

Grow your "Travel Blog" while Exploring Europe in this strategically competitive board game filled with wanderlust and knowledge. Your journey will take you to some of the greatest landmarks Europe has to offer. The goal of the game is simple: post articles on attractions, lodging, and dining locations, gain likes, and generate affiliate revenue to grow your blog. However, it is your strategy in how you achieve these tasks that will ultimately make you "The Blog Master".

Game Components



380 cards representing actual places throughout 10 different European countries.

180 Attraction Article Cards (Blue) 100 Dining Article Cards (Green)

100 Lodging Article Cards (Orange)

Note: Our card attributes (cost, likes and distinctions) are for game play only and in no way represent actual attributes of said places.



80 unique Event Cards offer both advantages & disadvantages during play. If you plan strategically, some cards will help increase your "End of Game" scoring opportunities.

Event Cards



4 cards representing the 4 different types of Bloggers in the game. Each card has specific bonus attributes to help you become the Blog Master. One side of the card has an incentive to help at the start of the game, while the other side has an incentive for the "End of Game"... Which side will you choose?

Blogger Cards









Eco-Tourist Foodie Photograph

4 tokens representing the 4 different types of Bloggers in the game!

Blogger Tokens



60 coins included in denominations of l's, 5's and 10's to track your revenue during the game. You can make change from the bank anytime you need to.

Affiliate Revenue Coins



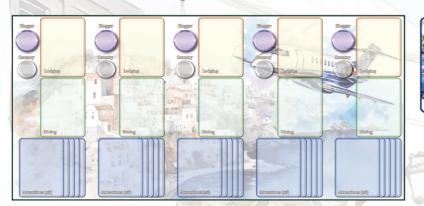
40 Country Flag Tokens, 4 for each of the 10 countries in the game, plus 1 bag for these tokens.



Bag for Flags

Country Flag Tokens

4 Game Mats & Blog Follower Boards - 1 for Each Player







Reward Die



Transportation Die



Blogger Die

Reference Card



Scorepad



8 Cubes & 4 Starting Rings



Rulebook





You're now ready to start exploring these great European Countries...

Austria - England - France - Germany - Greece
Ireland - Italy - Norway - Romania - Spain

Let's Get Started

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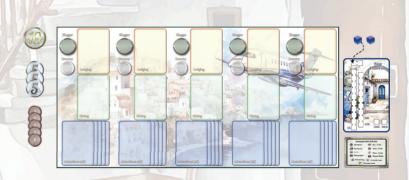
Object of the Game

You have chosen the life of a digital nomad and Europe is your office. You will not only visit some of the most common destinations scattered across 10 different countries, but you'll discover unique and little-known locations as well. Gain likes on your blog by posting various lodging, dining, and attraction articles among the 5 countries you randomly picked. The first player to gain 175,000 LIKES ends the game. Strategically post your articles to ensure you accumulate enough Blog Master Stars (which we commonly refer to as "BS") to win the game!

Game Setup

Give each player the following components:

1 Game Mat 1 Blog Follower Board 2 Cubes Affiliate Revenue Coins (total value of 30) 1 Reference Card



- Place the remaining Affiliate Revenue in the center of the table to form The Bank.
- Roll the Blogger Die to determine your character in the game. Take the appropriate Blogger Card and Blogger Token. When rolling the Blogger Die, if another player has already claimed the character you must roll again until you get a character that is still available.



Place all the Country Flag Tokens in the bag and mix them well. The players now take turns drawing 1 Country Flag at a time out of the bag until each player has 5 DIFFERENT Country Flags. Each time you draw a Country Flag Token, place it in the farthest left empty space on your Game Mat. If you draw a duplicate Country Flag, set it aside instead of on your mat. DO NOT draw another until your next turn to draw. The LAST player to draw their 5th Country Flag and fill all spots on their Game Mat will be the first to act in the game. That player takes the blue Starting Ring. The other players each take a grey Starting Ring.

Deal each player 12 Article Cards - 6 Attraction, 3 Lodging and 3 Dining. Place the remaining Article Cards in the center of the table to form three decks to draw from during play. Since there are more Attraction Articles you may divide them into 2 stacks. Place the Event Cards in the center of the table. Leave room for a discard pile.



Determine which side of your Blogger Card is best suited to your strategy. Leave that side of your Blogger Card face-up. Take the appropriate action on the Blogger Card, if applicable at this time.



Game Hint: You will notice that one side of your Blogger Card gives you an advantage at the beginning of the game, and the other side helps at the end. You will want to make your choice based on the Article Cards you have been dealt, the countries you have drawn, and your game strategy.

