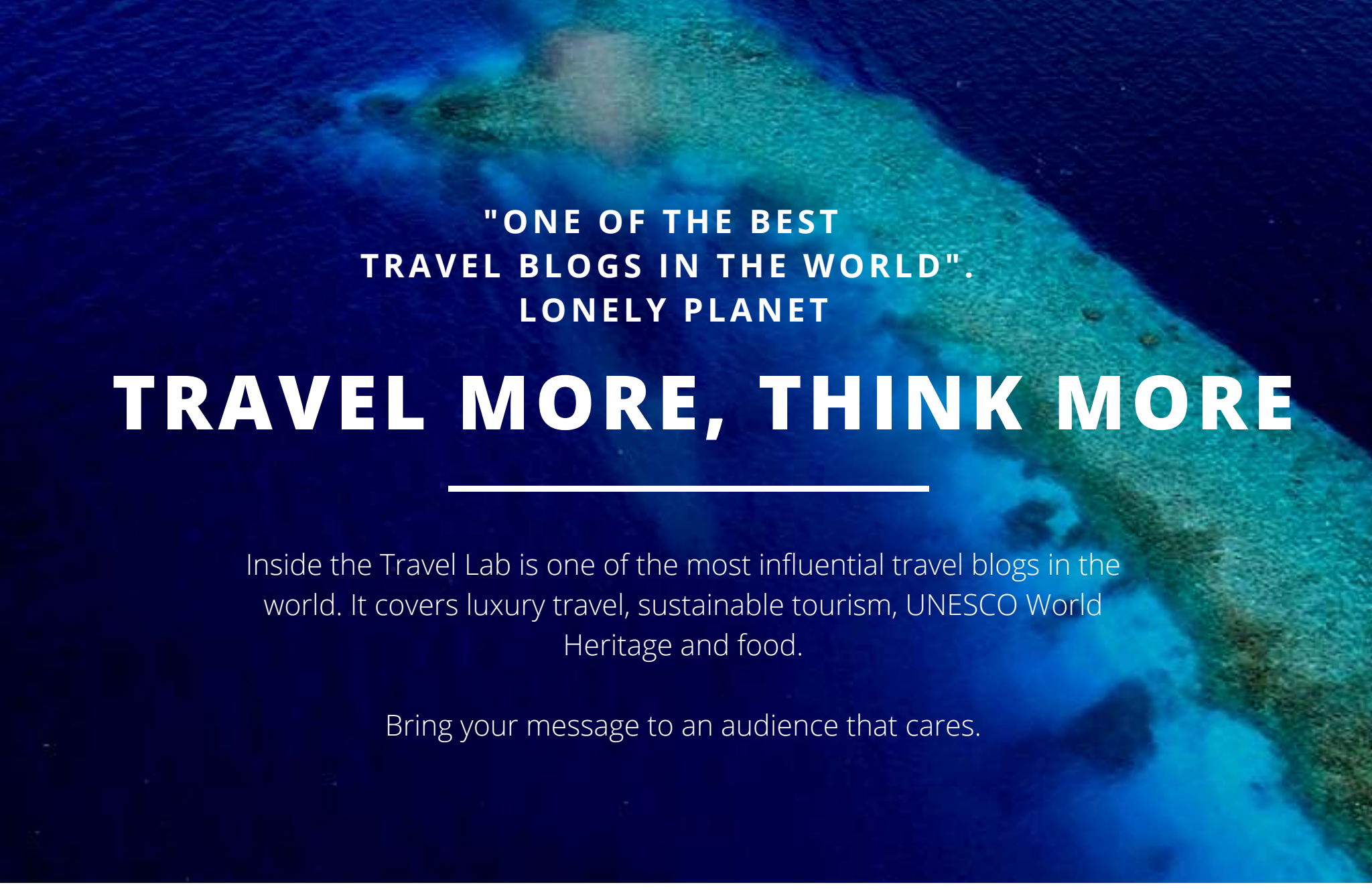
MEDIA KIT 2019

INSIDE the TravelLab

SUSTAINABLE ~ LUXURY ~ UNESCO ~ FOOD

WWW.INSIDETHETRAVELLAB.COM



"ONE OF THE BEST
TRAVEL BLOGS IN THE WORLD".
LONELY PLANET

TRAVEL MORE, THINK MORE

Inside the Travel Lab is one of the most influential travel blogs in the world. It covers luxury travel, sustainable tourism, UNESCO World Heritage and food.

