



ROAD LESS TRAVELLED

TRAVEL AND CULTURE FOR THE AWOKEN AND CURIOUS



**ROAD LESS
TRAVELLED**

**BEN
FARRELL**

Travel Writer, Media Producer,
Photographer & Influencer

WANDER PROFOUNDLY

TRAVEL DEEPLY

SURRENDER WHOLLY

OR DON'T GO AT ALL...

**TAKE THE ROAD LESS
TRAVELLED**

BEN FARRELL

Ben is a professional writer, photographer and media producer. His diverse and extensive experience, coupled with desire to connect with audiences, creates content that is engaging, thought-provoking and unique. Ben is the sole author of 'Road Less Travelled', which received well **over half a million** yearly **views** since 2015 onwards from a diverse and engaged audience. He also has tens of **thousands of followers** on Facebook, Twitter, Instagram and YouTube who regularly engage with the original content he shares.

Ben appreciates the beauty of language and media and the way that good storytelling can evoke emotion, profound realisations and awe. This comes across in his writing, photography and vlogs through vivid symbolism, creative imagery, intelligent humour and the ability to place the reader into the middle of any scene with him. Ben **crafts unique content** in a landscape where audiences, due to more information overload and distraction than ever, need entertaining, thought-provoking and **quality content**.

Everything Ben produces is built on a psychology background with a fundamental understanding of human behaviour and motivation. **Ben is also trained in theatre with extensive performing arts experience spanning TV, film and stage, making him a natural in front of the camera.**

In short, Ben creates content that moves people.





PHOTOGRAPHY AND VIDEO

Ben is a professional photographer and media producer specialising in travel footage & vlogging, landscapes, cityscapes, cultural images, and drone footage. He has an exquisite eye for lighting, composition and colour, always creating stunning images and footage that engage audiences in the story. It is this combination of quality media production and creative writing that make Ben's work so unique, providing readers with a truly immersive experience.

Ben has been living life behind the lens for 20 years and brings a wealth of experience to any image he captures with an extensive armoury of creative media equipment.

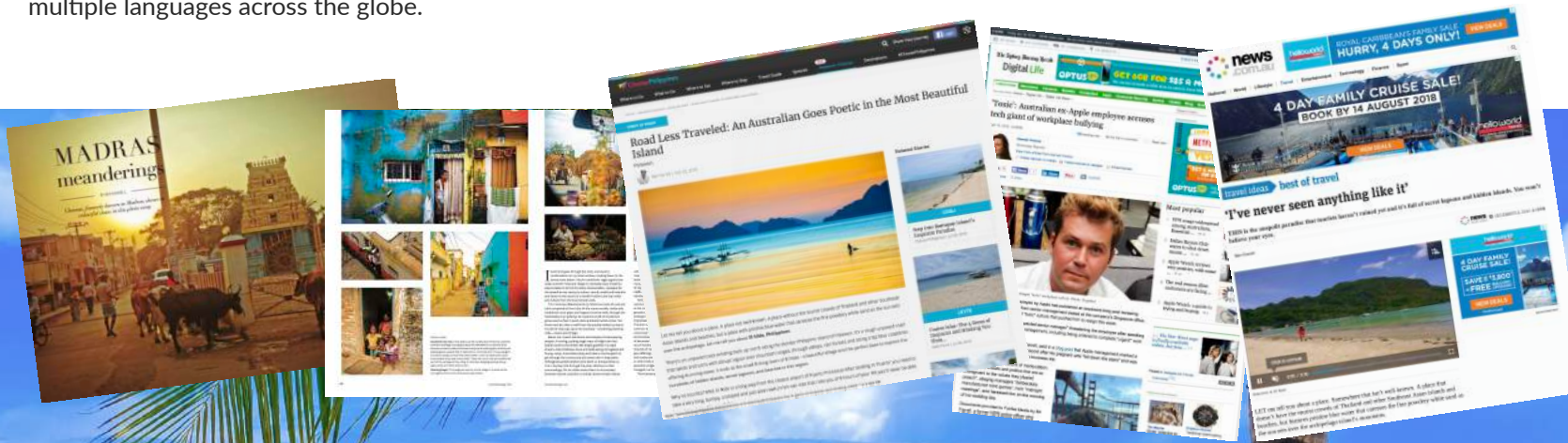


PUBLISHED WORKS AND PARTNERS

Ben has been published in local and international travel and lifestyle publications and regularly contributes to several magazines, print publications and websites globally. He collaborates with tourism boards and tour operators around the world, regularly travelling on media 'famil' trips documenting incredible destinations as well as appearing on travel TV segments on Australian television Networks.

