

Captive

TELLING THE STORY OF TRAVEL

captivatedigitalmedia.com



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TELLING THE STORY OF TRAVEL

Captivate is an elite group of award-winning digital storytellers who reach an audience of discerning 30-plus UK travellers.

Through words, photographs, and video, our work appeals to travellers seeking new destinations and unusual takes on places they've visited before. The quality of our content also reflects the style and comfort in which our readers travel.

Captivate

TELLING THE STORY OF TRAVEL

OUR IMPACT

The impact of our work goes well beyond the number of followers we have on social media.

But for the record, nearly **one million** people follow Captivate members, giving us a reach of several million on social media platforms including Facebook, Twitter, YouTube, Google+, Pinterest, and Instagram. We also attract more than **450,000** unique visitors to our sites each month.

However we like to gauge our influence in more than just numbers - engagement is one of our measures of a successful campaign - as are bookings. Our readers regularly follow our recommendations, purchasing all manner of travel products as a result.

OUR SERVICES

We have created campaigns that captivate people in a huge range of products and in destinations all over the world. Our campaign services include:

- Developing concepts and managing campaigns

- Blogger outreach and provision

- Editorial content production

- Social media marketing campaigns

- Video production

- E-book production

- App development

- Training and seminars

But it doesn't end there. Captivate members are PR, marketing, video production, photography, web design, and SEO professionals and can work with you to meet your marketing needs.

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CAPTIVATE MANAGEMENT

Captivate's directors Abigail King and Sarah and Terry Lee have brought together a collection of expert multimedia professionals and engaging storytellers.

ABIGAIL KING



Abigail King is an award-winning writer, photographer, author and TV host who has worked with Lonely Planet, the BBC, National Geographic Traveler and more.

Her blog, Inside the Travel Lab covers thoughtful luxury and unusual journeys with a penchant for responsible tourism and history. It's received accolades from National Geographic Traveler, Vanity Fair, Stylist, Grazia and more and is the UK's highest ranking independent luxury travel blog according to Vuelio.

It's been shortlisted for a British Travel Press Award and received the Best Travel Blog Award from the British Guild of Travel Writers and Best Photography from the Caribbean Tourism Organisation.

SARAH LEE



Sarah & Terry Lee are founders of the award-winning LiveShareTravel, which focuses on luxury travel, culture, food, spas and accommodation, and has won a Caribbean Tourism Organisation Journalism Award.

Sarah (Dip CIPR), is a print journalist and editor, with experience in public relations. Terry has a background in PR and communications of more than 20 years. They also work with travel and lifestyle clients through their marketing communications agency, Maia Communications.

They have a strong background in partnering with brands to develop marketing campaigns.

TERRY LEE



CAPTIVATE TEAM

ALASTAIR MCKENZIE



Alastair is a travel journalist and 'influencer' in traditional media and online on Travel Lists and social media. A local and national (Classic FM) radio travel presenter since 1989, he hosts Travel Coffee Break, a weekly 'live' Hangout on Air, plus he advises the travel and tourism industry on blogging and social media.

BECKI ENRIGHT



Becki is a British Press Award-winning writer at Borders of Adventure, and travel PR consultant. She focuses on adventures with a social conscience and journeys to change perceptions. Her motto? Travel differently, adventurously, responsibly and with purpose.

MICHAEL TURTLE



Time Travel Turtle is the award-winning website from Michael Turtle. Michael worked as a broadcast journalist for a decade before travelling the world to find the stories that make destinations unique. He writes about culture, history, nature and local people.

BECKY PADMORE



GlobalGrasshopper is a magazine and resource for independent travellers. Run by Becky and Gray, and a team of self-confessed travel snobs they're on a mission to discover the world's most underrated and beautiful places. They feature travel-inspiring photography, guides and travel stories with a slightly off-beat outlook.

MATT PRESTON



Travel With A Mate was created by Matt and Deborah, who have travelled extensively since 2006. They've worked with luxury resort chains, tour operators, hotels and online travel agencies. Travel With A Mate also helps other bloggers and writers promote their work and connects them with brands and travel opportunities.

PAUL DOW



Paul is an award-winning travel blogger focusing on solo adventure and new technology on TravMonkey. His stories, photos and videos feature travel, food, and adventure. He is an experienced digital marketing professional and co-founder of the Traverse blogging conference and BlogStock, the world's first blogging festival.

CAPTIVATE TEAM

JAYNE GORMAN



Girl Tweets World is a guide to stylish travel. After managing a leading travel agency's content and social media team, Jayne launched a freelance career as a blogger and social media consultant. Girl Tweets World is influenced by her passion for street art and sweet treats. She has won a British Travel Press Award and Cosmopolitan Blog Award.

KASH
BHATTACHARYA



Kash blogs about his adventures at Budget Traveller. He created the Luxury Hostels in Europe guide and has developed campaigns like #BlogVille for Emilia Romagna Tourism and the multi award-winning #Blogmanay. Kash recently launched 'Must Love Festivals', partnering with Expedia, 11 tourist boards and brands to raise the profile of lesser-known European festivals.

NIAMH SHIELDS



Niamh pens food and travel blog, Eat Like a Girl. She travels the world eating from the street to the stars, developing recipes from her travels. Her cookbook, Comfort & Spice, was published in 2011 and she will soon publish a second. Eat Like a Girl won Observer Food Monthly's, Best Food Blog and Niamh was included in Debrett's and The Sunday Times', 500 Most Influential People in the UK.

JACQUI PATERSON



Jacqui was a true-life and travel journalist for 20 years, writing for Cosmopolitan, Marie Claire and The Guardian. After starting a family she moved into social media, establishing family and lifestyle blog Mummy's Little Monkey. In 2014 she set up a style blog, MLM Life and Style, heralding a return to travel writing, focused on family-friendly events and destinations.

KIRSTIE PELLING &
STUART WICKES



Journalist Kirstie, and Stuart, are a husband and wife team specialising in family adventure and travel in the UK and worldwide. Travelling with their three children, they provide social media content for travel brands, websites including Lonely Planet and Late Rooms, and for their own award-winning travel blog, The Family Adventure Project.

CRAIG JOHNSON &
ROSS GILL



Global Fire Productions was established by Craig and Ross in 2008. A creative production company, it produces videos for Vodafone, Microsoft, broadcasters like the BBC and Sky, and non-profit organisations. They have extensive experience and great studio facilities and equipment. Ensuring quality, creative projects involving one-man crews to large productions.

GET THE FULL PICTURE

Visit the Captivate website to read case studies and testimonials, and discover more about working with us.

Or if you're ready to discuss how we can make your next campaign hugely successful, contact us now:

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