

A woman with blonde hair, wearing a light blue off-the-shoulder dress with a black belt and a straw hat, stands in front of a rustic stone wall. To her left is a concrete pillar with a meter. The background features lush green trees and a clear blue sky with scattered clouds.

MALORIE MACKEY

Malorie's Adventures
VIVA GLAM Magazine

Fashionisers
Weird World Podcast

WEIRD WORLD ADVENTURES
ON AMAZON PRIME

Media Kit
2025

ABOUT MALORIE MACKEY

Travel Writer, Adventurer, On-Camera Personality, Master of Folklore



VIVA GLAM MAGAZINE

**WEIRD WORLD
ADVENTURES**

Malorie Mackey is a seasoned travel writer, adventurer, on-camera personality, master of folklore, and a published author with five books under her belt. She currently serves as the managing copywriter at Wabash & Lake as well as an editor for VIVA GLAM Magazine and Fashionisers.com. Malorie's true passion of adventure travel and folklore merge together at MaloriesAdventures.com in which she is the creator and editor in chief..

With most of her work focusing on the themes of travel and adventure, Malorie has become an expert on all facets of travel. Malorie has traveled to over a dozen countries for both her work and her studies. Her BFA in Theatre Performance has contributed greatly to Malorie's career as she travels the world hosting her unique travel show, **WEIRD WORLD ADVENTURES** and its accompanying podcast, showcasing the most unusual places around the world.

Malorie spends her free time volunteering on scientific expeditions around the world, participating in animal research, archeological expeditions, and other forms of research and is in the process of getting her Masters in Anthropology with a Specialization on Folklore, Mythology, and the Occult.

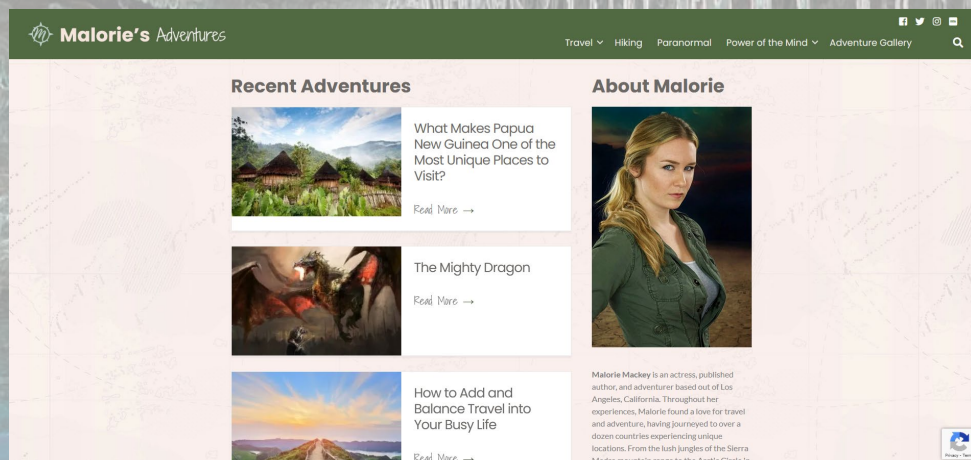
MALORIESADVENTURES.COM
& WEIRD WORLD PARTNERS





Malorie's Adventures

Editor-in-Chief



Malorie's Adventures is a travel blog unlike any travel blog you've seen before. While you will find traditional travel content on MaloriesAdventures.com, you will also find a more prominent focus on non-mainstream locations including haunted locations, the strangest natural phenomena, the most unusual traditions from around the world, and a plethora of tips on how to navigate through this weird world of ours. There is also a section on the best hikes around the world, as well as for the 'travels of the mind' into our imagination and meditation. If it's travel-related, you can find it on Malorie's Adventures!

Malorie is a Proud Member of The SHE Media Partner Network (Through SheKnows.com)

WEIRD WORLD ADVENTURES

Producer & Host



Are You Ready to Explore this Weird World?

