PARTNERSHIP RATE CARD 2026

Johnny Ward

ADVENTURE | TRAVEL | FAMILY | PURPOSE

Global authority, owned media reach and original storytelling across editorial, social, email 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