



**PIERCE
JONES**



**TRAVEL & FOOD
CREATOR**

MEDIA KIT

WWW.TASTESFROMTHEROAD.COM
PIERCE@TASTESFROMTHEROAD.COM

250K **INSTAGRAM**

145K **TIKTOK**

125K **YOUTUBE**

50K **FACEBOOK**

ABOUT PIERCE



Hi, I'm Pierce.

I've spent the last eight years traveling, living, working, and studying in over 70 countries. From South America and the North Africa to East Asia and Europe, I've built a life around culture, cuisine, and connection.

As a digital nomad and storyteller, I create authentic, informative content around the things I know and love—travel, international food, digital nomadism, and life on the road. My community trusts me for honest recommendations, deep cultural dives, and a genuine window into global living.

ABOUT TASTES & TALES

My two channels are an ode to the road. One specializing in travel guides and digital nomadism, the other, the flavors and memories I've found there. I'm passionate about connecting my viewers to the little known parts of this world and my content embodies that mission

TOP VIEWERSHIP

UNITED STATES

60%

UNITED KINGDOM

MALE

CANADA

40%

AUSTRALIA

FEMALE

AGES 18-45, FOOD LOVERS, TRAVELERS, DIGITAL NOMADS



ENGAGEMENT

REACH (90 DAYS) VIEWS (90 DAYS)



4M

1.6M



12M

5.8M



N/A

2.5M (60 DAYS)



CITY PROMO WORK

I've worked with respected organizations like the Singapore Tourism Board, producing high-quality food and travel content that highlights vibrant local culture and cuisine. Additional collaborations available upon request.

Singapore
TOURISM
BOARD



LINKS

TikTok: www.tiktok.com/tastesfromtheroad

Instagram: www.instagram.com/tastesfromtheroad

YouTube: www.youtube.com/talesfromtheroad

Facebook: www.facebook.com/bjfoodblog

Blog: www.tastesfromtheroad.com/blog

PREVIOUS COLLABS

