



NO BACK HOME



MEDIA KIT





About Us



No Back Home was founded in 2012 when our family moved to Los Angeles after almost a decade in India. Exploring LA every moment we could and looking to share our experiences with others, No Back Home was born.

The name No Back Home comes from our son who always said "*no back home*" when it was time to head home after a day adventuring.

Behind the scenes, No Back Home is me - Karilyn, a solo mom and my captivating nature obsessed 12 year old, Cian.

I write and photograph about our adventures at home in Southern California & around the world to inspire other families to get out and explore, even if it's just in their own city. I want to move families from the inspiration stage into actively making memories together by providing the ins and outs of travel, making it easily accessible to even novice travelers.

As a family, we enjoy adventures in the outdoors, exploring different cultures and seeking out learning experiences wherever we find ourselves. We do this through urban adventures, hiking, backpacking, seeing animals in the wild and immersing ourselves in the local culture.

As a former solo backpacker turned family travel 'flashpacker', we experience travel at all levels ranging from luxury to roughing it in the outdoors. I have traveled to over 52 countries on my own and 35 with my son.





Stats & Social Media

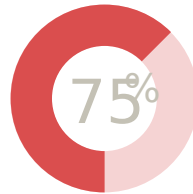
MONTHLY TRAFFIC

- Visitors: 30,000 +
- Page Views: 50,500+
- Average Time on Site: 1:06 (min)

AUDIENCE PROFILE



76% Female



Ages 25-44



82% From US (with 43% of those from California)

SOCIAL MEDIA



Twitter Followers: 23,000+



Facebook Fans: 2600+



Instagram Followers: 43,800+



Pinterest: 18,000+



Partnership Benefits & Opportunities

Why Work with No Back Home?

SOLO PARENT & FAMILY REPRESENTATION

As a solo parent family travel blog, No Back Home, reaches an often overlooked segment, while also speaking to typical family travelers. Through evergreen blog content and engaging social media coverage, NBH provides a pathway to new audiences.



CAMPAIGN OPPORTUNITIES

Structured campaigns may include:

- brand ambassadorships
- long form blog content
- client site content
- social media campaigns & takeovers
- photo content licensing

PARTNERSHIP HISTORY

In our 12 years we have successfully partnered with a variety of travel and family brands including Expedia, Kimpton Hotels, Keen Footwear, Kelty Outdoor and more.

Destination partner highlights include: Southwest Germany, Visit California, Visit Montana, Visit Wisconsin, Incredible India, Failte Ireland and many local California tourism boards.





Previous Partners





Professional Associations

Professional Travel Bloggers Association

Society of American Travel Writers (SATW)

Awards

2022 SATW Western Chapter GOLD for Best Website

2022 SATW Bill Muster Photo Awards - Silver - General People

2022 Bill Muster Photo Awards - Honorable Mention - Adventure

2017 Visit California Digital Influencer of the Year

Comments from Followers

"I cannot thank you enough for posting this with such detail and great photos."

"This was a nice post because it includes so many cool things to do even as an adult sans children!"

"I used this as a reference for a recent Spain vacation. I had the most incredible time."

Contact Information

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