

Amateur Traveler

travel for the love of it

Ephesus, Turkey

What is the Amateur Traveler?

The Amateur Traveler (<http://AmateurTraveler.com>) is an online travel show (or podcast) that focuses primarily on travel destinations and the best places to travel to. It covers everything from knowing what to put on your Chicago dog when you go to the Windy City to swimming with whales in Tonga. It includes both a weekly audio podcast, twice monthly video podcast and a blog.

The Amateur Traveler - audio show

The weekly Amateur Traveler show is usually 25-35 minutes long and typically features an interview focusing on a specific destination. Occasional shows will focus on a theme such as budget travel or traveling with kids.

The guests on the Amateur Traveler are travelers and storytellers. Some of the guests are published travel authors like Pauline Frommer and Rudy Maxa (Public Radio's Savvy Traveler). Other guests are amateurs like Chris, a lawyer from Atlanta, who has been on the show describing swimming with whales in Tonga, visiting the mountain gorillas in Rwanda and photographing the wild horses in Mongolia.

The shows have a mix of domestic US and international destinations. Episodes tend to focus more on independent travel but have also dealt with cruises, high-end safaris and packaged bicycle tours. The show features an mp3 version and an iTunes enhanced version with photos and links.

The Amateur Traveler – video show

The twice-monthly video shows are narrated travel logs shot by the show's host / producer Chris Christensen.

Why Advertise on a Podcast?

A [January 2010 study](#) published by Edison Research concluded:

There is a "halo" effect ascribed to brands, products and services that sponsor podcasts.

Host-read sponsorships are remarkably effective with active consumers, and should be priced accordingly.

Consumers were more willing to consider products and services they heard about on a podcast than those they heard about through TV, Radio (even Public Radio), and Magazines.

What does the Press say about the show?

National Geographic Traveler said in the April 2006 edition:

“Some podcasts have gained a minor cult following. For example, some 1,000 listeners follow Californian Chris Christensen’s Amateur Traveler series, a mix of personal adventures, travel news, and helpful tips.”*



Men's Journal said in the September 2006 edition:

“One of the 4 best adventure travel podcasts”

The **Chicago Sun Times** included the show in their list of 10 “Best travel sites” in April 2007:

“We’re thrilled when we stumble on diamonds in the rough like AmateurTraveler.com. This relaxed weekly podcast hosted by Chris Christensen offers travel tips, news and interviews with fellow explorers that provide that personal perspective missing from most guidebooks. A player imbedded on the site makes listening convenient, and amateur videos provide front-and-center glimpses of some of Christensen’s treks.”

Best Life Magazine, a men’s magazine, named a list of the “The 10 best podcasts on the Internet” in the May 2008 edition. In addition to two shows from NPR, the TED conference, the Economist, they named the Amateur Traveler.

Chris Christensen created “Amateur Traveler,” a weekly hour-long audio and video podcast, to keep you as far away from tourists wearing jean shorts and Big Johnson T-shirts as possible. Each episode explores world destinations with guidebook writers, journalists, and veteran nomads. You’ll learn the best place to find lobster paella in Barcelona, how to motorbike through India, and where to go for a far-flung family vacation. Whet your wanderlust by scrolling through the archive of more than 125 past broadcasts.

** the show’s listener base have grown since 2006, see below*



Who Listens to the Amateur Traveler?

The listeners of the Amateur Traveler are passionate about travel. They are often the travel experts for their community of friends. One listener says that her friends ask her “why do you know so much about different places?” Simple, she listens to the Amateur Traveler. So the Amateur Traveler listeners are not only taking trips but giving travel advice to others who don’t even listen to the show.

The typical listener is 30-50 with a college degree or an advanced degree.

Traffic

The Amateur Traveler gets over 100,000 downloads per month including the new shows and the evergreen content from previous episodes.

Rates

For an audio ad on the Amateur Traveler podcast (or better yet a host read spot) the rate is \$450 per show with a 4 show minimum. It is also possible to place ads on the back catalog of shows.

Contact Information

Contact Chris Christensen for more information:

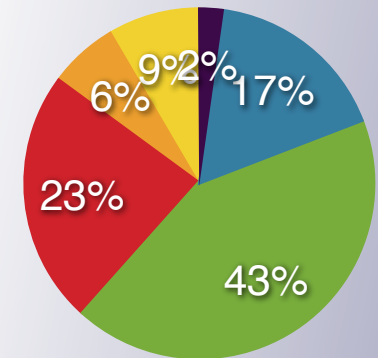
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Amateur
Traveler

Age



Gender