Weird World Adventures shows you just how weird this world of ours really is. Join host Malorie Mackey for this 30-minute episodic show as she embarks on adventures around the globe bringing the beauty, terror, and weirdness of our world to your television screens. Check out places you may be too afraid to or too cool to visit yourself. From ghosts to psychics to fairytales, folklore, and beyond to the just-plain unique lives people live every day, we're going to see it all on this travel show. Are you ready to explore this weird world?

Women aren't represented enough in travel, dorky, or supernatural culture! *Weird World Adventures* is specifically female run and female hosted and pushes the idea that women can also love the paranormal, the unusual, and adventure.

SEASON 1 of the show is LIVE on AMAZON PRIME now with SEASON 2 releasing in the fall of 2025.

WEIRD WORLD ADVENTURES

Producer & Host



Click to Play the Season 2 Promo Video

Are You Ready to Explore this Weird World?

Highlights from Season 1 include:

- *Ed and Lorrain Warren's Occult Museum*
- *The Winchester Mystery House*
- *The Whaley House*
- *Land of Oz Theme Park*
- *The American Museum of the House Cat*
- *Dinosaur Kingdom II*
- *The CA Institute of Abnormal Arts*
- *Edgar Cayce's Association of Research & Enlightenment*

Highlights from Season 2 include:

- *Bran Castle (Dracula's Castle)*
- *New Orleans Voodoo*
- *The German Fairy Tale Route*
- *Salem, Massachusetts*
- *The Queen Mary*
- *The Library of Congress*
- *Icelandic Elf School*
- *The BODYWORLDS Exhibit* and much more.

SEASON 1 of the show is LIVE on AMAZON PRIME now with SEASON 2 releasing in the fall of 2025.

WEIRD WORLD ADVENTURES THE PODCAST

amazon music

Producer & Host



Are You Ready to Explore this Weird World?

Due to the popularity of the Weird World Adventures Show, and accompanying podcast has been created with over 75 episodes already live. Episodes release weekly via:

- Spotify
- Apple Podcasts
- Amazon Music
- iHeart Radio
- Pandora
- Pocket Casts
- And on YouTube





Writer & Editor



VIVA GLAM Magazine is a multi-media platform which includes a website, a print magazine, social networks, video content, and a self-produced docu-series. The company provides information and encouragement to help our global audience further their desire to live an ethical and glamorous lifestyle without sacrificing quality or luxury.

Through our platform, VIVA GLAM Magazine highlights destinations where our audience can feel inspired and companies who, with their products and services, make strides towards ethical living. Additionally, we urge companies to actively contribute to sustainable business practices that respect the Earth and the environment.

Our Travel category is one of the most popular areas of VIVA GLAM Magazine. We like to highlight unique experiences and discover sustainable, eco-friendly, and exciting new places. Our team lives for travel and is not afraid to get adventurous or do what it takes for the perfect review, whether that be diving, rappelling, or jumping in a helicopter.

“Where Compassionate Glam Meets Progressive Luxury”



VIVA GLAM MAGAZINE

VIVA GLAM Magazine was launched as a digital platform; however, due to demands, we released our first print issue in 2013 as a collectible anniversary edition.

From 2014 to 2017 we increased the frequency of our print editions. However, to keep the exclusivity and collectible value of the publication, in 2018 we decided to print one anniversary issue per year. We pride ourselves on the high-quality ink printing and glossy cover of each issue.

We tailor our distribution according to the theme of each issue.

Some of the locations and events we distribute to are the Cannes Film Festival, the Sundance Film Festival, Oscar gifting suites, different charity events, Hollywood red-carpet events, and boutiques and spas in Los Angeles, Beverly Hills, and Orange County, California. We also distribute to specific resorts that are featured within an issue.

The digital version of each issue can be viewed on issuu.com.



