



— THE ONLINE GUIDE TO IRELAND TRAVEL —

# Partner with *Ireland's* storytellers.



ABOUT THE ADVENTURE

CHAPTER 01

# A love letter to the *Emerald Isle.*

Your Irish Adventure is the online guide for travelers who want to *actually* experience Ireland — not just see it.

Founded by Nick Wharton and Dariece Swift — career travel writers behind some of the web's most-loved Ireland guides — the site has grown into a trusted destination for in-depth travel guides, hidden-treasure recommendations, and honest local advice — from the best pint in Temple Bar to the quietest cliff walks of the Wild Atlantic Way.

We write for the curious, slow traveler. The kind who books a week in Dingle instead of an afternoon.

EST.

2015

FOUNDERS

Nick & Dariece

BASED

Ireland · Worldwide

SINCE  
2015  
ÉIRE · IRELAND





# A global audience with *Irish* obsession.

Our readers are educated, affluent travelers who research deeply before they book. They land on us six months out from a trip — and convert.

## 25-54

**Core age**  
Skews 35-44

## 62%

**Female**  
38% Male

## \$85K+

**HHI**  
Above-avg.

Slow travel

Heritage trips

Pubs & food

Golf

Hiking

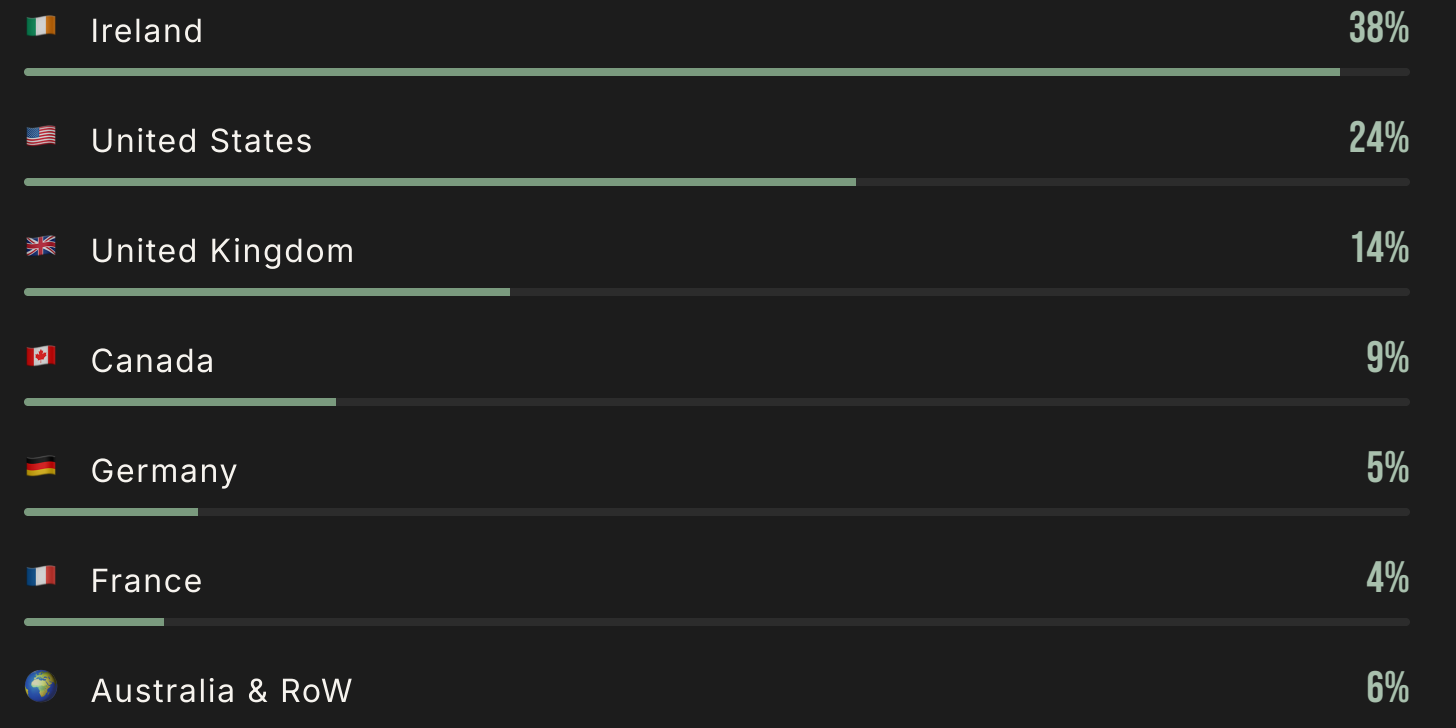
Castles

Road trips

Diaspora

### TOP COUNTRIES · ACTIVE USERS

#### *Where they're reading from*



Source: Google Analytics · Last 90 days · 2026



# Real reach. *Real engagement.*

Steady year-over-year growth driven by organic search and a loyal email community. The numbers below are pulled directly from Google Analytics 4.

