



**Adventure Girl
Media Kit**



Meet Adventure Girl

World travel expert

Captivating spokesperson

Published journalist

Engaging speaker

Content-rich storyteller

Networked influencer

Media savvy

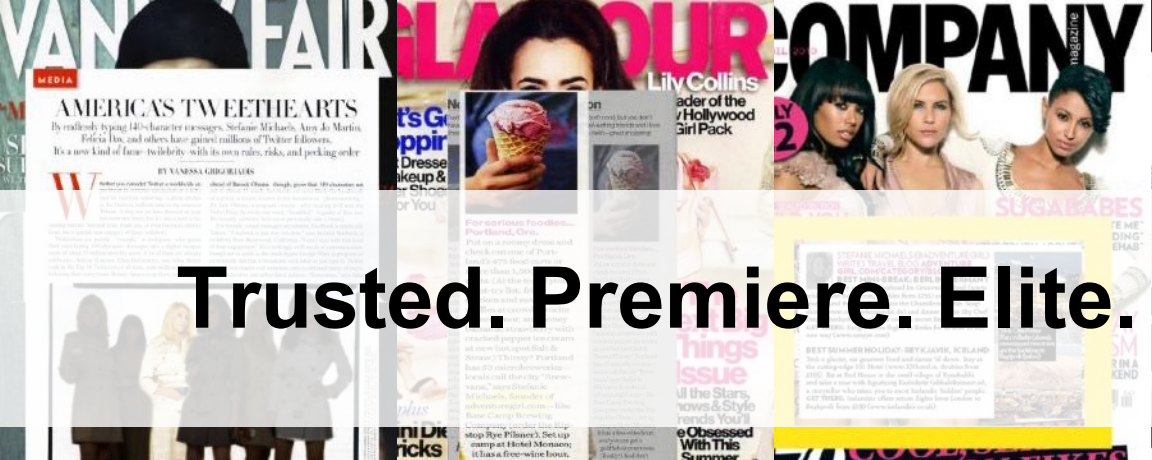




Stefanie Michaels (aka Adventure Girl) is one of the most recognized travel experts in the world.

Michaels has a long list of television accolades, from serving as E! Entertainment's That Morning Show's travel and social media expert to Access Hollywood's travel personality. She's been a guest correspondent for The Insider; a guest on the Rachael Ray Show; and a contributor on CNN and FOX News networks.

As a journalist, Michaels has contributed to *Women's Health & Fitness*, *Elite Traveler*, *Self*, and *People Magazine*, as well as numerous online outlets such as AccessHollywood.com, Jaunted.com, The New York Times and CNN, and Yahoo Travel.



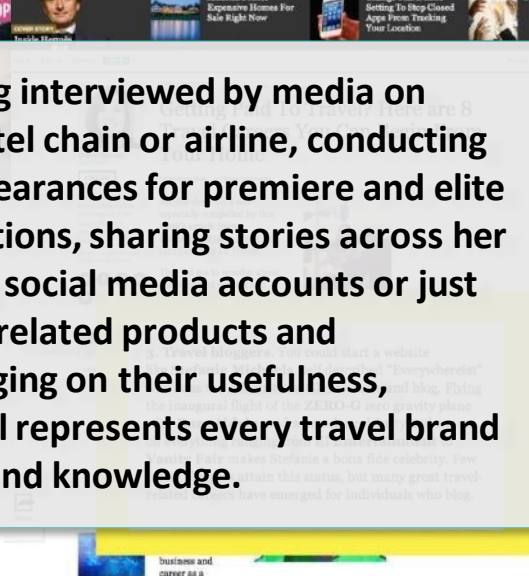
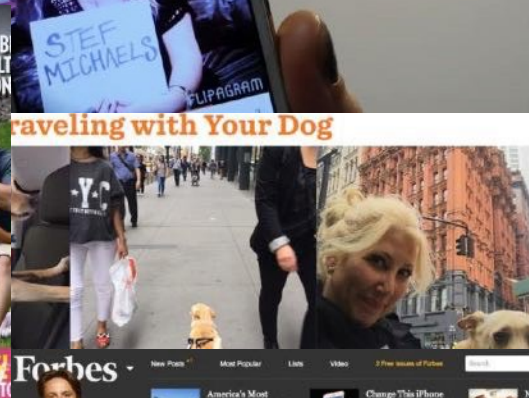
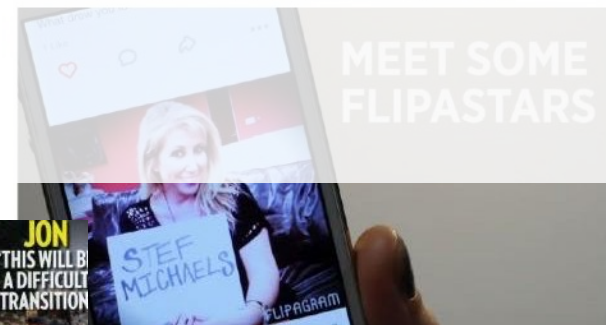
Flipagram Could Be Bigger Than Instagram



