



# *Faraway Lucy*

**MEDIA KIT**



# ABOUT THE BLOG

## HI, I'M LUCY!

I'm a 27-year-old multi-award-winning British travel blogger with over 9 years of experience of delivering successful marketing campaigns for incredible brands like yours!

My goal is to inspire my audience to get outdoors, hike more, and experience the natural beauty of the world, whether it's at home or further afield.

Faraway Lucy's target audience is 20 and 30-something UK 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

UNIQUE STAYS



HIKING



NATURE



ADVENTURE TRAVEL



ACTIVE/ADRENALINE ACTIVITIES



SUSTAINABLE TRAVEL



# BLOG STATISTICS

## THE NUMBERS

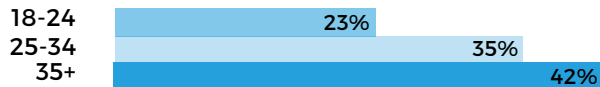
**100K+**  
PAGE VIEWS  
PER MONTH

**67K+**  
UNIQUE VISITORS  
PER MONTH

**44**  
DOMAIN  
AUTHORITY

## DEMOGRAPHICS

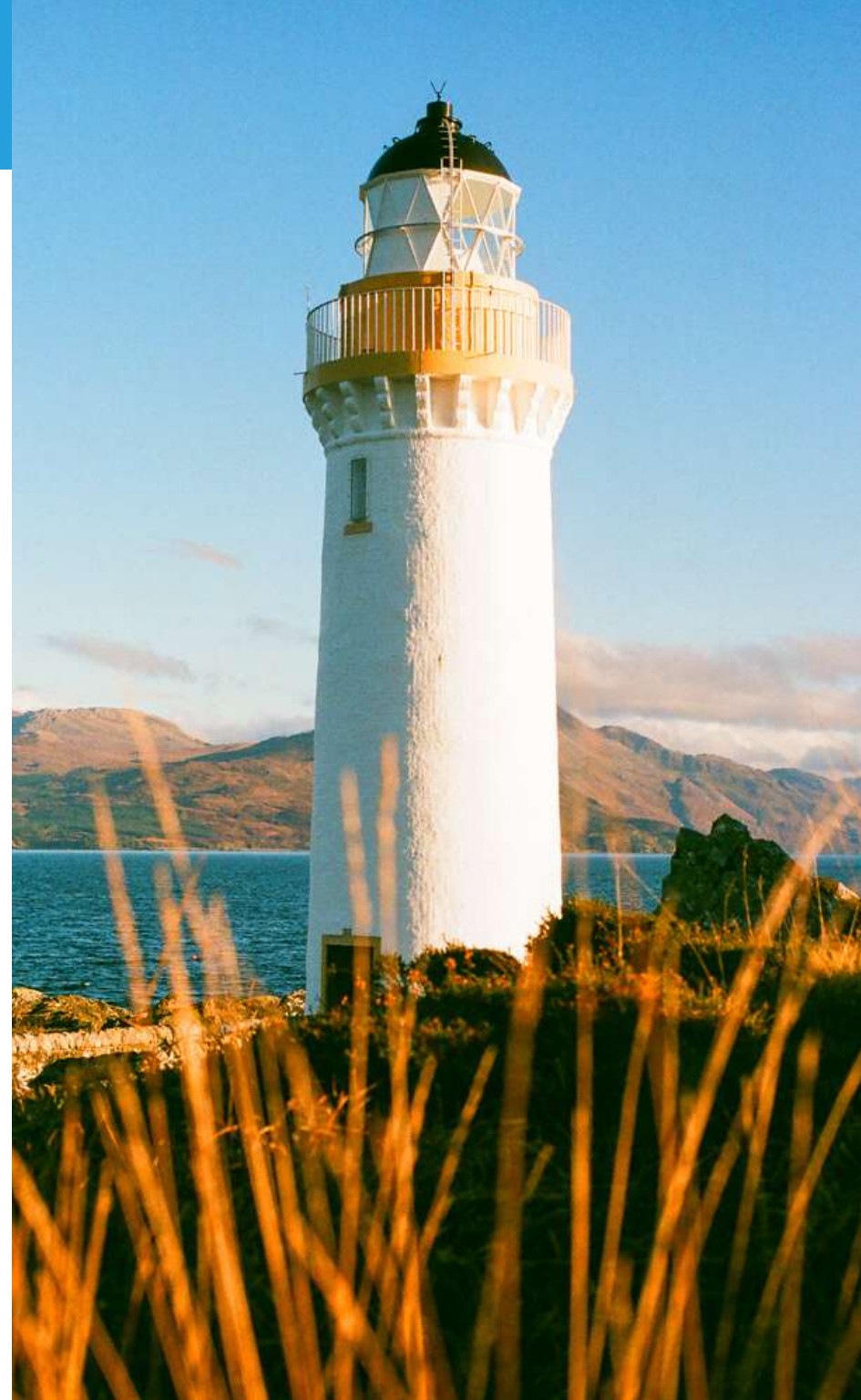
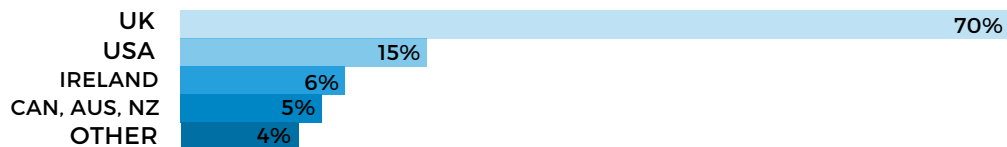
### AGE



