



Travel and Culture

BLOGGERS | PODCASTERS | AUTHORS | DOCUMENTARIANS

Monday Feelings is a travel and culture media outlet that has been in the market for almost 10 years, with a focus on sustainable tourism, experiential and adventure travel.

The project began in 2014 when the journalist Fernanda Kiehl and the photographer and documentarian Tiago Ferraro embarked on a round-the-world trip. What was supposed to be just a trip turned into a profession, and for over eight years, they have been travelling and documenting the 60 countries they have visited and lived in.

As a result, Monday Feelings now encompasses a travel blog, a podcast, a book, and a film. The couple has also had articles published in Brazil, England, Italy, and Luxembourg and has held three photographic exhibitions in Europe and Brazil.



+50 K

MONTHLY READERSHIP
ON THE BLOG



+18.1 K

INSTAGRAM
FANS



1

BOOK "NOMAD"
PUBLISHED



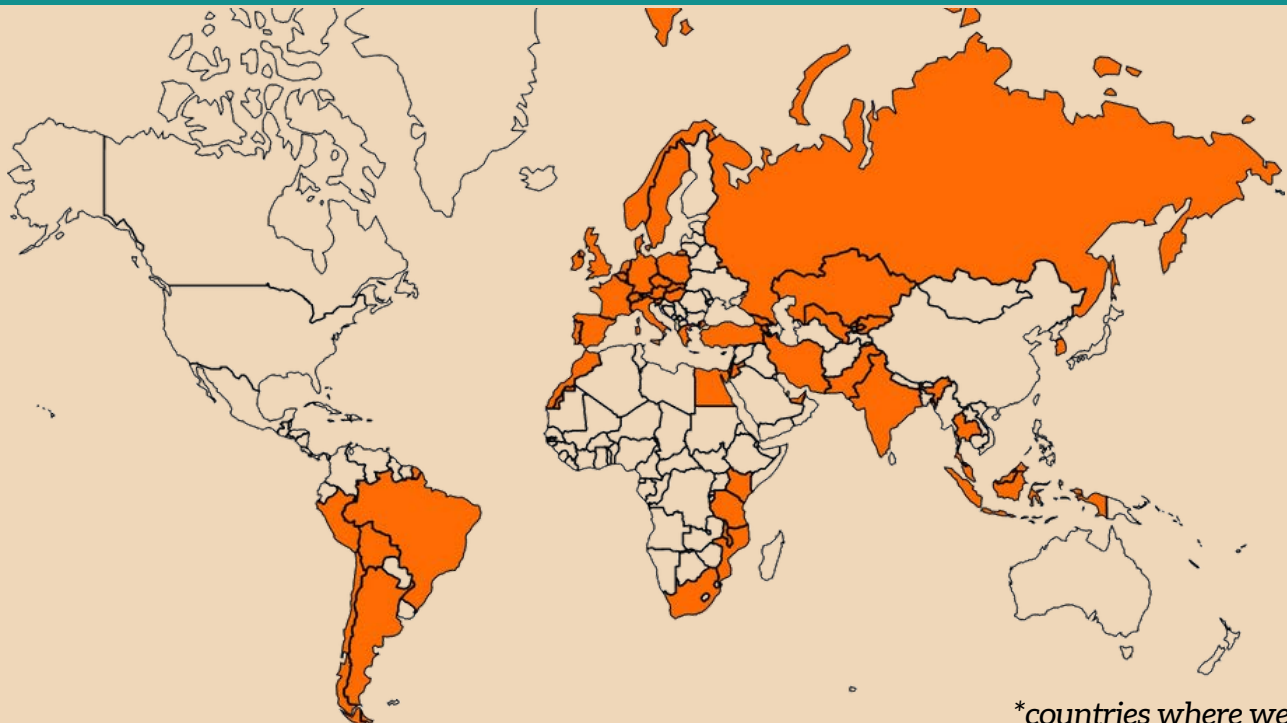
1

DOCUMENTARY
IN THE CINEMA



60

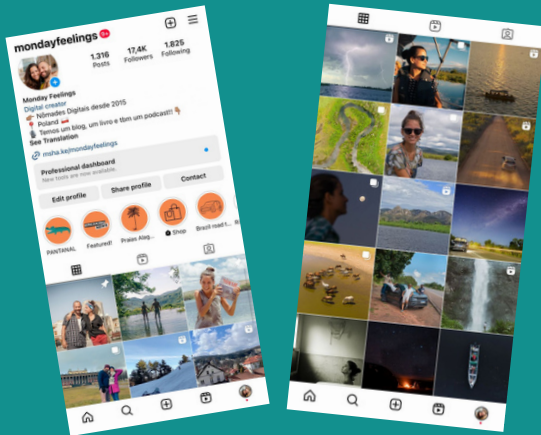
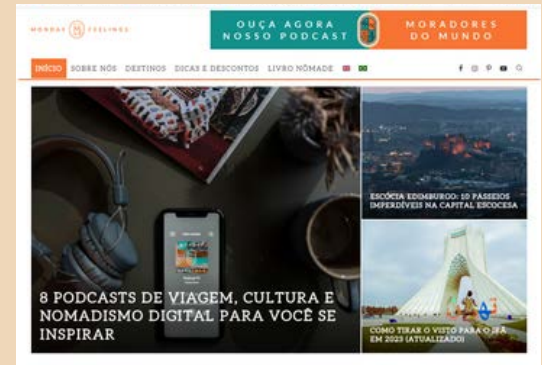
COUNTRIES
VISITED