Based on the 5 countries you have drawn, keep a total of 5 Articles (from any mix of categories) and discard the rest. For the cost of 5 coins, you may keep 2 additional Articles at this time.

Note: It is possible to start the game with as many as 9 Article Cards. If you are the Foodie and choose the side stating "you may keep 2 additional Article Cards" and you choose to pay 5 coins, you would keep 2 more - making a total of 9 Article Cards.

Determine which country you would like to begin your adventure in. Place your Blogger Token on the appropriate circle of your Game Mat and Starting Ring around that Country Flag Token. The player with the blue Starting Ring will begin the game. This action eliminates the need for you to roll the Transportation Die on your FIRST turn of the game.



Terminology

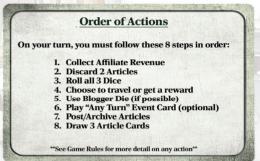
- Articles refer to the Lodging, Dining, and Attraction Cards.
- Posting an Article means to lay a card face-up on your Game Mat.
- Archiving an Article means to lay a Lodging or Dining Card face-down under a face-up Article Card.
- Gaining LIKES means to track the number of hearts (displayed on your Posted face-up Articles) on your Blog Follower Board.
- Collecting Affiliate Revenue means to take money from The Bank.
- Country Flag Tokens represent the 5 countries you will be Posting Articles in (visiting).
- Blog Stars (BS) are the points earned based on how well you played the game.



Beginning with the first player and continuing clockwise around the table, the players will perform the actions listed below until a player reaches 175K LIKES (see Ending the Game on page 12).

On your turn, you must follow these 8 steps in order:

- 1. Collect Affiliate Revenue
- 2. Discard 2 Articles
- 3. Roll all 3 Dice
- 4. Choose to travel or get a reward
- 5. Use Blogger Die (if possible)
- 6. Play "Any Turn" Event Card (optional)
- 7. Post/Archive Articles
- 8. Draw 3 Article Cards



Game Play

1. Collect Affiliate Revenue.

Affiliate Revenue is an important income stream for Bloggers. Each turn, you receive 1 coin from The Bank. Some dice rolls and Event Cards will reward you with extra Affiliate Revenue, but this is the primary way in which you will accumulate the funds needed for game play and End of Game Blog Stars.



2. Discard 2 Articles.

Choose any 2 Article Cards from your hand to discard. Hopefully, you have drawn Articles along the way that do not match any of your countries and the choice will be easy. However, it may be to your advantage to keep extra Dining or Lodging Articles to help you Archive an Article Card in the future (see section on Archiving).

Important: Skip Step #2 on your FIRST turn of the game.

Example: You are currently in Italy and have 2 Article Cards for Norway (1 Attraction Article and 1 Dining Article). Norway is not one of your 5 countries. Although the Dining Article could be used at some point in the game you decide that discarding these 2 Article Cards is the best option for your game strategy.

3. Roll all 3 Dice.

Take all 3 dice and roll them together. Your first turn in the game is an exception to this rule. Since you are already in your starting country you can either not roll the Transportation Die or ignore its outcome.

Every other turn you will need to choose which white die (Transportation or Reward) you will put into play – Step #4 below.

The blue die (Blogger) is always in play – Step #5 below. The **only exception** would be if you had chosen to put the Reward Die into play and had drawn an Event Card in which its action had ended your turn. In this case your turn is over, and all the remaining steps are skipped EXCEPT for drawing 3 Articles - Step #8 below.

4. Choose between the Transportation Die or Reward Die.

If you need or want to travel to a different country, choose the Transportation Die. Based on its outcome, pay The Bank the cost associated with the method of transportation shown, and **TRAVEL NOW**. Move your Blogger Token to the circle on your Game Mat above the country you wish to visit.







Travel by Bus 1 Coin Travel by Train
3 Coins

Travel by Plane 5 Coins

If there is no need or want to travel, choose the Reward Die. Claim your reward based on its outcome.



Take 5 coins from The Bank.



Draw any combination of 2 Article Cards from the decks and place them in your hand.



Draw an Event Card from the deck and follow its action. If you draw an Event Card, you MUST follow its action (see section on Event Cards).

5. Blogger Die.

Based on the outcome of the Blogger Die, take the appropriate action (provided you have not previously lost the rest of your turn).



If you rolled the Event Card symbol, you MUST draw an Event Card and follow its action. Again, if the action on the Event Card ends your turn, the remaining steps are skipped EXCEPT for drawing 3 Articles - Step #8 below.