Writer & Editor

As seen on the Amazon Prime Original Series "The Boys"



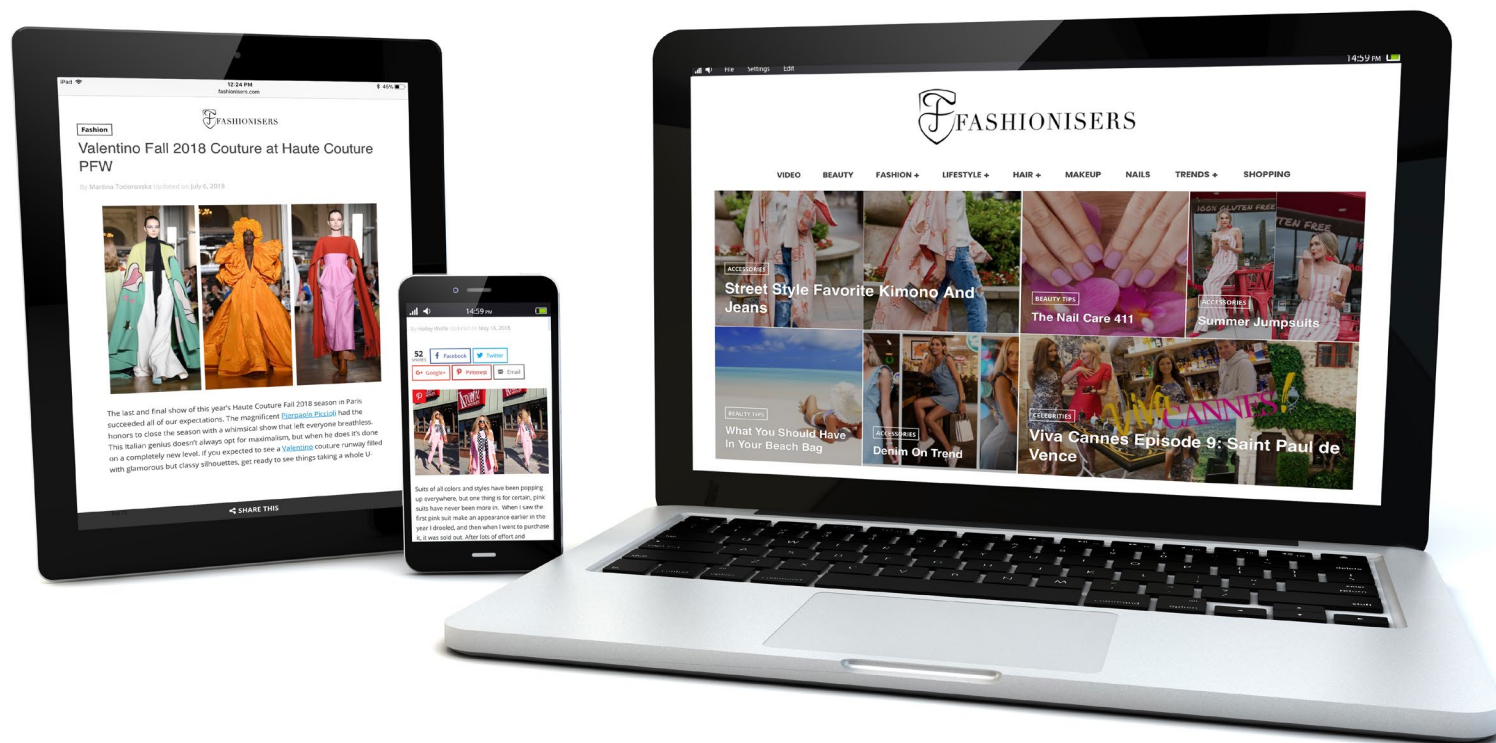
Print Magazine:
10,000 per issue.
1 issue per year.

“Where Compassionate Glam Meets Progressive Luxury”

Founded in 2012, **Fashionisers.com** is a lifestyle website **dedicated to all styles and trends**. In other words, it is the perfect destination for those who like to be fashionable and trendy in all areas of their lives.

