

## About Dica & Indica

BLOG CREATED IN JULY / 2012 WITH THE PURPOSE OF PROVIDING TIPS AND INFORMATION ON TRIPS TO ORLANDO AND SURROUNDINGS, THEME PARKS AND DISNEY CRUISES AROUND THE WORLD. IT CURRENTLY EXPLORES OTHER CITIES IN FLORIDA AND UNITED STATES, PRESENTING ATTRACTIONS, AMUSEMENT PARKS, MUSEUMS, OUTDOORS, HOTELS, RESTAURANTS, SHOPPING, ETC



## About Andreza

ANDREZA TRIVILLIN WAS BORN IN SAO PAULO, BRAZIL. CURRENTLY SHE LIVES IN ORLANDO. GRADUATED IN BUSINESS ADMINISTRATION, WITH MBA IN MARKETING. MARRIED AND MOTHER OF ONE TEEN DAUGHTER. SHE LOVES TRAVELLING, DOES NOT MATTER THE DESTINATION. SHE LOVES WRITE AND TALK. DISNEY FAN, CURIOUS AND FUNNY. ALL THIS TOGETHER IS SHOWN ON YOUR BLOG AND SOCIAL MEDIAS.

### Website



UNIQUE VISITORS  
21K



VISITS  
40K



PAGE VIEWS  
100K



AVERAGE  
TIME ON  
SITE: 2 MIN



91% BRAZIL  
16% SP  
9% RiO  
10% USA



FANS 145K  
FACEBOOK GROUP  
MEMBERS 30K



FOLLOWERS 78K  
3K VIEWS STORIES  
20K VIEWS FEED



MONTHLY  
VIEWS  
200K



FOLLOWERS  
26K



YOUTUBE  
5K  
FOLLOWERS

### Social Media

# Readers Profile



80% WOMEN  
70% ARE BETWEEN 35 AND 54 YEARS  
80% WITH COLLEGE OR MORE

62% MARRIED  
55% WITH CHILDREN  
51% TRAVEL EVERY 6 MONTHS  
70% TRAVEL WITH FAMILY WITH KIDS AND/OR TEENS

## Services

- CAR RENTAL, VACATION HOMES AND HOTEL RESERVATION, TICKETS, TRAVEL INSURANCE, AMONG OTHERS.
- PUBLI OR SPONSORED POSTS
- FAM TRIPS
- REVIEW / REVIEWS OF PRODUCTS, SERVICES AND / OR LOCATIONS
- SWEEPSTAKES AND PROMOTIONS



DIGITAL AND PRINTED GUIDE ABOUT CITY OF ORLANDO AND SURROUNDINGS. RELEASED IN APRIL/2014. 5.000 GUIDES SOLD 179 PAGES



DIGITAL AND PRINTED GUIDE ABOUT DISNEYLAND CALIFORNIA. RELEASED IN JUNE/2016. 800 GUIDES SOLD 86 PAGES



PRINTED GUIDE ABOUT DISNEYLAND PARIS. RELEASED IN FEBRUARY/2018. 300 GUIDES SOLD 47 PAGES

## Travel Guides Written by me

SOLD BY E-JUNKIE. NO ADS

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# ANDREZA dica & indica