If you rolled the Player's Choice symbol, you MAY choose to Post/Archive 1 additional Article, OR draw an Event Card and follow its action, OR not use this die at all.







If you rolled your Blogger Icon, you MAY Post/Archive 1 additional Article at this time. You MUST pay the normal cost to Post or Archive an additional Article - Step #7 below.

Example: Your Roll - Travel Die = Bus, Reward Die = Event Card and Blogger Die = Event Card. You are currently in Italy and still have Articles you want to Post in Italy. Despite the option of cheap travel you decide to stay in Italy. Therefore, you MUST draw 1 Event Card. It is a "Play Immediately" Event Card so you MUST complete its action before continuing. Since the Blogger Die also displays draw 1 Event Card you MUST now draw another Event Card. This time it is an "Any Turn" Event Card. If you can benefit by using it on this turn you can complete its action during Step 6 or save the card until it helps you the most. For more details on Event Cards see the section on Event Cards.



6. Play "Any Turn" Event Card (optional).

Play 1 existing Event Card from your hand, if you desire to do so. If you have an "Any Turn Event Card" in your hand, and wish to play it on this turn, you would play it now and following the action on that card. Once played, place it face-up next to your Game Mat.

Example: In your hand you have an "Any Turn" Event Card that reads "Post or Archive an additional Attraction, Lodging or Dining Article in the country you are visiting." You decide to use it this turn. Remove the Event Card from your hand, place it face-up next to your Game Mat, and Post/Archive 1 additional Article this turn.

7. Post/Archive Articles.

Each turn you have the option of Posting or Archiving an Article. You can:

• Post any 1 Article (i.e., Lodging, Dining or Attraction) on your Game Mat. The Country shown on your Article Card MUST match the Country your Blogger is currently visiting. Pay the appropriate amount and track the LIKES on your Blog Follower Board.

OR

• Archive a Lodging or Dining Article. The Article Card's location must match the country you are visiting just like Posting an Article. Pay the appropriate amount – DO NOT track the LIKES.

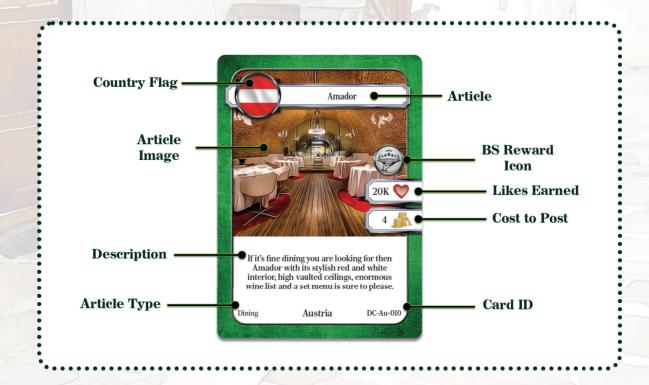
OR

• Archive a Lodging or Dining Article from a country that does not match the country you are visiting. Pay the appropriate amount AND discard from your hand 3 Articles of the same type (Lodging or Dining). DO NOT track the LIKES (see the section on Archiving for more information).

Based on the roll of the dice and/or the use of an Event Card, you may have been able to Post/Archive more than 1 Article during your turn. Also depending on the Articles in your hand and/or your strategy, you may choose to not Post/Archive an Article on your turn.

8. Draw 3 Article Cards.

Draw 3 Articles in any combination, i.e., Attractions, Dining, and/or Lodging. Once you have drawn Articles, your turn ends and the player to your left takes their turn.



What is Archiving?

During game play, you can Post up to 5 Attraction Articles in each of your countries, but you can only Post 1 Dining and 1 Lodging Article. ARCHIVING allows you to Post additional Dining and Lodging Articles. Archived Articles earn 1 BS at the End of Game. They can also be worth extra Blog Stars if the card contains icons for Luxury Lodging, Culinary Excellence, or your Blogger Icon. They can also earn you BS from "End of Game" Event Cards referencing those Archived Articles.

