



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

HIKING



NATURE



ADVENTURE TRAVEL



UNIQUE STAYS



ACTIVE/ADRENALINE ACTIVITIES



SUSTAINABLE TRAVEL



BLOG STATISTICS

THE NUMBERS

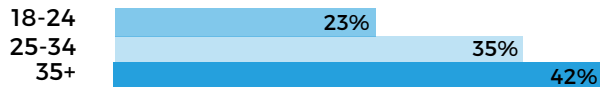
100K+
PAGE VIEWS
PER MONTH

67K+
UNIQUE VISITORS
PER MONTH

44
DOMAIN
AUTHORITY

DEMOGRAPHICS

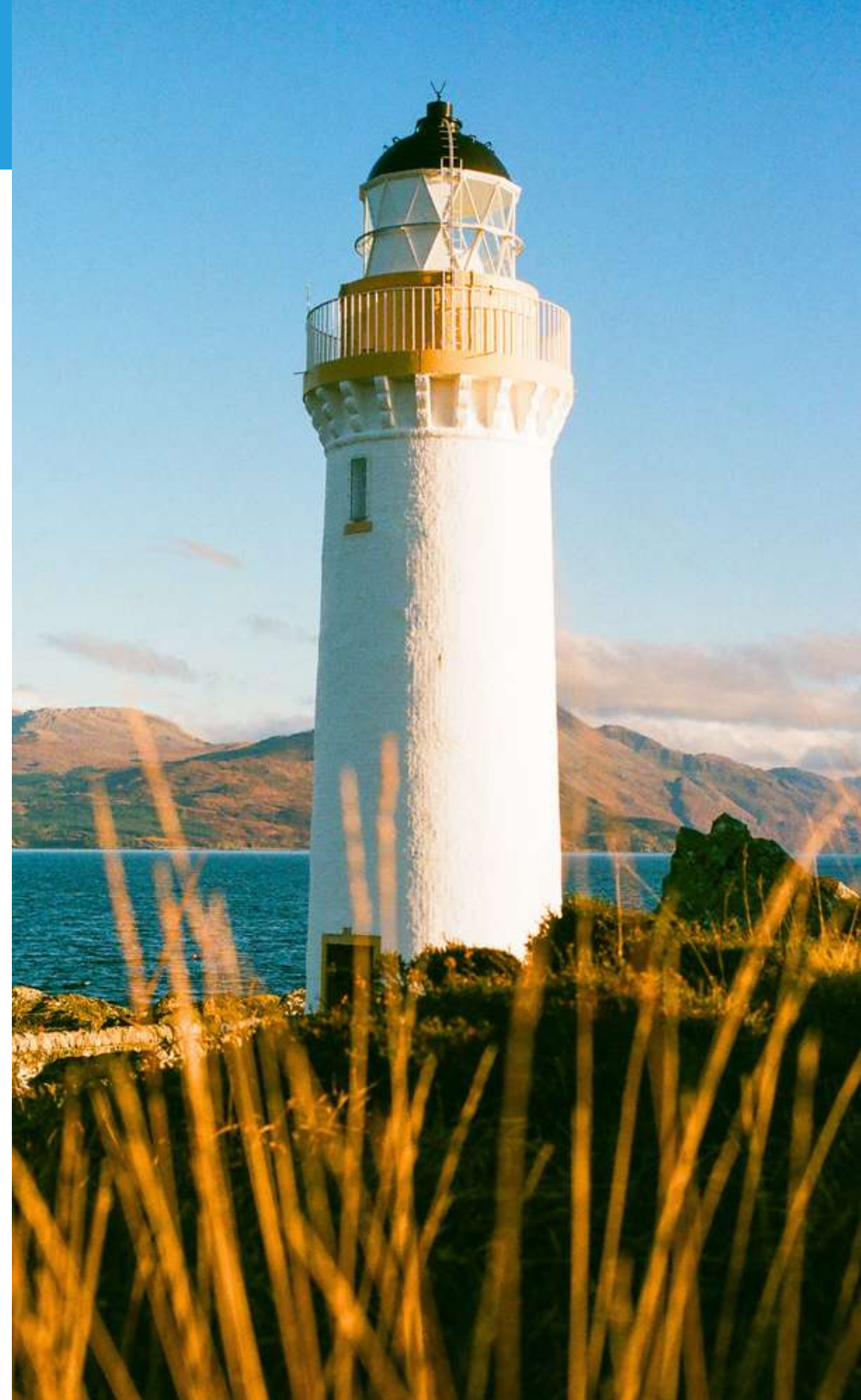
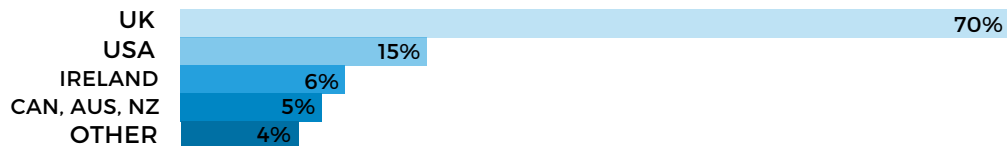
AGE



GENDER



LOCATION



IG STATISTICS

THE NUMBERS

33.4K+
FOLLOWERS

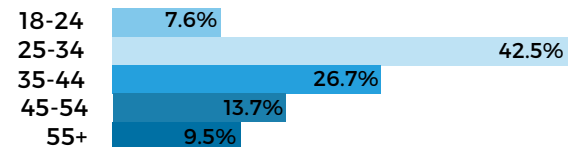
2.7M
MONTHLY REACH

2.6%
ENGAGEMENT
RATE

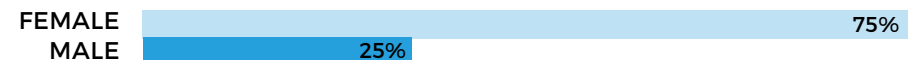
3.2M
MONTHLY
IMPRESSIONS

DEMOGRAPHICS

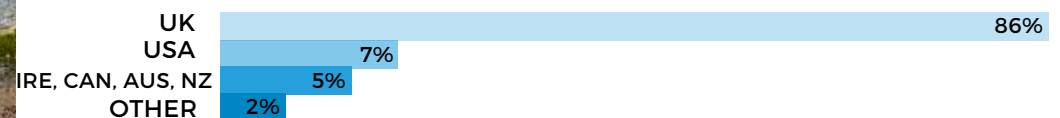
AGE



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

Sheffield

**GET
YOUR
GUIDE**

 **visit
swansea bay**

**Go
Ape!**
LIVE LIFE
ADVENTUROUSLY



J
Jersey

TRENTINO

 **exodus
travels**
global adventures since 1974

clickstay

omio

**Unique
hideaways**



Inntravel

25h

twenty five hours hotels
come as you are