MEDIA KIT 2026

ADVENTURER | ENTREPRENEUR | STORYTELLER

Johnny Ward

Johnny Ward is one of the world's best-known independent travel creators, generating over two million annual blog views and building a social community of more than 277,000. Recognised as the first person to visit every country, climb the Seven Summits and reach both geographic poles, he now hosts his own travel series, Where to Next?, on TRT World, the international English-language channel of Türkiye's national public broadcaster, distributed across 190 countries.

Whether he is running ultramarathons across the Sahara, rowing the Atlantic or discovering luxury escapes with his young family, Johnny creates ambitious, honest travel stories people read, watch and remember.



INDEPENDENT PROFILES | WIKIPEDIA | TRT WORLD

197	7	2	$300K+
COUNTRIES	SUMMITS	POLES	CHARITABLE IMPACT

THE AUDIENCE

Reach with intent

TRAVEL | ADVENTURE | LUXURY | FAMILY

277K	2M+	45K	91K
SOCIAL COMMUNITY	ANNUAL BLOG VIEWS	EMAIL SUBSCRIBERS	INSTAGRAM FOLLOWERS

Audience snapshot

A mature, international audience with the means and intent to travel.

54%

WOMEN

Balanced gender split

82%

AGED 25-44

Prime travel-spending years

52%

UNITED STATES

Largest audience market

Commercial fit

ADVENTURE

Gear, endurance and expedition storytelling

LUXURY

Hotels, airlines and premium experiences

FAMILY

Useful, honest travel with Jaa and Aidan

PURPOSE

Charity, resilience and meaningful travel

Audience figures are carried from the previous supplied media kit and should be refreshed before release.

THE STORY

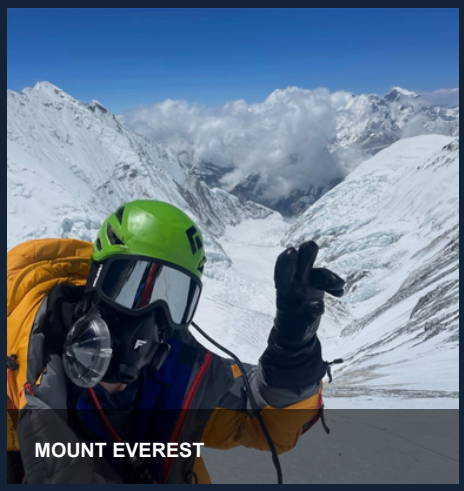
Built for bigger stories

Raised in a single-parent family on welfare in Ireland, Johnny built a location-independent digital business, travelled the world and then pushed beyond travel into genuine exploration.



NORTH POLE


ATLANTIC ROW


MOUNT EVEREST

GLOBAL FIRST

Every country, the Seven Summits and both geographic poles.

ATLANTIC ROW | 3,200 NM

Fifty-one days from the Canary Islands to Antigua with a four-person crew.

FOUNDER, EYE OF THE SAHARA

A 160km, three-day ultramarathon through Mauritania.

FOUNDER, HIGHWAY TO HELL

A 300km ultracycle from Ashgabat to the Gates of Hell.

ADVENTURE WITH PURPOSE

$300K+ charitable impact

$50K+ raised for Parkinson's research with his mum, Maura

Featured together in the documentary What Age Were You Born?

PARTNERSHIPS

Reach and substance

A rare combination of global authority, premium travel, family storytelling and real-world adventure.



Ways to work together

LUXURY + FAMILY TRAVEL

Hotels, villas, airlines and destinations with useful editorial, social and video coverage.

ADVENTURE ACTIVATIONS

Sponsored expeditions, endurance events, outdoor equipment and original challenge concepts.

DESTINATION STORYTELLING

Search-led travel guides, social campaigns, newsletter features and hosted itineraries.

FILM, TV + SPEAKING

On-camera presenting, documentary participation, keynote speaking and branded storytelling.

Available deliverables

EDITORIAL | SOCIAL | VIDEO + UGC | EMAIL | PRESS TRIPS | EVENTS | SPEAKING

Selected collaboration history

EMIRATES

AMERICAN EXPRESS

TRT WORLD

FAILTE IRELAND

DEVASOM

LET'S BUILD SOMETHING PEOPLE REMEMBER

Start a conversation

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www.onestep4ward.com | @onestep4ward

PARTNERSHIP RATE CARD 2026

Johnny Ward

ADVENTURE | TRAVEL | FAMILY | PURPOSE

Reaching millions through original travel stories across his blog, social channels, newsletter and television.



277K	2M+	45K	197
SOCIAL COMMUNITY	ANNUAL BLOG VIEWS	EMAIL SUBSCRIBERS	COUNTRIES VISITED

Audience figures should be refreshed before external release.

Individual deliverables

Flexible options for focused campaigns and one-off placements.

Instagram Reel	FROM $1,299
Instagram Stories, 4 to 6 frames	FROM $899
Permanent SEO blog article	FROM $999
Newsletter feature or sponsorship	FROM $999
Dedicated email blast	FROM $1,499
YouTube feature or integration	FROM $2,000

SIGNATURE PACKAGE

Luxury, Destination or Adventure Full Campaign

FROM $9,999

- Permanent pillar blog post
- Supporting satellite blog posts
- Instagram Reel and Stories
- Coverage across relevant social channels
- Brand tags and trackable links
- Newsletter sponsorship
- Dedicated email blast

BRAND AMBASSADOR PARTNERSHIP

From $2,000 per month

Six-month minimum commitment. Deliverables agreed separately.

SPEAKING + HOSTING

From $5,000

Travel quoted separately.

All prices are starting rates. Travel, accommodation, specialist production, paid advertising rights, licensing, exclusivity and additional deliverables are quoted separately.

BUILD A CAMPAIGN PEOPLE REMEMBER

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ONESTEP4WARD.COM | @ONESTEP4WARD