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ABOUT INSIDE THE TRAVEL LAB

Inside the Travel Lab is one of the most influential travel blogs in the world. It focuses on thoughtful luxury travel from the first person viewpoint of Abigail King, a writer and photographer who swapped a career as a doctor for a life on the road. Founded in 2009, it has an excellent record as one of the most respected blogs in the industry, recommended by National Geographic Traveller, Stylist, Lonely Planet and more.

SERVICES OFFERED

- Blogger Amplification
- Bespoke Projects
- Editorial
- Branded Posts
- Reviews
- Advertising
- TV Host
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- Workshops
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WHAT OTHERS SAY

"Abigail brings a writerly and stylish voice to her travel pieces for me. Her pieces are well-researched and nicely detailed. She makes my job easy as an editor!" – *Amy Alipio, Associate Editor, National Geographic Traveler*

"Abi conducts herself professionally and is immensely reliable. Most importantly, the content she produces is top notch. Whether it's social content on Twitter, live video content on Periscope or well-written article pieces and blog posts on LonelyPlanet.com. Other members of the Lonely Planet Online Editorial & Community team would echo these sentiments. Beyond all this, though, she's affable and a pleasure to deal with – which is always a big plus!" – *Sebastian Neylan, Director Of Online Marketing, Lonely Planet*

BRANDS WORKED WITH



ABOUT ABI



Abigail King is an award-winning journalist and photographer whose work has appeared in National Geographic Traveller, Lonely Planet, the BBC and more. British based, she loves Blackadder, mango chutney and marmite toast, buttered just right.

SOCIAL MEDIA REACH

FACEBOOK @insidethetravellab **5800+**
TWITTER @insidetravellab **17,500+**
GOOGLE+ @AbigailKing **12,000+**
PINTEREST @insidetravellab **12,800+**
INSTAGRAM @insidetravellab **12,100+**

AUDIENCE

53% Female, Aged 35 plus, Well-educated, Travel more than four times a year. UK and US top traffic sources.

CONTACT

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