Kathleen Chaykowski, FORBES STAFF
I write about technology with a focus on social and digital media.
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Whether being interviewed by media on behalf of a hotel chain or airline, conducting in-person appearances for premiere and elite travel destinations, sharing stories across her wide-reaching social media accounts or just testing travel-related products and blogging/vlogging on their usefulness, Adventure Girl represents every travel brand with passion and knowledge.

Few Know The World Better than Adventure Girl



Canada



Iceland



Portugal



Italy



Turkey



China



Singapore



Australia



Fiji



Thailand



Egypt



Ireland



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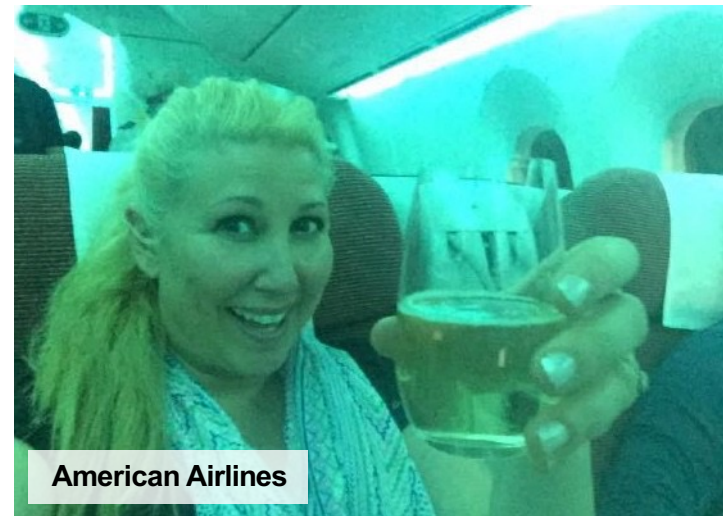
Adventure Girl Has Been Trusted by Dozens of the World's Most Respected and Iconic Travel Brands Successfully Tell Stories That Drive Measurable Results



Adventure Girl Drives Destination Preference by Representing Dozens of National Tourism Authorities



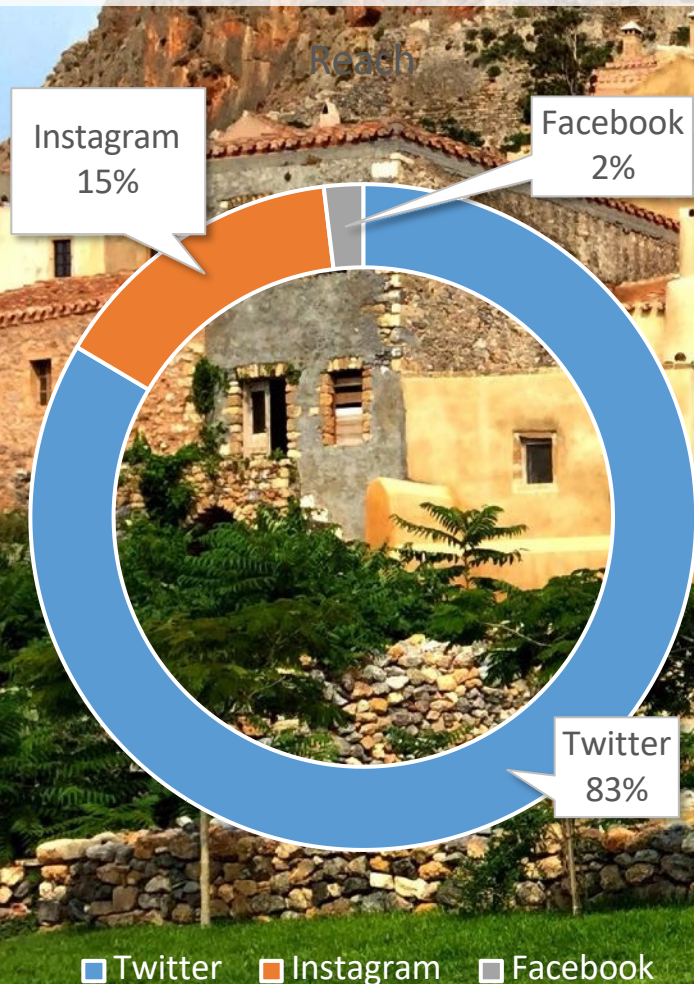
Major Airlines Have Leveraged Adventure Girl to Showcase New Planes and Onboard Features to Drive Ticket Sales



