

# DISCOVERING HIDDEN GEMS


*Food & Travel Blog*

## ABOUT US




We are Eva Keller and Joseph Perez, an age-gap husband and wife based in Southern California. We create content for weekend getaways, road trips, and day trips, highlighting the hidden gems we discover along the way.


Our travel style is adventurous and flexible. We enjoy visiting National Parks, wine tasting, trying new restaurants, and exploring unique places.

 **890+**


Discovering Hidden Gems

 **5.6K+**

@discoveringgem

 **3.1K+**


@discovering\_hidden\_gems

 **1.2K+**


Discovering Hidden Gems

 **3.5K+**

Discount Travel Secrets  
Private Facebook Group

 **1.2K+**

Email List Subscribers

 **285+**


@discovering\_hidden\_gems

 **230+**


Discovering Hidden Gems

 **37**


DOMAIN  
AUTHORITY

 **25K+**

MONTHLY  
PAGE VIEWS

 **16K+**

MONTHLY  
SESSIONS

 **10K+**

MONTHLY GOOGLE  
SEARCH CLICKS

## About Our Blog

Our blog features a variety of travel content from around the US. We love to feature National Parks, historic sites, resorts, weekend getaways, and road trip itineraries.

One of our favorite projects is our "Best Restaurants" series, which has expanded to feature Southern California, Northern California and Las Vegas dining establishments.

We promote seasonal local events (Halloween, Christmas, etc) that are relevant to our interests and have a variety of sponsored content that fits into our food, travel, and lifestyle niche.