You can archive Articles in 2 ways:

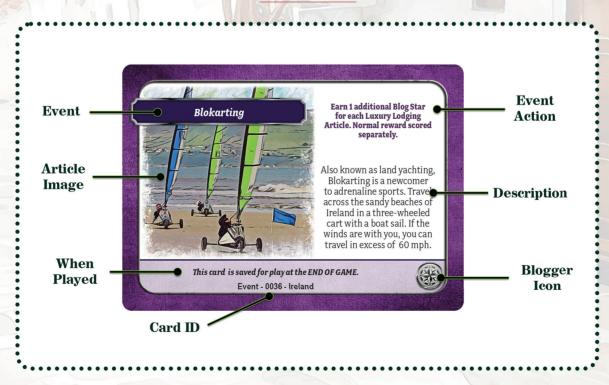
1. Post either a Lodging or Dining Article whose location matches the country you are currently visiting. Place it face-down under a face-up Article Card of the same type. You must pay the cost shown on the Article, but you do not obtain any LIKES.

Example: You are in Italy and have already Posted a face-up Dining Article – you can Archive a Dining Article from Italy for the cost associated with that Article.

2. Play either a Lodging or Dining Article whose location does not match the country you are currently visiting. Follow the above procedures; however, as a penalty for Archiving an Article from a different country, you must also discard 3 similar Articles.

Example: You are in Italy, and you Archive a Dining Article from Spain. In addition to paying the cost shown on the Article, you MUST also choose 3 Dining Articles from your hand to discard. If Archiving a Lodging Article, you would discard 3 Lodging Articles. If you DO NOT have 3 Articles of the same type to discard, you MAY NOT Archive an Article this way.

Event Cards



There are 3 different types of Event Cards.

1. "Play Immediately" Event Cards MUST be played when drawn, even if it negatively affects your turn. It MUST also be played before completing Step #7 under Game Play. Place played Event Cards face-up next to your Game Mat. An example of a "Play Immediately" Event Card is: "Archive any Lodging or Dining Article without associated cost, regardless of the specific country (in any one of your countries)." To take advantage of this card, you must already have a Lodging or Dining Article Posted (face-up) in one of your countries. You cannot Post a face-up Article (Step #7) and then complete this Event Card's action regarding Archiving an Article.

Example: You have 3 face-up Dining Articles Posted on your Game Mat and no Lodging Articles. You are currently in Italy and HAVE NOT Posted a Dining or Lodging Article there. In your hand you have 1 Dining Article and no Lodging Articles. You MUST Archive your 1 Dining Article, even if it is for Italy and you had planned on Posting it during Step #7. (Please note this scenario would be rare, but is an example of how the Event Card could have a negative effect.)

2. "Any Turn" Event Cards can be played during your turn (Step #6, under game play). This allows you to determine when, or if, using this Event Card will benefit your game strategy. An example of an "Any Turn" Event Card is: "Collect 15K LIKES for optimizing your Blog's SEO". Add the Event Card to your hand. Play it on this turn, a future turn, or never. When played place it face-up next to your Game Mat.

Example: Although collecting extra LIKES is a good thing, you decide to never play this card because you want to maximize the number of Articles you can Post during the game. If you were to use this card, the 15K LIKES would end the game sooner than you want and jeopardize your ability to strategically complete your Game Mat.

3. "End of Game" Event Cards are designed to give you extra Blog Stars when tallying up your score at the end of the game. An example of an "End of Game" Event Card is: "Gain 5 BS if you have at least 1 Dining Article in all 5 countries". Add this Event Card to your hand for scoring "End of Game" Blog Stars if you are able or want to work towards completing its action.

Example: When you drew the above card, you already had Dining Articles in 3 of your countries. Since 5 extra BS can impact who becomes the ultimate Blog Master you decide to focus on obtaining Dining Articles for your remaining 2 countries.

Special Circumstances

Multiple "Play Immediately" Event Cards could be played on the same turn BUT ONLY 1 "Any Turn" Event Card can be played per turn. Although rare it is possible that the action on a card drawn in either Steps #4 or #5 says "draw another Event Card". If that card was also a "Play Immediately", you could in theory play more than 3 Event cards during your turn.

Example: In Step #4 you choose the Reward Die option and pick an Event Card. It is a "Play Immediately". Its action calls for you to draw another Event Card. You must now draw another Event card. It is also a "Play Immediately" so you follow its action. Then in Step #5 the Blogger Die's outcome is draw an Event Card. This time you draw an "Any Turn" Event Card and add it to your hand. Now in Step #6 you choose to play that Event Card.

Some Event Cards can be used as an Attraction Article at the end of the game. They can be played in any country, i.e., helping you complete any other goal.

