



THE MINT STORY

TRAVEL AND LIFESTYLE
BLOG

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ABOUT ME

Hi, I'm Anja. I am a former art historian who now writes travel stories on my blog The Mint Story. Based in Croatia, I split my time between Zagreb, the capital, and Istria, a region known for its sea, charming countryside and delicious food. I created this space to share my travel enthusiasm with likeminded readers, but also to put a spotlight on all the amazing nooks of Croatia. In my posts, I am very focused on high quality photography and content - if I visited a place, then I might as well share the best of it! Before becoming a full-time blogger, I graduated Art History and Spanish Language and Literature at the University of Zagreb and worked 3 years as a conservator.

HISTORY

I started in 2015 with my guide to Cres island, and I still write quite a lot about Croatia (I think I am allowed to consider myself an expert in the area!), but also about European destinations such as Italy, Portugal, Austria, Belgium... and Asia, Japan. I am a real Italy enthusiast, visiting a couple of times pro year, and on my blog you can find my detailed guides to Sicily, Puglia, Dolomites, just to name a few. I always give my best to share personal insights, places off the beaten path, amazing spaces I've been to, restaurants with proper local food. From chasing the blossoms in Japan, hiking in Slovenia, roadtripping through Portugal, and savoring the life in Italian south, it is all there.

READERS

The Mint Story is followed by English speaking audience, mostly from Italy, Croatia, United States, Australia and United Kingdom. With over 1500 page views per month, its audience keeps constantly growing.

Thanks to the quality content I share, my Google rankings are on a steady growth. For example, my post A week in Istria: day by day itinerary is ranked #1 on Google when searching for Seven days in Istria.

OFFERINGS

- *Press Trips*- Would you like your destination or property to be featured and highlighted on a travel blog? I write all-inclusive posts sharing my personal travel story, tips on best of what a destination has to offer and high quality photo content. In addition I share and promote the post on my social media channels.
- *Sponsored Posts*- I have quite an experience in writing creative content now, especially when the subject is traveling. If you're lacking time or inspiration for writing a content about your offering, I'm here to help.
- *Side Bar*- I am open to collaboration with quality companies that reflect my lifestyle and way of traveling. Placing an ad on my blog side bar will take your brand closer to my readers- people interested in traveling, local cuisines, off the beaten path experiences, culture and nature.
- *Brand Partnership / Social media advertising*- I am open to partner with brands that offer relevant products, in a way of reviewing a certain product in my blog posts, accompanied with high quality visual content and promoting it on my social media accounts as well. The other way of partnering with brands is to promote the products on my social accounts only.
- *Custom Itineraries and Travel consultant offerings*- I have been making travel itineraries for 10 years now, and gained quite an experience in European travel. My way of travel mostly focuses on exploring certain regions in detail, while trying to dive into a place and trying to experience it like a local. My art historian knowledge and love of local foods blend in to make itineraries that give you the best of both, culture and cuisine.

PARTNERSHIP EXPERIENCE

I've successfully collaborated with Vienna Tourist Board, Berlin Tourist Board, Belvedere Museum, Albertina Museum, Leopold Museum, San Pellegrino Alpe Lusia Ski Area, Myer's Hotel Berlin, Luis Hotel Regensburg, Sacher Hotel Vienna.

ANY IDEAS? LET'S TALK.