



# ADVENTURE MOM NEDRA MCDANIEL MEDIKIT

[WWW.ADVENTUREMOMBLOG.COM](http://WWW.ADVENTUREMOMBLOG.COM)

## ABOUT ADVENTURE MOM

ADVENTURE MOM IS A DIGITAL PUBLICATION THAT HELPS MAKE  
ADVENTURE ATTAINABLE IN EVERY SEASON OF LIFE.

Nedra McDaniel is a visual storyteller, brand ambassador, travel influencer, freelancer, and founder of the travel, lifestyle, and adventure website, Adventure Mom founded in 2011.

Nedra introduces her audience to unique experiences and adventures ranging from mild to the extreme that 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, LOCAL FLAVORS TO TRY,  
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

## WORK WITH ME

**Authentic content that aligns with a brand or destination's goals and definition of success**

- Customized Marketing Campaigns
- Sponsored Posts
- Brand Ambassadorships
- Social Media Campaigns
- Photography
- Sponsored Influencer Trips
- TV Segments - Product or Destination
- Giveaways -Product or Event
- Freelance
- Press Trips

## CONTACT

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# AUDIENCE DEMOGRAPHICS AND SOCIAL REACH



Avg. Monthly Views - 75.7k+  
Unique Views - 56.8k+



8.1k+



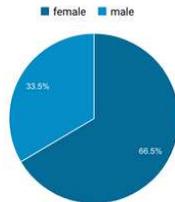
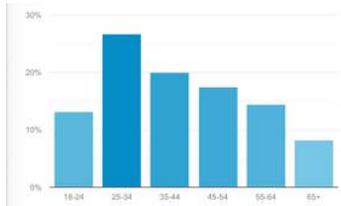
70.7k+



18.4k+



10k+



## TOP 10 STATES



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