



Faraway Lucy

MEDIA KIT



ABOUT THE BLOG

HI, I'M LUCY!

Lucy Ronan is a 25-year-old travel blogger based in the UK.

Faraway Lucy is a multi-award-winning, top UK travel blog founded in 2014, voted Best Up and Coming Travel Blog in the Flight Centre 2018 Travel Blog Awards and Highly Commended in Travel at the UK Blog Awards 2016.

Faraway Lucy's target audience is 20-something young professionals who want to get in as much adventure around work as possible. They travel with a budget in mind but love affordable luxury and splurge when an experience is worthy.



FOCUS TOPICS:

SUSTAINABILITY



CAMP/GLAMPING



ADVENTURE TRAVEL



HIKING



AFFORDABLE LUXURY



STAYCATIONS



STATISTICS

THE NUMBERS

180K+
PAGE VIEWS
PER MONTH

130K+
UNIQUE VISITORS
PER MONTH

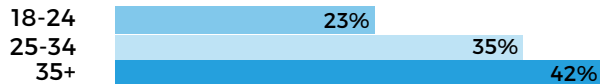
36
DOMAIN
AUTHORITY



11.5K+

DEMOGRAPHICS

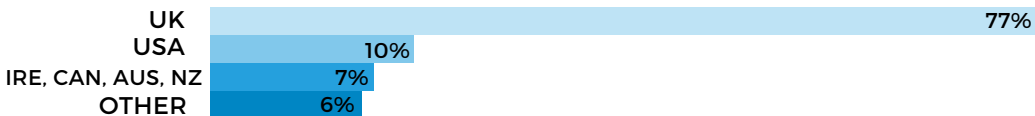
AGE



GENDER



LOCATION





COLLABORATIONS

WHAT I CAN DO FOR YOU

- Bespoke content campaigns
- Involvement in existing brand campaigns
- Sponsored blog and social media posts
- Product/service/hotel/glamping reviews
- Press trip attendance
- Brand ambassadorship
- Competitions (hosting and judging)
- Photography/videography
- Article contribution to other publications

BENEFITS

- Professional, yet personal representation of brand
- Reach an extremely loyal and targeted audience
- Creative, visual and high-quality campaigns
- Longevity - all posts are optimised for SEO so they rank highly on Google, continuing to drive traffic and conversions for years to come

PAST WORK

icelolly.com

CHOICE
HOTELS EUROPE

visit
BRISTOL

Expedia



DONKEY
REPUBLIC

FLIGHT CENTRE



eden project

Lufthansa

Jersey

NOW • FOREVER

VIENNA

BRATISLAVA

national express

britmovietours

Jet2.com
Friendly low fares

Greatlittlebreaks

Uni

BUNAC
BE YOU. EVERYONE ELSE IS TAKEN.

VISIT
MECHELEN

The Student
Room

Baggage.com

UNiDAYS clickstay

visit
swansea Bay

Go
Ape!
LIVE LIFE
ADVENTUROUSLY



omio

TRENTINO

exodus
travels
global adventures since 1974



IGLU CRUISE

25h

Inntravel
The Slow Holiday people

twenty five hours hotels
come as you are



TESTIMONIAL



Lucy has collaborated with me as a Travel Ambassador for Choice Hotels Europe and the Travel Top 6™ site from September 2017 to the March 2018. Lucy has always been an extremely reliable, honest and hard-working member of our team of ambassadors. She has demonstrated excellent knowledge of the Midlands region and great writing and photography skills through the content she regularly published.

I would highly recommend Lucy for any role as a travel ambassador/influencer.

CAROLINA MERCÉ

**Digital Strategist at Revolt
(Agency managing Choice Hotels Europe's
marketing and ambassador programme)**