*countries where we have been.

MONDAYFEELINGS.COM

- Bilingual travel blog (Portuguese and English);
- Destinations with the most access: Brazil, Thailand, Italy and Iran;
- Audience: +50,000 readers per month;
- Men and Women aged 30 to 55;
- Nationality: Brazil (40%), USA (30%), England, Portugal and Germany (30%);



INSTAGRAM: @MONDAYFEELINGS



18.190 followers



80% between 25 and 45 years



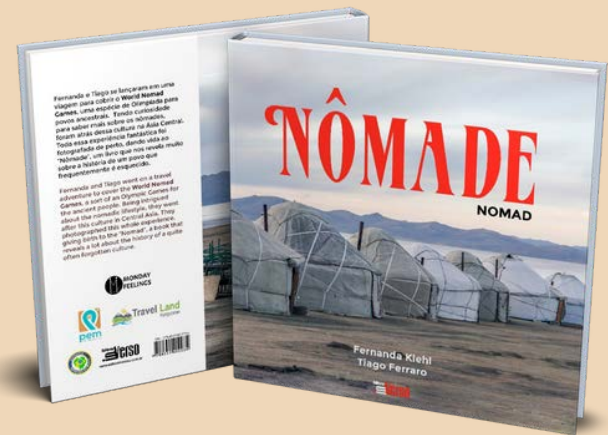
61%



39%

NOMAD BOOK

In 2018, we were the only Brazilian media outlet invited to cover the World Nomad Games, an Olympics for nomadic peoples that takes place in Kyrgyzstan. As a result of the experience and subsequent trip through Central Asia, the first Monday Feelings book was born. The book is in both English and Portuguese and it was selected for the 2020 Jabuti Award in the Documentary, Biography, and Reporting category in Brazil.



MORADORES DO MUNDO PODCAST



Podcast launched in November 2022 in partnership with Clav Music. Episodes are weekly and cover themes such as travel and culture in Brazil and around the world, digital nomadism, and feature guests discussing afrotourism, nomadic entrepreneurship, and other relevant topics for the market. In January 2023, it reached the Top 3 main lifestyle and travel programs on Apple Play. It is in Portuguese and target to the Brazilian audience.

*Spotify, Apple Play, Deezer, etc.

OPARA DOCUMENTARY:

In February 2023, we premiered the feature-length film *Opara* at CineSesc in São Paulo, with the presence of 300 people.

The film presents the São Francisco River from a unique perspective: its inhabitants. For six months, we travelled from the source to the mouth of the river, interviewing eight characters: a fisherwoman; an indigenous musician; a quilombola leader; a grape producer from Petrolina; the only steamboat pilot in Brazil; a rural poet; a hotel owner at the source of the river; and a popular artist from the caatinga.



MONDAY FEELINGS IN THE MEDIA

- **Rádio CBN:** Documentary 'Opara' premieres at CineSesc
- **Globo.com:** Couple makes documentary about the São Francisco River
- **Jornal O Globo:** Diving into nomadic culture during a different kind of Olympics in Kyrgyzstan
- **Folha de São Paulo:** World Nomad Games
- **Il Cafe Quotidiano (Itália):** Tiago and Fernanda, cambiare vita e lavoro per viaggiare. In bici da Parma a Lubiana con Monday Feelings
- **Portal Terra:** Digital Nomadism or not
- **Diaries of Magazine (Luxemburgo - impresso):** It's a Nomadic Life!
- **Entrevista aos Podcasts:** [Mochileiros](#), [Chicken or Pasta](#), [Viajar pra Quê?](#)
- **Gazetta di Parma (Itália):** Giornalisti e fotografi in bici da Parma alla Puglia
- **Revista Zumm: (impresso):** Couple releases travel book about remote places

FOLHA DE S. PAULO

CBN
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terra

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O GLOBO

GAZZETTA DI PARMA

PARTNERS (PRESENT AND PAST)



Be a partner and help us tell these stories!

Let's work together?



Thank you

Fernanda Kiehl & Tiago Ferraro



getintouch@mondayfeelings.com



+55 11 95286 8313



www.MondayFeelings.com