# DISCOVERING HIDDEN GEMS

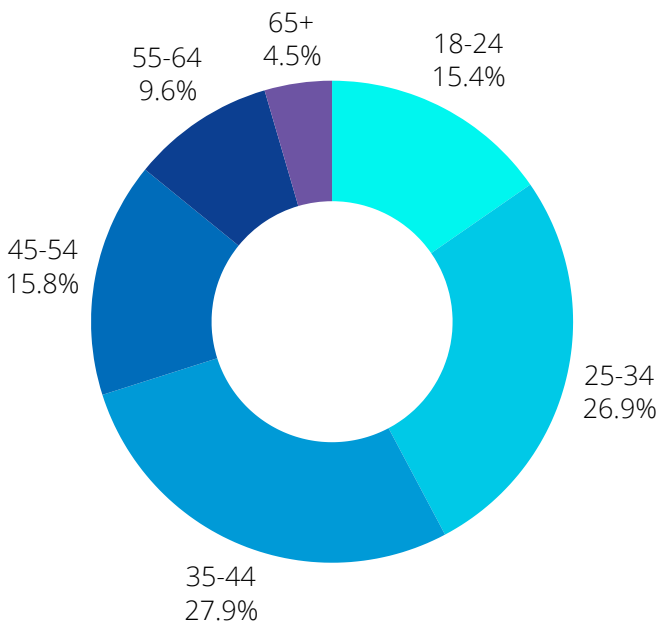
*Food & Travel Blog*

## DEMOGRAPHICS

### *Blog Audience*

Location: 94.1% USA

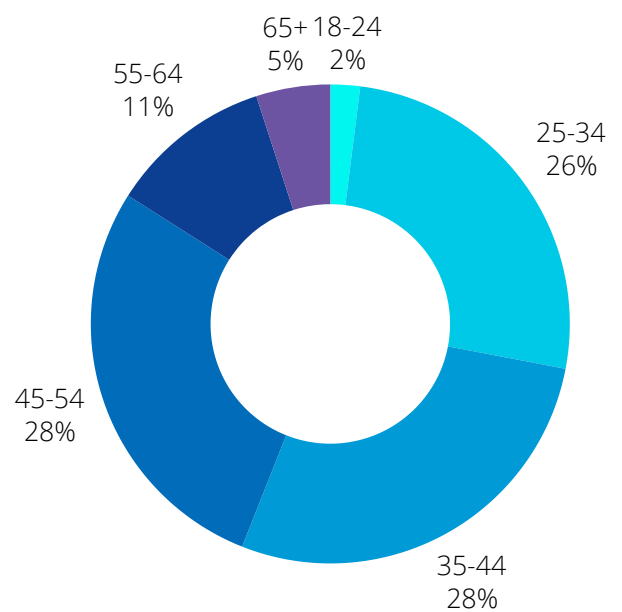
Gender: 51.82% Female 48.18% Male



### *Facebook Audience*

Location: 80% USA

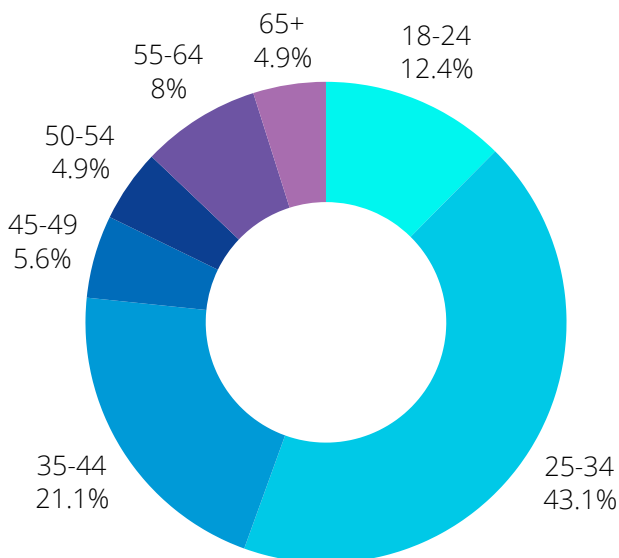
Gender: 81.3% Female 18.7% Male



### *Pinterest Audience*

Location: 53% USA

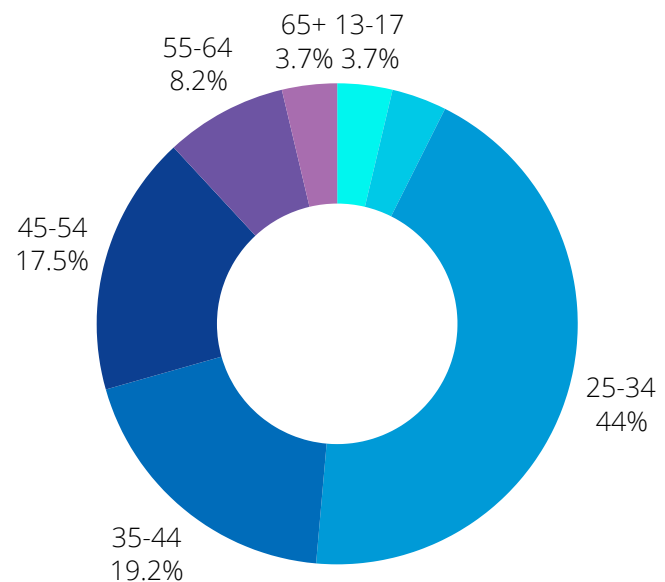
Gender: 74.3% Female 15.8% Male 9.9% Unknown



### *Instagram Audience*

Location: 82.4% USA

Gender: 70.6% Female 29.3% Male



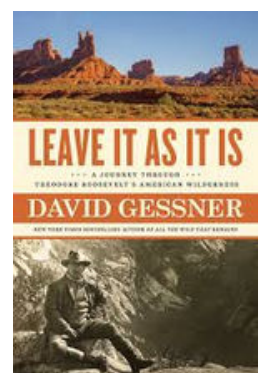
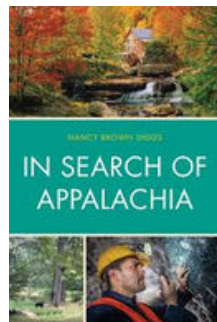
# DISCOVERING HIDDEN GEMS

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## BRAND COLLABORATIONS Blog Posts Travel



AZURE PALM HOT SPRINGS  
RESORT & DAY SPA OASIS



# DISCOVERING HIDDEN GEMS

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## BRAND COLLABORATIONS Blog Posts