He also has bachelor degrees in the arts and psychology as well as an extensive professional corporate history, having worked with some of the biggest multi-national organisations on the planet. This experience manifests in his writing, especially when he tackles topics such as culture, motivation, the psychological and wellness aspects of travel, and human behaviour.

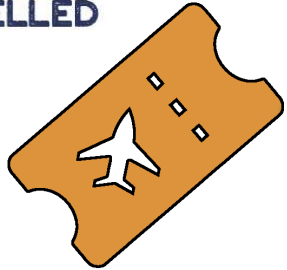
His work has been published by some of the biggest names in publishing and translated into multiple languages across the globe.



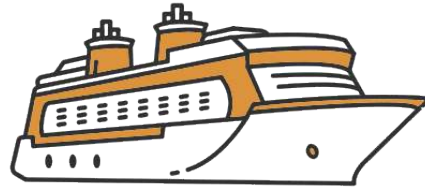


TOP AUDIENCE INTERESTS

ROAD LESS TRAVELLED



AIR TRAVEL



LUXURY TRAVEL

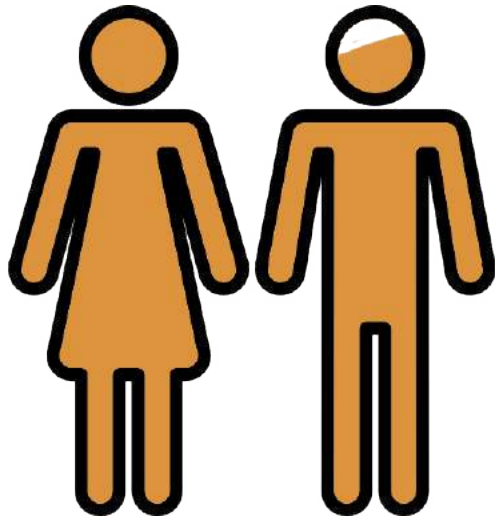


TECHNOLOGY



STARTUPS

GENDER



52%

48%

SOCIAL MEDIA REACH



16K



15K



4K



3K

WEBSITE TRAFFIC



3K
MONTHLY
VIEWS



2K
MONTHLY
VISITORS



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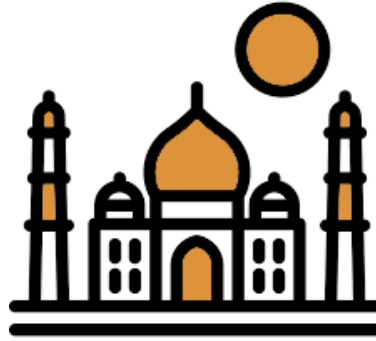
TOP COUNTRIES OF READERSHIP



