



MEDIA KIT

FAMILY AROUND THE WORLD

WE ARE THE SPIRIT OF THE PLACES WE VISIT

LONG-HAUL TRAVEL. MADE SIMPLE.



WHO WE ARE

We are Rita and Pedro — travel enthusiasts, 48 and 53 years old, married, and parents to Mariana and Gonalo. Together, we have completed 5 round-the-world journeys, both as a family and as leaders of small travel groups.

We guide groups through these adventures with a specially curated, tailor-made approach, handling every single detail on the ground so our travelers can enjoy a truly seamless experience.

Rita & Pedro

Family Around the World

**REAL PEOPLE.
REAL JOURNEYS.
REAL USE.**

WE ARE READY FOR 2027

Having already traveled around the world 5 times, we know exactly what works, what to avoid, and how to turn a journey into an unforgettable lifetime experience designed for people who want to travel differently.



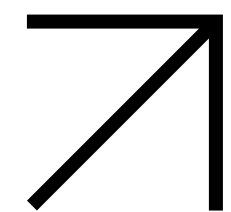


**YOUR PRODUCTS
WON'T BE STAGED!
THEY WILL BE USED.
EVERY DAY. IN REAL LIFE.**

Family Around the World is a hub of authentic, raw, and inspiring travel experiences. Our community isn't just following along – they are engaged, loyal, and growing.

As we set off for our 25 year's celebration, we're inviting your brand to travel with us.

OUR COMMUNITY



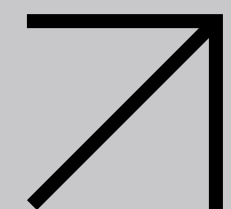
800+

IG & Facebook
Posts



2,2k

blog views on top
performing articles



6.4k IG followers

- Portuguese audience (30 – 70 years old)
- High travel intent with real engagement
- Long-form storytelling
- Community-driven travel

WHAT WE OFFER

CONTENT

- Daily Stories
- Reels & travel content

INTEGRATION

- Organic product integration
- Real-world product usage

VISIBILITY

- Photography across multiple destinations
- Brand visibility during the full journey



NOW IT'S **YOUR TURN.** REACH **OUT**

Email

contact@familyaroundtheworld.pt

Instagram

[@familyaroundtheworld_](https://www.instagram.com/familyaroundtheworld_)