### *Food and Drinks*



ROUXBE

**MIGHTY  
SESAME CO.**



### *Health/Wellness*

DANCING & LIFE



JOEL MARION



flourish



# DISCOVERING HIDDEN GEMS

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## BRAND COLLABORATIONS

### Blog Posts

#### Business/Finance



#### Household



#### Beauty/Skincare/Fashion



# DISCOVERING HIDDEN GEMS

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## BRAND COLLABORATIONS

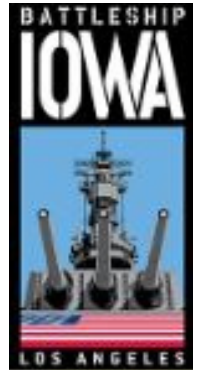
### Social Media Travel



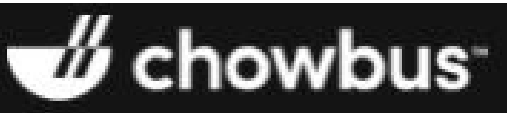
**THE ESCAPE GAME**



**Travelgram**



### Food and Drinks



# DISCOVERING HIDDEN GEMS

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## BRAND COLLABORATIONS

### Social Media

### Charities/Nonprofits



### Other Products/Services



tunatutu



Juicy Couture



FINESSE

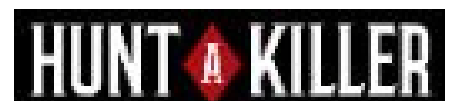


Joe Bonamassa

tiktokforbusiness



DL CHIC





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## BRAND COLLABORATIONS

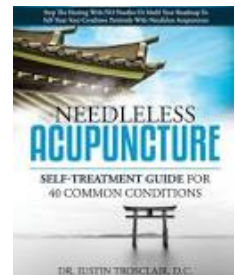
### Social Media

### Health/Wellness

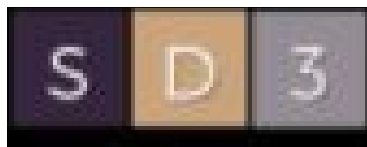
ReplyAll Health



Robitussin®



core



OnPoint Nutrition

AZO

check my  
body health



Natean



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## BRAND COLLABORATIONS

### Social Media

### Beauty/Skincare

MUGLER

PRADA LANCÔME *Too Faced*

 **SHE** MEDIA  
PARTNER NETWORK

TANGLE  
TEEZER

PUREAUTY  
naturals 

ORIBE

type:A.

EVE  
LOM

exuviance®

Splat  
Rebellious Colors

SINCE 1854  
HUMPHREYS  
SKINCARE

essie® 

Lasting Smiles

SKIN1004

STYLECASTER

 GARNIER

LAURA MERCIER  
PARIS | NEW YORK

MADISON REED®

beautyblender®

Aú Natural  
Skinfood®

eva·nyc

JOAH®

Milk MAKEUP

Dr.Jart+

 ChapStick®

dpHUE

FI!p

WELL PEOPLE

FACE  
GYM.