Ending the Game

The game ends when any player collects 175k LIKES. However, when Posting (what you believe to be) your final Article, make sure to track all LIKES, even those that exceed 175K LIKES. It is possible for a fellow blogger who still has a remaining turn to play an Event Card that takes LIKES away from you... effectively reducing your LIKES below 175K and thus requiring the game to continue. *Note: If on your turn you have the abiltiy to Post multiple Articles, Post all possible Articles even if any 1 Article would trigger the End of Game.*

Example: You currently have 165K LIKES and on your turn you roll your Blogger Icon which allows you to Post 2 Article Cards. You have 2 Articles each worth 20K LIKES, you are allowed to Post both, giving you a total of 205K LIKES. During scoring this will be worth a maximum of 20 Blog Stars.

Regardless of who triggers the end of the game, keep playing until it is the turn of the First Player (the one with the blue Starting Ring). The First Player does not get another turn. This ensures that all players have an equal number of turns.

Complete any "End of Game" actions shown on your Blogger Card and/or Event Cards, if applicable.

Example: You are "The Photographer" and you choose to use the side that helps you at the End of Game. Your advantage is: you may Post 2 Articles at their normal cost... You would Post these 2 Articles NOW. Playing wisely can help you earn Blog Stars in multiple sections when scoring the game.

Discard all remaining Articles that were not Posted or Archived!

Scoring the Game

The player who earns the most Blog Stars will be the winner of the game. In the event of a tie, the one with the most Affiliate Revenue will be the ultimate Blog Master! Follow the order shown on the score-pad. We have designed it to ease the process of final scoring.



- LIKES: Receive 1 Blog Star per 10K LIKES. Rounded down and capped at 20 Blog Stars. For example, if you end the game with 155K LIKES you would receive 15 Blog Stars.
- **AFFILIATE REVENUE:** Remaining coins are scored as follows:
 - 0-7 Coins: 2 Blog Stars
 - 8-16 Coins: 5 Blog Stars
 - 17-25 Coins: 7 Blog Stars
 - 26+ Coins: 10 Blog Stars

- **BLOGGER CARD:** The Foodie Blogger Card awards extra Blog Stars. If you are the Foodie, chose the "End of Game" side of the card, and have completed its task, score any Blog Stars earned now. FYI: the "End of Game" advantages on the other 3 Blogger Cards would have been completed immediately after the last player took his/her turn and will be scored in later scoring.
- ATTRACTION ARTICLES: Receive 1 Blog Star for each of your countries where you have Posted 3 or more Attraction Articles.
- **COMPLETED ROWS:** Receive 5 Blog Stars for each complete "row" of Articles, i.e., 1 each of Lodging, Dining, or Attraction in each of your 5 countries.

Example: If you have Posted a face-up Dining Article in all 5 of your countries, you receive 5 Blog Stars. You can get a maximum of 15 Blog Stars if you complete all 3 rows.

- **COMPLETED COUNTRIES:** Receive 1 Blog Star for each completed country consisting of 1 face-up Lodging Article, 1 face-up Dining Article and 1 face-up Attraction Article. If you have posted 5 Attraction Articles in any of your completed countries, you receive an additional 6 Blog Stars (for a total of 7 Blog Stars) for that country.
- ARCHIVED ARTICLES: Receive 1 Blog Star for every Archived Article.
- **END OF GAME:** Blog Stars earned from "End of Game" rewards listed on your "End of Game" Event Cards. If you have multiple Event Cards with the same reward, you receive the Blog Stars earned from each card.

Example: The game ends and you have 2 Event Cards that give 1 Blog Star for every "Culinary Excellence" Article played on your Game Mat. You have 3 "Culinary Excellence" Articles; you would receive a total of 6 points in this section.

LODGING ARTICLES: Receive 1 Blog Star for each "Luxury Lodging" Article you have Posted, including any Archived Articles. FYI: if you are the Eco-Tourist, had chosen the "End of Game" side on your Blogger Card and Archived any "Luxury Lodging" Articles when the game ended, they are scored now.



DINING ARTICLES: Receive 1 Blog Star for each "Culinary Excellence" Article you have Posted, including any Archived Articles.



ATTRACTION ARTICLES: Receive 1 Blog Star for each "Extraordinary Destination" Article you have Posted. FYI: this includes the Adventurer Blogger Card, if you are the Adventurer and chose that side of the card.



BLOGGER ICON: Receive 1 Blog Star for each Blogger Icon that matches your Blogger (Photographer, Adventurer, Foodie or Eco-Tourist). This includes icons found on Posted Articles, Archived Articles and Event Cards. FYI: if you played the Adventurer Blogger Card as an "Extraordinary Destination Card" DON'T count its icon as a Blog Star.