It's the most accurate guide through the ever-changing world of fashion.

Fashionisers.com isn't just catered to fashion trends, however. Fashionisers showcases all trends from beauty to lifestyle to wellness to travel. There are trends for everything in today's time- especially travel! And we are here to deliver that travel inspiration!



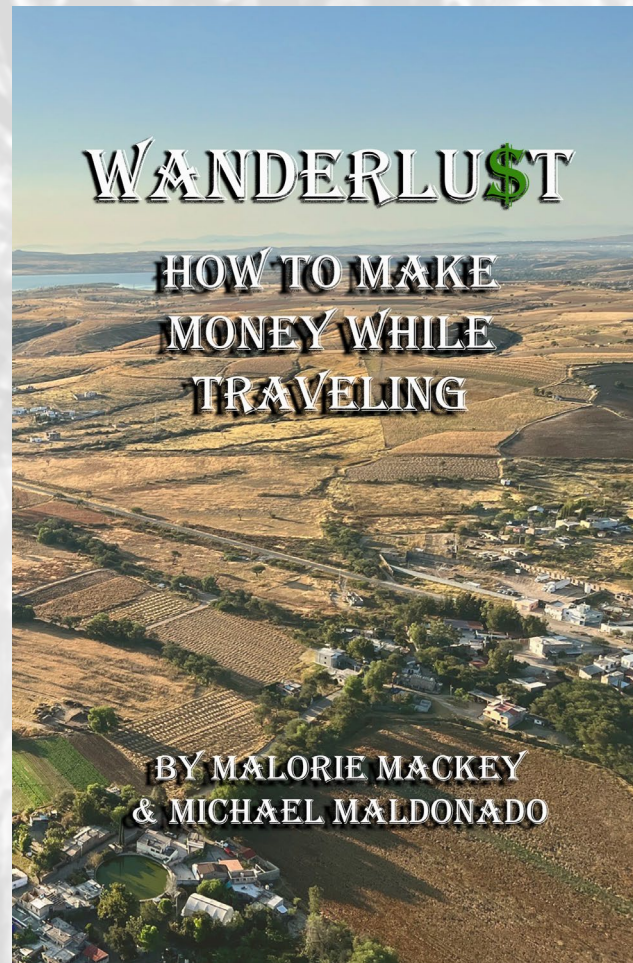
“Your Go-To Guide to the World of Fashion Trends”

Publication Samples:

Malorie's Published Books Include:

- Wanderlu\$t: How to Make Money While Traveling
- The Goth Atlas: A Guide to the World's Spookiest Places
- Haunted Hikes of the Great Smoky Mountains
- Secret Virginia: A Guide to the Unusual and Obscure
- My Playboy Story: Hopping from Richmond to Hollywood
- The Anthology Choices

Book Publication



Publication Samples:

Malorie's Work Has Been Featured In:

- Multiple cover articles for *Design Destinations*
- Multiple cover articles for *VIVA GLAM Magazine*
- Cover article for *The Skeptical Inquirer*
- Featured in Maptia
- Featured in My Beautiful Adventures
- Featured in Life and Experiences
- Featured in the San Diego Informer
- ...and more!

Other Publications



Custom Content from Press Trips:

Currently, I have been on dozens of Press Trips and have a specific formula that I follow to deliver content. I always deliver in a quick and efficient manner. For each Press Trip, I guarantee at least 5 unique article features written with at least 800 words each.

The features will cover a variety of topics that focus on what makes a location truly special including:

- Accommodations
- Food and Beverages
- Activities
- Fashion, Style, and Beauty at a Destination
- The Unusual Location a Destination has to Offer
- Art and Architecture
- Other Aspects of a Trip or Location that Truly Stand Out

I guarantee the articles from a trip **will begin being scheduled within 2 weeks of return** from a press trip, and all articles will be shared on our social platforms.

Consideration for including a property, city, event, or location in VIVA GLAM Magazine's annual print magazine is possible and can be discussed on a case-by-base basis.