# 25K

Monthly Active Users

↑ 28.6% YoY

# 123K

Monthly Events

↑ 29.8% YoY

# 1.7K

Organic Search / mo

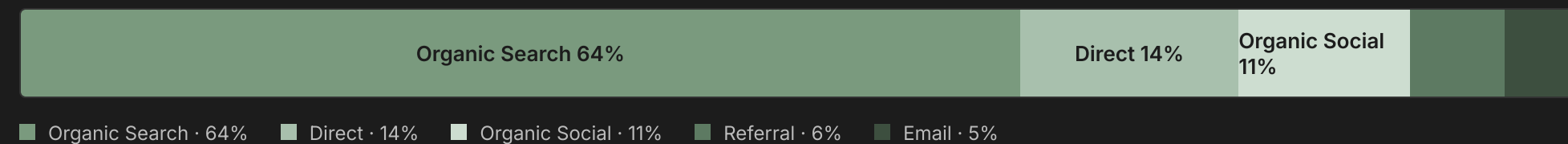
↑ 4.7% MoM

# 179

Organic Social / mo

↑ 25.1% MoM

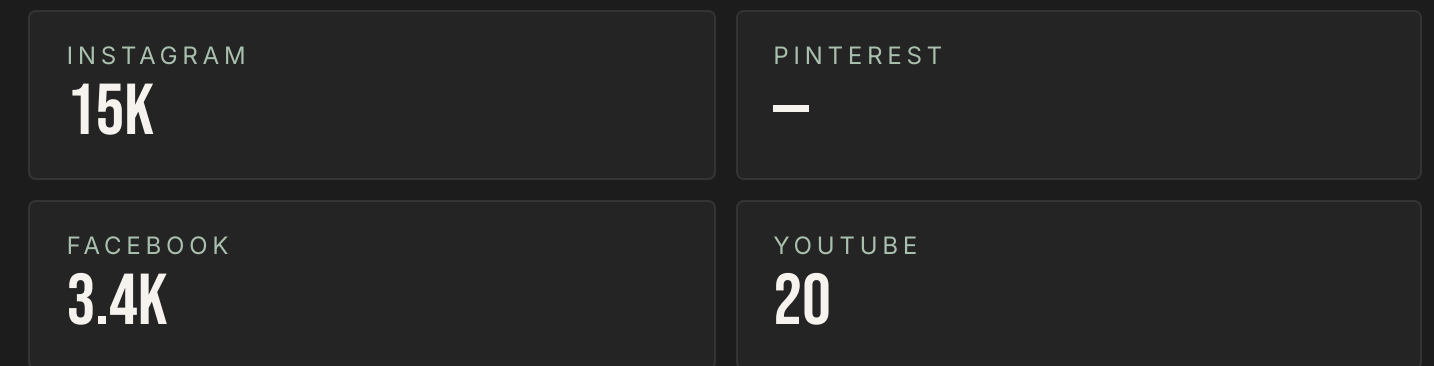
## TRAFFIC BY CHANNEL



## TOP-PERFORMING PAGES

- 01 Sleeping in Dublin Airport
- 02 A Guide to Finding the Perfect Pint
- 03 15 Best Hikes in Ireland

## SOCIAL FOOTPRINT



## AS FEATURED IN

- TripSavvy
- buzz.ie
- IrishCentral
- Travelzoo

# Three ways to *travel* together.

We hand-pick a small number of partners every year. Custom packages welcome — these are starting points, not menus.

01 · TIER

## Sponsored Story

**FROM €850**

A bespoke long-form guide on Your Irish Adventure, written in our editorial voice and lovingly photographed.

- ✓ Custom 1,500+ word article
- ✓ 2 dofollow links + brand mentions
- ✓ Newsletter feature (12K subscribers)
- ✓ 1 Instagram story + reel
- ✓ Live for the lifetime of the site

MOST POPULAR

02 · TIER

## Adventure Partner

**FROM €2,400**

Our flagship package — perfect for tour operators, hotels, and destinations seeking sustained reach.

- ✓ Two sponsored guides per quarter
- ✓ Permanent placement on related landing pages
- ✓ Dedicated Instagram + Pinterest campaign
- ✓ Co-branded email to subscribers
- ✓ Quarterly performance report

03 · TIER

## Affiliate Program

**PERFORMANCE**

Paid on conversion. Ideal for booking platforms, gear, and experience brands with a strong track record.

- ✓ Custom affiliate links across the site
- ✓ Editorial integration — not banner-style
- ✓ Monthly conversion reporting
- ✓ Bonus on revenue milestones
- ✓ Co-marketing on socials



GET IN TOUCH

CHAPTER 05 · THE END

— — — SLÁINTE

# Let's tell a *great story* together.

PARTNERSHIPS

Nick Wharton  
& Dariece Swift  
*Founders & Editors*

REACH OUT

hello@youririshadventure.com  
youririshadventure.com/contact  
Instagram: @youririshadventure

FOLLOW ALONG

@youririshadventure · Instagram  
/youririshadventure · Pinterest  
/YourIrishAdventure · Facebook  
@youririshadv · YouTube