From Major Hotel Chains to Boutique Retreats, Adventure Girl Generates Awareness and Drives Bookable Property Stays



Adventure Girl Reaches More Than 1.3 Million Impressions Through Her Owned Social Media Properties



AMERICA'S TWEETHEARTS

By endlessly typing 140-character messages, Stefanie Michaels, Amy Jo Martin, Felicia Day, and others have gained millions of Twitter followers. It's a new kind of fame—twilebrity—with its own rules, risks, and pecking order.

BY VANESSA GRIGORIADIS

Whether you consider Twitter a worldwide experiment in extreme narcissism or a nifty tool for real-time reporting—a plane ditched in the Hudson, millions take to the streets in Tehran—it may not yet have dawned on your text-saturated brain that it's also a path to becoming famous. Not real fame, mind you, or even Internet-celebrity fame, but a special, new category of fame: twiblvity.

Twitbros are people—“tweeps,” in twitspeak—who spend their days typing 140-character messages into a digital rumormongering room of about 55 million monthly users. A lot of them are already celebrities: Ashton Kutcher, Ellen DeGeneres, and John Mayer rank in the Top 10 Twitterers of all time, with millions of tweeps following their every tweet. Britney Spears is up there, too—slightly

ahead of Barack Obama—though, given that 340 characters net out to almost 15 words, her tweets are most likely the handwork of a proxy, a luxury known in the business as “ghost-tweeting.” (In fact, Obama, a poignant tweeter—after hearing he’d won the Nobel Prize, he wrote one word, “humbled”—is guilty of this, too. He recently admitted he’d never personally sent a tweet.)

For twopenny, e-mail messages are sonnets. Facebook is practically Tolstoy. "Facebook is just way too slow," says Stefanie Michaels, a twitbird from Brentwood, California. "I can't deal with that kind of deep engagement." It's a strikingly swift mode of communication, though not as quick as the much-hyped Google Wave (a program so demonically fast that it broadcasts each letter as you type it). Twitter doesn't even require full sentences, only a continual pitter of excessively declarative and abbreviated palaver. "Sometimes," says Julia

Roy, a 26-year-old New York social strategist turned twitbrity, scrunching her face, "when you're Twittering all the time, you even start to think in 140 characters."

Twittering all the time—the act of text-messaging the world (why *would* you talk to everyone, if you could?)—is the essential feast of a twi-*l*brary. And because Twitter uses simple technology, it's a utilitarian vehicle for ambitious extroverts, without any previous distinction, to become digital superstars. In order to stay in touch with, and keep intact, their legions of “followers”—that’s twitspeak for the number of people who have signed up to read one’s tweets—these civil-*i*an twi-*l*berities must, you know, tweet a lot. Each day, these women speed easily across the Twi-*l*formation Superhighway on their iPhones and laptops, leaving droppings in their wake: “getting highlights before class.” “I had a hrad fun!” “Wah, missing my twi-*l*ter time!” They use a lot of “hashtags,” which is a way of identifying posts on a certain topic—like *ToWight* or *Tiger*’s mistresses—and often participate in chain-letter-style tweets, adding their haiku to such threads as OMGFacts. (Sample OMGs: “You’ll eat 35,000 cookies in your lifetime!” “banging your head against a wall uses 150 calories per hour.”) And somehow this

LIMITED CHARACTERS?

POPULARITY ON Twitter is measured by the number of "followers" an individual Twitterer has. Below is a sampling of some of the masters of the medium.



***Vanity Fair* magazine named Michaels “America’s Tweetheart” for her digital presence on Twitter as well as her ability to engage fans, bringing millions of exposure to the brands with whom she works — such as Starbucks, Lufthansa, and American Express.**

She was named #1 in *Forbes'* 20 Most Branded Women on Twitter and has been featured in American Airlines' *American Way* Magazine, *Vanity Fair*, *TIME*, USA Today's *Woman Magazine*, *Enroute*, *Glamour Magazine*, and *Marie Claire*.

Real-world friends, and even spouses, can be left in the cold

cy in Twitter yet, it's true," Evans says. "Of having so many people listen."



For Rates, References and More Information

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