Sample Pieces from Past Press Trips



What started as an elegant restaurant turned into the most luxurious resort in Ibagari. Ibagari Boutique Hotel is a beautiful property located on the beachfront of one of the most exclusive areas, and it has become a hot spot for the VIVA GLAM Magazine.

Ibagari means life in Garifuna, which is a language spoken on the Atlantic Coast of Honduras. Each room of the resort was given a different name in Garifuna. For instance, there's a room called "Garabali" which means wind, and another room was given the name "Uruwa" which means sun. The classy, elemental style of the rooms was unique and created the perfect sanctuary for a truly relaxing getaway.

In fact, Ibagari extended stay is a gem. It is the line hotel in the Ibagari and artistic 2 lounge-like near the beach sunrise or sunset conditioning.

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BONN Redefines Itself and Reminds the World of its *Connection to Beethoven*

By Malorie Mackey

Many do not know this, but 2020 marked the 250th anniversary of Ludwig van Beethoven's birth. That's right! Beethoven was born 250 years ago in Bonn, Germany. What we find so fascinating about this is that many people do not associate Beethoven with Bonn, nor do they even know he is from there.

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CUSTOM CONTENT

VIVA GLAM Magazine:

<https://vivaglammagazine.com/why-guanajuato-is-the-best-destination-in-mexico/>

<https://vivaglammagazine.com/westlake-village-inn/>

<https://vivaglammagazine.com/heed-the-call-of-adventure-with-kayak-kauai/>

Fashionisers.com:

<https://fashionisers.com/2020/03/09/the-bonn-arts-music-scene-is-bringing-beethoven-back-to-life-in-bonn/>

<https://fashionisers.com/2019/11/28/luna-muna-at-ibagari-boutique-hotel-provides-culinary-excellency/>

<https://fashionisers.com/2021/07/19/enter-into-a-fairy-tale-at-glendeven-inn-lodge/>

MaloriesAdventures.com:

<https://www.maloriesadventures.com/blog/change-the-way-you-see-chocolate-with-lydgate-farms>

<https://www.maloriesadventures.com/blog/the-mystery-of-fort-braggs-glass-beach>

<https://www.maloriesadventures.com/blog/harness-your-intuition-at-the-monroe-institute>

Audience

MEDIA

Social Media & Digital Presence:

My total social media presence reaches over **400,000 followers across all platforms with viewership on Pinterest reaching over 20 million collective monthly views.** (Pinterest is how we generate a lot of our traffic for our content-based websites, so we have a good system down there to reach millions of monthly views.)

Instagram: 133,000 Followers (201,000 with VIVA GLAM & Fashionisers)

<https://www.instagram.com/maloriesadventures/> (My Blog) (108,000 Followers)

<https://www.instagram.com/maloriemackey/> (My Personal) (25,000 Followers)

<https://www.instagram.com/vivaglammag/> (Content Manager) (63,000 Followers)

<https://www.instagram.com/fashionisers> (Content Manager) (5,000 Followers)

Pinterest: (Over 20 Million Monthly Views)

<https://www.pinterest.com/maloriemackey/> (My Personal) (73,000 Monthly Views)

<https://www.pinterest.com/fashionisers/> (Content Manager) (10+ Million Monthly Views)

<https://www.pinterest.com/vivaglammag/> (Managing Editor) (10+ Million Monthly Views)

TikTok (8,357 Followers with Close to 3 Million Video Views)

<https://www.tiktok.com/@maloriemackey>

Threads (12,900 Followers)

<https://www.threads.net/@maloriesadventures>

Twitter: 2,100 Followers (12,600 Followers with VIVA GLAM & Fashionisers)

<https://twitter.com/MalorieMackey> (My Personal Page) (2,100 Followers)

<https://twitter.com/VivaGlamMag> (Managing Editor) (4,800 Followers)

<https://twitter.com/Fashionisers> (Content Manager) (5,700 Followers)

Facebook: 30,000 Followers (204,000 with VIVA GLAM & Fashionisers)

<https://www.facebook.com/WeirdWorldAdventures/> (My Blog) (24,000 Followers)

<https://www.facebook.com/MalorieMackey/> (Personal Page) (6,000 Followers)

<https://www.facebook.com/vivaglammagazine> (Managing Editor) (115,000 Followers)

<https://www.facebook.com/Fashionisers> (Content Manager) (59,000 Followers)

Audience

MEDIA

The total web viewership presence I have across my blog and the three additional sites I manage and have posting power over is roughly 1.4 million unique viewers per month.

