



THE HABITATION OF JUSTICE

*One man journeys through history and the world in an epic search for
truth, justice... and great pizza*

By Lincoln Adams

Travel Blogger and Photographer

<http://www.habitationofjustice.com>

Media Kit, 2011

Who am I?

I am a single, thirty-something travel blogger from New York. When I'm not busy obsessing over my precious iPhone or trying to find that elusive geocache, I spend my days researching the latest in mobile technology and journeying the world in an epic search for truth, justice, and of course, great pizza.



I am also a content creator who provides quality content in the form of blogging, photography, social media and story-based marketing to a diverse audience of readers, which helps build consumer trust and brand loyalty.

I focus on how travelers can utilize the latest in technology in order to save on expenses and enhance their experiences as they journey around the globe. That includes product testing and reviews, guides, tips, advice and other helpful content that informs readers and often directs them towards specific brands that are part of the travel industry.

Summary of Metrics and Demographics

As of October 2011:

Unique Visitors:	8,000+ a month
Page Views:	15,000+ a month
Bounce Rate:	43%
Alexa Ranking:	185,000 or better
PageRank/MozRank:	3/5.09
Twitter Followers:	17,600+
Actual Twitter Reach*:	1,500,000+
Google+ Circles:	1600+
Facebook Fans/Friends:	500+
Klout Score/PeerIndex:	55+/57+
Website Grader Score:	99/100

**via Triberr*

An in-depth analysis of all search engine related traffic and repeat visitors reveals considerable interest in the following areas:

Travel and Travelogues (U.S. based travel), Hotels and Eateries

Mobile Phones and Other Portable Technology and Gadgets

Location Based Software and Applications

American History, Landmarks and other Related Points of Interest

Geocaching, Backpacking, Outdoors and other Related Activities

Amateur and Creative Photography

Other demographical information: Visitors split even between men and women; 68% are between the ages of 18-49 (Source: Quantcast)

"My content usually begins with my blog, and is then aggregated across many popular social networks."

Campaign Examples



After offering me a complimentary 3 night stay at their lodge, I wrote a blog piece highlighting some of the hotel's popular amenities, as well as providing a summary of Ouray's attractions to help promote more interest in visiting the region. My post was then disseminated on Facebook, Google+, and Twitter, which was then retweeted to a total of several million Twitter users. I also wrote a positive review on TripAdvisor (where I enjoy senior contributor status) espousing on the benefits of the hotel's natural hot tubs and their hospitality, and finally uploaded several tagged photos of the hotel on Flickr. As a result, several readers have openly expressed interest in staying at Box Canyon Lodge and visiting Ouray. The original article continues to receive long-tail traffic from search engines.

<http://www.habitationofjustice.com/comfortably-boxed-in-at-box-canyon-lodge>

<http://bit.ly/w1CkSl> (TripAdvisor Review)



Participated in a Collective Bias social media campaign for Briggs and Riley to help promote their BRX line, beginning with a complimentary purchase of a BRX luggage item and subsequently documenting the shopping experience via a blog post, Flickr, and a YouTube video, as well as writing a series of tweets using the hashtag #BRXTravelgear to continually promote the BRX line on Twitter. As required to complete the campaign, a followup post after using the BRX gear on a road trip was then made, expanding on my experiences with the luggage via a blogging review and a series of photos that were also published on Flickr.

<http://www.habitationofjustice.com/tag/briggs-and-riley>

<http://storify.com/linc4justice/the-quest-to-find-travel-gear>

<http://www.youtube.com/watch?v=3hfd9ahigSA>

ENDORSEMENTS

"I've hired Lincoln to work with Murphy USA on a number of projects, and most recently have begun to rely heavily on him for providing new and fresh content for our consumer-facing blog. He consistently beats deadlines, provides high-quality work that needs little or no editing after the fact, and even helps with quality control with other posts. He easily translates our ideas for content into top-quality writing that is both entertaining, personable, and accessible for our customers. I highly recommend him for his clear and conversational writing style, and his willingness to accept criticism and comments to quickly make changes under short deadlines."

[Casey Petersen](#), *Senior Internet Business Specialist, Murphy USA*

"Lincoln could best be described in three simple words: talented, dedicated and passionate. His enthusiasm for travel and respect for journalism literally jump off the page to the every-day reader, and his league of loyal fans continue to follow his works because of his honesty, integrity and ability to take them on the journey with him. Although I have worked with Lincoln as a fellow writer and social media personality (and not from an authoritative standpoint), I can vehemently say that he is a hard working, straight forward, focused individual who can deliver on the job, in life and in his travels. Anyone who works with him in the future would be lucky and privileged to do so."

[Bailey Vincent Clark](#), *Editor in Chief, Writer and Social Media Director, Makeover Momma*

"The words the first come to mind to describe Lincoln are passionate about travel, fiercely loyal and dedicated to his writing. His down to earth view, dry wit and integrity has drawn in a huge group of loyal fans that continue to follow him on all his social networks. He has a way of writing about his adventures that seem to take you with him on his journeys. He can & will deliver on a deadline as that dogged dedication does shine through!"

[Judy Gallauresi](#), *Owner, Crystal Concepts*

I am available for:

- Product Reviews and Testing***
- Press Trips and Media Visits***
- Advertising***
- Brand Partnerships***
- Blogging Campaigns or Sponsored Content - Social Media Campaigns***

Please contact me for further details, including pricing information and any other questions you might have. I welcome all feedback as well!

Email: linc4justice@gmail.com

Twitter: <http://www.twitter.com/linc4justice>

Facebook: <http://www.facebook.com/HabitationOfJustice>

Thank you for reading my media kit, and good luck on your future endeavors!