### GENDER



### LOCATION



# IG STATISTICS

## THE NUMBERS

**25.8K+**  
FOLLOWERS

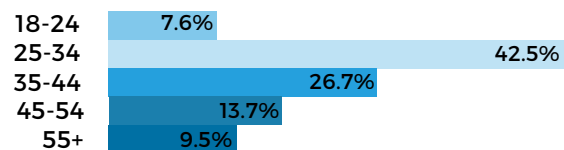
**190K**  
MONTHLY REACH

**1.8%**  
ENGAGEMENT  
RATE

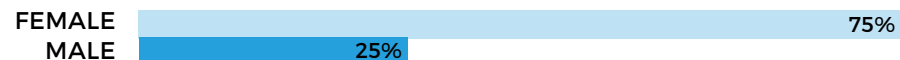
**520K**  
MONTHLY  
IMPRESSIONS

## DEMOGRAPHICS

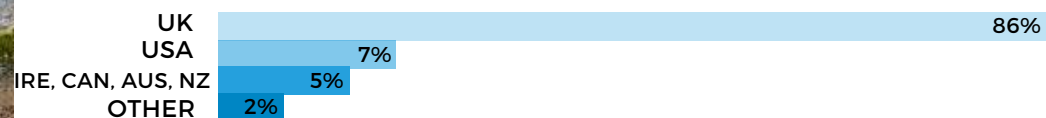
### AGE



### GENDER



### LOCATION



# COLLABORATIONS

## WHAT I CAN DO FOR YOU

- Sponsored blog and Instagram posts
- Bespoke content campaigns
- Involvement in existing brand campaigns
- Press trip attendance
- Brand ambassadorship
- High-quality photography and videography
- Features in pre-existing articles
- User-generated content

## BENEFITS

- Professional, yet personal representation of brand
- Reach an extremely loyal and targeted UK 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

**Jet2.com**  
Friendly low fares

**CHOICE**  
HOTELS EUROPE

visit  
**BRISTOL**

 **Expedia**



**lonely planet**

 **Lufthansa**

**classic cottages**

**eden project**

**FLIGHT CENTRE**

**V I E N N A**

 **BRATISLAVA**

**national express**

 **VISIT  
MECHELEN**

**icelolly.com**

 **Great Little Breaks**

**PURSUIT**

**Go Ape!**  
LIVE LIFE  
ADVENTUROUSLY

**GET  
YOUR  
GUIDE**

 **visit  
swansea Bay**

 **exodus  
travels**  
global adventures since 1974



**Jersey**

**TRENTINO**

**clickstay**

**omio**

**Unique  
hideaways**



**Inntravel**

**25h**

twenty five hours hotels  
come as you are