Deluxe Upgrade (if purchased)

Explore 5 New European Countries!

Coratia - Finland - Hungary - Poland - Portugal

In the Box

- 190 new Article Cards 38 Article Cards per new country
- 4 Acrylic Blogger Standees (replaces Punchout Blogger Tokens)
- 60 Affiliate Revenue Punchout Coins WITH Foil
- 60 Heat Transfer Wood Country Flag Tokens (replaces Punchout Flag Tokens)

Game Play for Deluxe Upgrade

The countries included in the deluxe upgrade can be added to the base game in 2 ways.

1. Swap out any 1 or more of the above countries with countries from the base game prior to game set-up. All LIKES, icons, costs, and various types of Articles are proportionate so game play will not be affected. Game play, ending the game, and scoring the game are identical to the rules listed in this rulebook.

Example: It's time to explore Portugal. Portugal Articles are added to their respective type of Article Cards in the base game and in return, you have decided to remove all the Spain Article Cards. For each new country added remove 1 country.

2. Incorporate all 5 new countries into the base game, thus playing with 15 countries. All game play rules remain the same EXCEPT during game set-up you will deal each player 20 Article Cards – 10 Attractions, 5 Lodging, and 5 Dining. You will still keep only 5 Articles (from any mix of categories). Note: Dealing extra Article Cards improves the odds of having more playable cards to choose from than if you had only been dealt 12.

A Special Thanks & Shout Out...

While creating The Blog Master: Exploring Europe we had a lot of help from various people in making this project come to life! We would like to personally thank a few of them for their hard work and excitement to be involved in our project!

Game Design & Graphic Design: Brad Shirley
Game Design & Location Research: Ellouise Shirley
Cover Art: James Chruchill
Rulebook Consulting: William Niebling
Video & Animation: George Georgeadis - Oniro
Kickstarter Marketing: LaunchBoom
Publishing: The Riverside Realm, llc.
Manufacturing: Panda Games
Consulting and Play Testing: Critical Games & Hobbies
Tabletop Simulator Development: Christopher Rohde, Phireside Gaming
Internal Play Testing: Eli Hays, Haley Shirley, & Daniel Wade Wright

Looking to experience even more with The Blog Master?

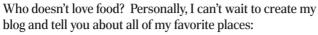
Visit us on the web to interact with people who not only love The Blog Master game but love to travel the world. Our goal is to create the ultimate blog site for your gaming and travel desires...

- Learn more about the Attractions, Lodging and Dining places found in the game.
 - Interact with other travelers and share stories about your adventures.
 - View pictures and details about our personal travel experiences.
 - Find out the latest news about upcoming Blog Master games.
 - Shop for great deals on our games and travel necessities.

www.TheBlogMaster.world

At the time of game development, all the locations and activities used in this game are actual places to see or things to do. Although all the locations are real, the attributes assigned to each card are for the purpose of this game only. The revenue needed to post an article is in no way representative of the activity's actual cost. The likes attributed to each location are for game play only and in no way represents our endorsement or rating of such location. We truly hope that you enjoy our game and that it encourages you to not only learn more about the wonderful world around you, but inspires you to leave the comfort of your home and experience it!

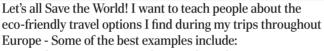
Meet the Bloggers



- My dinner at Maaemo in Norway. It's listed as one of the top restaurants in the world!
 - My stay at Meneghetti Wine Hotel in Croatia. In addition to a good night's sleep, I joined their wine tour!
 - Enjoying a pint and touring the Guinness Storehouse in Ireland!



- My amazing trek out to Trolls Tongue in Norway!
- Dinner in the Dark in Austria Where I had no idea what my next bite would include!
- My exhilarating night sleeping in a suspended tent at Parco Adventure Madonie during my last trip to Italy!



- My low-impact visit to the Danube Delta in Romania!
 - I will never forget my stay at Vivood Landscape Hotel in Spain! A premier Eco-Destination for all to enjoy!
 - Attending the Woodland Feast in England. I spent the day foraging for my own dinner - It was simply delicious!

A picture is worth a thousand words and I hope to inspire my followers to travel through my love of photography. Here are a few places my blog will feature. No words will be needed:

- The New York Cafe in Hungary. Considered to be the most beautiful cafe in the world by many!
- Mykonos Blu in Greece with its many different views of Mykonos and the Sea!
- The stills I captured while visiting Neuschwanstein Castle in Germany - A fairytale come to life!



60 - 120 Minutes



14 - 99 Age Range



2 - 4 Players