SHISEIDO  
GINZA TOKYO

NEOSTRATA®

L'ORÉAL  
PARIS

CLARINS

Dove  


# DISCOVERING HIDDEN GEMS

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## FEATURED ARTICLES

### *Business/Blogging (Part 1)*

**Time.com** - How to Make Money from Blogging in 5 Steps, According to 4 Experts Who've Done It

**Business Insider** - I did the Disney College Program 4 times and had years of free access to the parks

**The Guardian**- 'Not for employee use': why are US retail workers being denied chairs?

**Shweebe.com** - Micro-Influencers First Sponsorship Deal

**Bisvue.com** - How To Use YouTube for Business in 20201 - Advice From Top Experts

**GrowthHackers.com** - 18 Best Social Media Plugins for Wordpress

**ReferralRock.com** - 9 Favorite WordPress Plugins for Content Creators

**BloggingExplained.com** - 25+ Best Blogging Tools for Beginners (2021): Free and Paid

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## FEATURED ARTICLES

### *Business/Blogging (Part 2)*

**TheGirlfriend.com** - 3 Ways to Make Money While You Sleep

**ManyChat.com** - Make Money on Instagram

**BloggingExplained.com** - From the Experts: 18 Blogging Resolutions for 2022

**Prezly** - How to Reach Influencers As A Brand Or Small Business To Promote Your Product

**YB Digital** - 150+ Best Expert Affiliate Marketing Tips

**WinSavvy.com** - 25 Ways to Get More Views and Engagement on Your Instagram Reels (Fast!)



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## FEATURED ARTICLES

### *Travel (Part 1)*

**AOL** - 10 Easy Ways To Save on Food While Traveling

**Business Insider** - I worked at Disney World and Disneyland. The wildest things always happened at Magic Kingdom — here's what it was like.

**USA Today** - Frustrated travelers start recording customer service phone calls. But does it work?

**CNN** - All the gear you'll need to work remotely while traveling, according to expert

**Northwestern Mutual** - Still Need Summer Vacation Ideas? Here are 4 Popular Travel Trends Pros Recommend

**Capital One** - How To Plan A Trip In 8 Simple Steps

**Maui Chocolate** - Press, Discovering Hidden Gems

**Best Life Online** - The 10 Most Underrated U.S. National Parks

**Best Life Online** - 8 Most Thrilling Waterfalls in the U.S. That Will Make Your Jaw Drop

**Go Banking Rates** - 10 Easy Ways To Save on Food While Traveling

# DISCOVERING HIDDEN GEMS

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## FEATURED ARTICLES

### *Travel (Part 2)*

**First For Women** - 8 Savvy Ways To Save On Your Next Road Trip

**Wanderu.com** - Vacation Destinations, Solo Travel

**WCIFly.com** - Most Picturesque Destination For March

**WCIFly.com** - Most Picturesque Destination For June

**Synergy Suite** - What Brings Customers Back To Their Favorite Restaurant Chains?

**Dive In** - Tips On How To Plan A Romantic Getaway

**Terre Maroc** - Fall Activities For Couples

**Passport-Photo Online** - 2022's Most Budget-Friendly US Cities [50 Biggest Destinations, Ranked]

**OwlGuru.com** - Day in the Life of Attractions Trainer - Eva Keller

**Her Money** - How To Snag A Hotel Room Upgrade

**Be-Safe.org** - ELECTRICAL SAFETY TIPS BEFORE YOU GO ON VACATION

**Savoteur.com** - From the Mid West to the Wild West, These Underrated Wine Regions Are Not Just for Oenophiles

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## FEATURED ARTICLES

### *Lifestyle (Part 1)*

**The Associated Press** - Are you vaxxed? Some families face fraught divide over jabs

**Yahoo Finance** - Are Gen Z and Millennials Destined to Live With Roommates Forever?

**Yahoo Life** - Women talk about struggling with heavy periods: 'Blood would leak everywhere'

**Forbes** - 33% Of Gen Zers Trust TikTok More Than Doctors, New Survey Shows

**AOL** - Millennials Reveal the Best Items They've Bought for Less Than \$100

**News.com.au** - Couple with 24 year age gap reveal how they fell in love

**Good Rx** - What's It Like To Take Omeprazole (Prilosec) for Heartburn?

**TLC** - Real Couples Share The #1 Wedding Gift They Actually Use - And Can't Live Without



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### *Lifestyle (Part 2)*

**InsideHook.com** - The Real Problem With Male Birth Control

**Wealthy Single Mommy** - Into older men? Do's and don'ts for dating an older man

**ARedHairGirl.com** - MEDITATION: MENTAL HEALTH AND STRESS STRATEGY 2

**TheStoryExchange.org** - 'It Seems Irresponsible to Bring More Humans Into This World'

**MEL Magazine** - Do Couples Who Trade Together, Stay Together?

**SwiftFit.Net** - What 24 Married Couples Say Makes A Good Marriage

**OnlineU** - How To Graduate College Early

**CyberNews** - Don't feel guilty after binge-watching TV: people actually plan it

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## AWARDS

**#10 OF THE 3.5 BEST USA  
TRAVEL BLOGS AND  
WEBSITES**



## CONTACT US

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