



ADVENTURE MOM NEDRA MCDANIEL

MEDIAKIT

WWW.ADVENTUREMOMBLOG.COM

ABOUT ADVENTURE MOM

Nedra McDaniel is a visual storyteller, brand ambassador, travel influencer, freelancer, and the founder of the travel, lifestyle, and adventure blog, Adventure Mom.

Since 2011, Nedra has been on a quest to show her readers and social media followers how to make adventure attainable. She introduces them to unique experiences and adventures ranging from mild to extreme, brand products, to culinary experiences, which can be tried solo, as a couple, or with friends or family.

She believes that what you look for, you will find. Every destination has interesting people to meet, and hidden gems to discover that you can't replicate anywhere else.



MORE ABOUT ME

- Reside in the Cincinnati, Ohio Metro
- 40+ female who is married and has two teenage sons

STORY ANGLES

- Family Travel
- Girlfriend Getaway/Momcation
- Couples Getaway
- Multi-Gen
- Mom and Me/Parent & Friend
- Solo Travel
- Road Trips
- Day Trips
- Outdoor Adventures
- Culinary Adventures
- Brands / Products
- Sports Parent

BRAND AMBASSADORSHIPS

- United Wheels E-Bikes and Huffy Bicycles
- First Kings Island Amusement Park Brand Ambassador
- First St. Elizabeth Healthcare Brand Ambassador



LIFE IS AN ADVENTURE!

- Underwater hockey
- Jumping off of the Stratosphere
- Sleeping in a submarine
- Swinging on a trapeze
- Trying the luge
- Letting a wolf play with my hair,
- Taking a cooking class
-and the list goes on and on.

The irony is that I'm kind of a wimp but I've become addicted to the magic that happens when I face my fears and step outside of my comfort zone.

CONTACT

NEDRA@ADVENTUREMOMBLOG.COM

AUDIENCE DEMOGRAPHICS AND SOCIAL REACH



Monthly Views - 59k+

Unique Views - 53k+



7.1k+



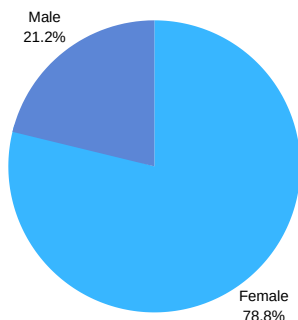
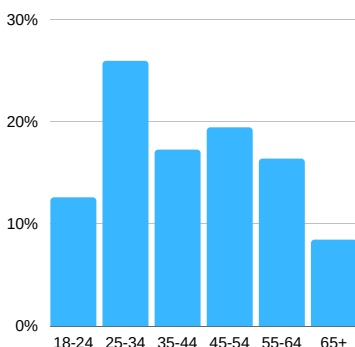
75.1k+



17.6k+



8.8k+



TOP 10 STATES



- | | |
|---------------|-------------|
| 1. Ohio | 6. Michigan |
| 2. Florida | 7. New York |
| 3. Kentucky | 8. Indiana |
| 4. California | 9. Texas |
| 5. Illinois | 10. Georgia |

TESTIMONIALS

"What can I say about Nedra? Nedra (aka Adventure Mom) is a rock star! Many may categorize her as an "influencer", but that description is too cliché at this point. Nedra is a true brand ambassador who takes pride in her partnerships. Nedra is selective with her partners and truly invested once connected. She has become more than a partnership for multiple brands within United Wheels and she has masterfully represented all of them."

Kris Parlett | Director, Brand & Integrated Marketing United Wheels/Huffy

"Nedra has been a pleasure to work with throughout the entire planning, hosting and follow-up process. Not only is she a talented blogger and communicator, it is evident by the content she produced that she absorbed the tips and information we provided but also did extensive research on her own and really got to know our destination. This has resulted in fantastic coverage and a great CVB-blogger relationship."

April Ingle | Communications Coordinator | Positively Cleveland

ADVENTURE

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