WideSprout

MEDIA KIT · OCTOBER 2026

Grow something with us.

Partnerships across four independent brands, made with the same honesty as everything else we publish. Clearly labelled, always.

widesprout.com · thewidesprout@gmail.com

WHO WE ARE

One seed. Many worlds.

WideSprout is a family of independent publications for curious people. It began as a travel notebook kept in a van and has grown into four brands, each with its own website, newsletter and YouTube channel. Every brand shares the same values: honest over polished, small steady steps, and open about how the work is made.

WideSprout Travel

travel.widesprout.com

Slow-travel guides, real itineraries and van-life video for readers planning their next long trip.

BEST FOR: Brands and tourism boards

WideSprout Stories

stories.widesprout.com

Myths, legends and history retold for readers of every age, in writing and narrated video.

BEST FOR: Cultural institutions and publishers

WideSprout Español

espanol.widesprout.com

A structured A1–C2 Spanish course in 60-second lessons with Lucía, built around the CEFR.

BEST FOR: Schools and language partners

WideSprout Recipe

recipes.widesprout.com

Home-cooking recipes from the road, with Pequeños Sabores on YouTube.

BEST FOR: Food brands and producers

AUDIENCE SNAPSHOT

Who reads, watches and learns

Figures as of October 2026. Monthly readers are average unique visitors per month over the last quarter.

BRAND	MONTHLY READERS	NEWSLETTER	YOUTUBE	TOP COUNTRIES
WideSprout Travel	18,400	2,150	3,900	Spain, UK, US
WideSprout Stories	26,700	1,840	6,200	US, UK, India
WideSprout Español	14,900	3,300	2,700	US, UK, Canada
WideSprout Recipe	8,600	920	1,450	Spain, UK, Mexico
Network total	68,600	8,210	14,250	Spain, UK and US lead

Curious adults

Most readers are 25–54, plan trips and learning months ahead, and read long-form guides to the end.

Families and teachers

Stories and Español are used at home and in classrooms, with narrated video for every story.

Weekly subscribers

Newsletters go out weekly, plus a daily Spanish minute for Español learners.

WAYS TO WORK TOGETHER

Four ways in. One rule.

Paid work is always labelled, and it never changes what we recommend.

01 · Sponsored content

A guide, story or lesson made with your support. Labelled as sponsored at the top, written in our own voice.

02 · Display advertising

Labelled ad placements across the WideSprout network: 728×90 on desktop, 320×100 on mobile.

03 · YouTube partnerships

Integrations on our Travel, Stories, Español and Recipe channels, disclosed in the video and the description.

04 · Licensing

License our stories or Spanish lessons for classrooms, apps and publications.

Let’s talk.

Tell us about your brand, your audience and your timing. We reply to every message within 3 working days.

thewidesprout@gmail.com

or use the form at widesprout.com/work-with-us

Our advertising and AI policies are published at widesprout.com/standards.