The Malorie's Adventures Blog is relatively new and growing fast, reaching roughly 50,000 unique viewers per month.

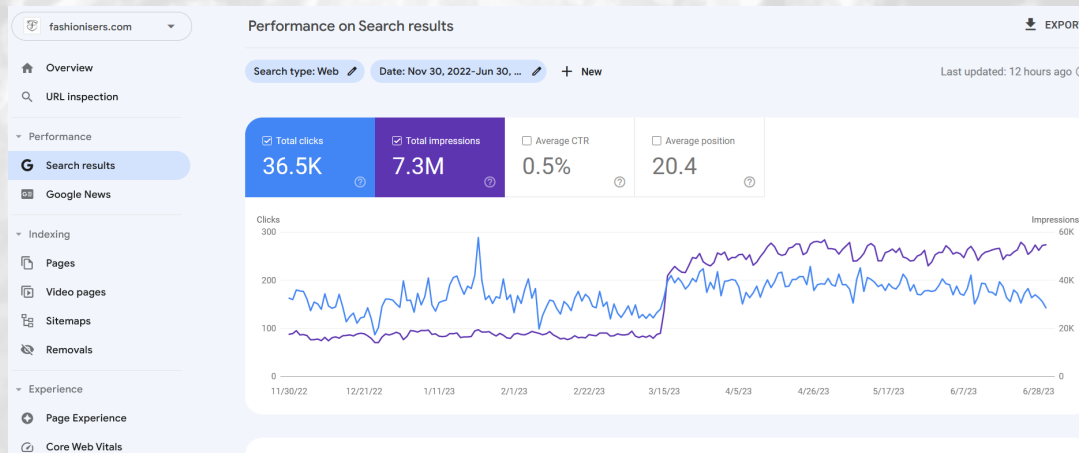
<https://www.maloriesadventures.com/>

VIVA GLAM Magazine reaches roughly 500,000 unique viewers per month with an additional 10,000 viewers through its limited print run each year. <https://vivaglammagazine.com/>

Fashionisers.com reaches roughly 500,000 unique viewers per month.

<https://fashionisers.com/>

(The graph below showcases the number of visitors brought into Fashionisers.com via Google Search Console and the impressions of the site on Google.)



I am also in partnership with SheKnows.com through the SHE Media Collective on all three platforms including my blog. The SHE Media Collective helps publishers and content creators build and grow their businesses through partnerships with other platforms.

The SheKnows.com network reaches roughly 104 million monthly views across the partnership platforms, including SheKnows.com and Stylecaster.com.

In January 2024, I was featured on SheKnows.com:

<https://www.sheknows.com/entertainment/slideshow/2942552/playboy-books/>.

I did an interview with Elle.com in February 2024 discussing meditation at the Monroe Institute (and my work on the Monroe Blog):

<https://www.elle.com/beauty/health-fitness/a60129270/gateway-process-monroe-institute/>

I was featured as a contributor and digital creator for BlogHer.com just this past month: <https://www.blogger.com/digital-marketing/expanding-your-brand-through-various-forms-of-media-60137/>

Television Presence:

The first season of *Weird World Adventures* released on Amazon Prime in the Fall of 2024 to Amazon Prime's audience of roughly 150 million viewers.

We are currently editing a second season of 10 episodes that will feature more of the strangest places around the world which will release in September 2025 on Amazon Prime.

Contact

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