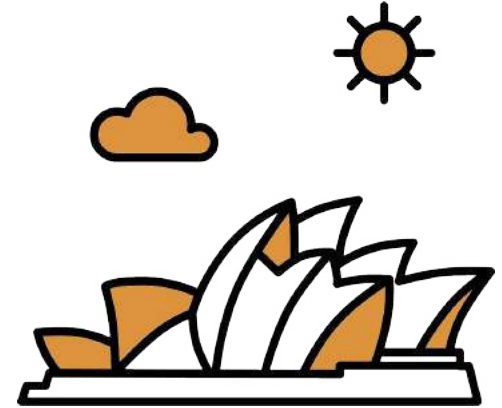
1. USA



**2. SOUTH EAST
ASIA**



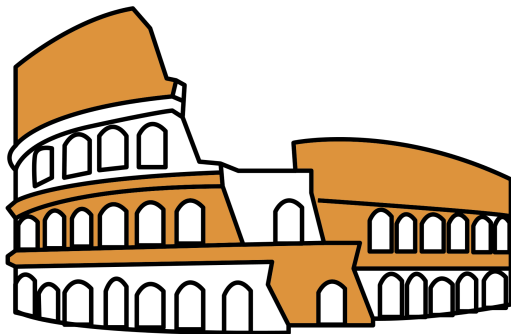
3. INDIA



4. AUSTRALIA



5. UK



6. ITALY



7. CANADA



8. GERMANY

WHY ROAD LESS TRAVELLED



There are plenty of excellent content creators and blogs out there. There's a lot of adventurers armed with GoPros who have made travel their life and create great media capturing their experiences. So why Road Less Travelled? What makes Ben's work different?

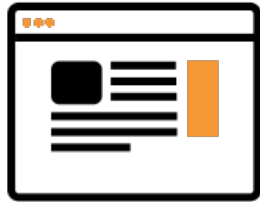
Ben is not simply a content creator and Road Less Travelled is not simply a blog. He is a creative and talented artist capable of bringing together the craft of writing and the art of media production in a way that blends seamlessly creating an immersive experience for the reader. His work isn't simply a blog with 'how-to' tips, 'where to stay' advice or 'top ten' style click-bait articles. Road Less Travelled is experiential travel, thought-provoking psychology and awe-inspiring cultural journeys. Ben writes and photographs in such a way that the reader gains an emotional and sensory experience of a destination, concept or idea without needing to travel anywhere. Of course, his work still has all the details that help people make the right decisions when travelling the globe however, it's much more than that.

Ben's experience in psychology and philosophy give him an ability to articulate his experiences in an incredibly vivid and unique way. It's this journey of story-telling, imagery and footage that takes readers away and this is what makes Road Less Travelled so unique.

ADVERTISING

Expose your business to a hungry and diverse audience on the world's most inspirational travel, culture & lifestyle blog!

CONTENT SIDEBAR (RIGHT)



A content sidebar advertisement is visible on all posts & pages on the right hand-side. These are also clickable to an external website in a new tab or window.

Price: \$200 USD per month

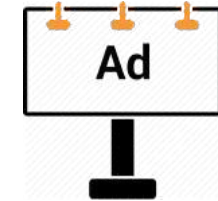
IN-POST ADVERTISEMENT



An in-post ad is a banner of 474 pixels wide and can be inserted into posts of your choice

Price: \$100 USD each per month

CUSTOM PLACEMENT (HEADERS, EMAILS, SOCIAL MEDIA ETC).



Contact us for a personalised quote.



SERVICES OFFERED

WRITING	PHOTOGRAPHY	MEDIA PRODUCTION
Article & Blog Writing	Travel Photography	Destination Videos
Travel & Tourism Promotion	Destination & Culture Images	Promotional Videos
Resort, Destination, & Experience Reviews	Location Shoots	Vlogs and Live Broadcasts
Creative Writing	Drone & Ariel Photography	TV, Radio & Talk Show Appearances
Freelance Journalism & Commissioned Writing	Editorial Images	Creative Consultaion



BEN FARRELL



ROAD LESS TRAVELLED





To take the Road Less Travelled and contact Ben today. You will be awe-struck with simply the best quality content, incredible photography and thought-provoking creativity.



- Email: benfarrell@roadlesstravelled.life
- Blog: roadlesstravelled.life
- LinkedIn: [linkedin.com/in/bencfarrell/](https://www.linkedin.com/in/bencfarrell/)
- Facebook: [@roadlesstravelled](https://www.facebook.com/roadlesstravelled)
- Twitter: [@rdlesstravelled](https://twitter.com/rdlesstravelled)
- Instagram: [@roadlesstravelled](https://www.instagram.com/roadlesstravelled)

"Ben is an absolutely talented, sharp writer. The text he produces is so rich. He is an absolute pleasure to deal with." - Alec A.

"Ben injected energy, enthusiasm and out of the box thinking. He produced superb quality work time after time and was widely applauded" - James B.



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FOR THE AWOKEN AND CURIOUS

"Ben was THE single super star that I have had the honour to work with. A rare talent with both artistic and technical skills." - Cindy L.