travel Media
- A 2015 Skiffie award for Most Effective Brand on Social Media – Travel Media
- A 2018 award for Best Documentary at the Top Shorts film festival for the Matador Original film, *Jacob's Journey*

Travelstoke

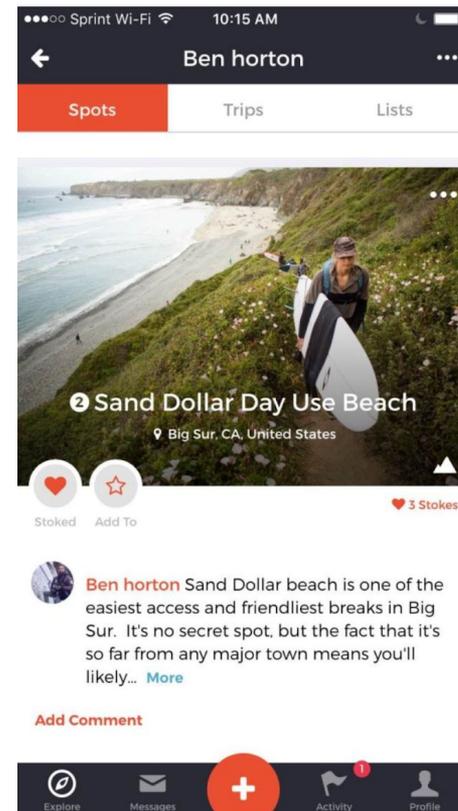
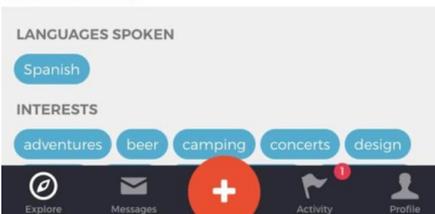
Matador Network's first app Travelstoke launched back in 2016. An app that allows travelers to connect to secret spots, shops, beaches, restaurants and most importantly, other travelers.

Here app users can chat, share advice and find other users with their same interests to host or hang out with.

The spot feature allows users to post, share and save spots for to plan future trips.



Contributing editor for Matador Network and MatadorU writing faculty. Also: Motorcycling. Auto trimming. Writing. Reading. Living outside in a tent. Driving long distances.



Press Release



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For Immediate Release

Travelstoke: Matador Network's new app to connect travelers

Savannah, Ga (Oct. 28) — The Matador Network, an independent online-travel publisher, is releasing their first travel app: Travelstoke. The app is centered around the main concept behind the Matador Network: connecting people around the globe. With this app travelers can mark their favorite spots, connect, meetup, ask for advice, host other travelers and plan future trips. The app looks to solve a problem many travellers often face, which is ending up in place where they just don't know anyone.

Users create a profile which will include where they're from, where they are, their interests, their testimonials, languages they speak and how many countries they've visited; users can also include an optional short bio. This makes it easy for users to find and meet up with other travelers with similar interests in their area.

Additionally, users can create "spots" by taking a photo of a place, tagging it and adding a brief description. Spots can be just about anything, from foodtrucks, to beaches, to parks and boutiques. With this other users can then "stoke" a spot you've added, which will save it for later use, such as a future trip, similar to a "wishlist." Spots are easily integrated into Google Maps and Uber, and feature more "right-to-the-trail" kind of information from real travelers like themselves.

"The spot feature is an incredible part of the app and essential for travelers. The spots become powerful trip-planning tools that are saved right to your phone and are always available offline," said Matador Network's C.E.O., Ben Polansky.

As of September 16 the app will be available for free on both iOS and Android phones.

###

Matador Network is the one of the largest independent online-travel publishers in the country and is centered around connecting travelers all over the world.



MATADOR
network

Travel is people.

Visit us at
matadornetwork.com



@matadornetwork



Matador Network

The world's largest
independent online travel
publisher is looking for
writers!

Let Us Introduce Ourselves

Twelve years ago the Matador Network started with just two employees, now we've erupted into the world's largest independent travel publisher.

With a team of awarding winning travel journalists, photographers and filmmakers, we've set out to capture the moments that make us all feel something. Through our stories, photos, and videos, all making use of the latest technology, we bring a virtual campfire of information, culture, and connection.



What We Look For

We're looking for talented, determined young writers with a passion for travelling, culture and the great outdoors. Choose from a variety of assignments including social impact retreats, to connect to an audience all over the globe.

Requirements:

Must be 21 or older

Must have at least two published works

Call for Submissions

Head over to matadornetwork.com/apply

Find an assignment that fits you. Eg: Writer that has hiked the Pacific Crest Trail, Writer that has lived in Istanbul

Follow instructions on the assignment page.

In addition to the application we usually ask for a short bio and couple writing samples in the form of an email.

We'll have a response for you within 3-4 weeks.