Bring your message to an audience that cares.

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THE LAB

IN BRIEF

Abigail King is an award-winning journalist, broadcaster, speaker 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.

THE BLOG

20 000+ VISITORS
30 000+ PAGE VIEWS
DA 52

SOCIAL MEDIA

Twitter 20K, Facebook 7K, Instagram 13K, YouTube 200, Bloglovin 2000, Pinterest 20K

EMAIL

2000 ENGAGED AND ACTIVE SUBSCRIBERS.

MENTIONS AND AWARDS

highlights

WORLD TRAVEL MARKET DIGITAL INFLUENCER OF THE YEAR - FINALIST 2018
NATIONAL GEOGRAPHIC TRAVELLER BLOG OF THE YEAR - FINALIST 2016 TOP UK
VUELIO BEST TRAVEL BLOG 2016
VUELIO TOP 10 UK LUXURY TRAVEL BLOG - 2018, 2017, 2016, 2015

WHAT THEY SAY

"PIONEERING"

" A pioneer in the blogger and travel influencer sphere, demonstrating best practices and impeccable professionalism. "

Emma Sparks, Deputy Editor, Lonely Planet

REACH PROFESSIONALS:
EDUCATED, AFFLUENT, FREQUENT TRAVELLERS
IN THE UK & US

WHAT SETS US APART

A professional approach. A professional audience.

* Accolades from the top names in publishing.
* Partnerships with household names that last year after year.
* 10 years experience, outstanding in the digital sphere.
*Multimedia asset creation: articles, images, videos and live broadcasts.
* Spokesperson on industry-leading panels and primetime radio.

HAPPY READERS, HAPPY CLIENTS

PARTNERS

We believe that partnerships only succeed when the interests of clients and readers align.

We pride ourselves on maintaining an authentic voice and retaining editorial control and are happy to see clients return to us time and time again.

Clients come from relevant travel, lifestyle, tech and finance backgrounds.

WHAT THEY SAY

"TALENTED"

"Abi is very talented, a true professional and has been a great partner. She showcased New Orleans to her loyal followers of Inside the Travel Lab and brought additional opportunities to reach the audiences of Lonely Planet, The Independent and others with this project.

Her story angle of family travel, with a young child, is particularly important to us to help overcome any misperceptions and showcase New Orleans as a wonderful place for families to visit. We could never afford to pay for the exposure she has brought us and we are very grateful."

LAUREN CASON DIRECTOR MARKETING & COMMUNICATIONS New Orleans & Company

AFFLUENT, WELL EDUCATED, FREQUENT TRAVELLERS

OUR AUDIENCE

53% female, aged 35 plus, well-educated.
Travel more than four times a year. UK and US top traffic sources.

Our audience consume travel content voraciously but they are often reluctant to add their voice to the mix. We attract professions such as medics, civil servants, military officers and so on whose employers may insist that they do not post personally identifiable information. For this reason, we avoid projects involving user generated content or public voting contests.

READERS

“After a divorce, I lost my travel companion. In missing my adventurous me, I'm looking to open myself back up to the rest of the world that surrounds me.”

"Great to read an alternate, thought provoking view but not too heavy!"

"I really enjoy your writing, and the often different slant you have on things, and the fact that what you write is obviously properly researched, and thought out."

THROUGHOUT THE PURCHASE FUNNEL

TAKING ACTION

From high-level inspiration through to making a direct purchase, we influence hotel, business class, and tour operator bookings.

We also inspire readers to visit a featured region or purchase a featured product.

"The coverage on social media and through blog posts was fantastic and the engagement with customers was incredible. The campaign was a real success, promoting our holidays to a whole new audience, and the content produced was of a very high standard." Suzanne Agnew, Headwater Holidays

"Jen turned to the internet to find the best business seat and service - and the first review she came to was yours - very helpful. She was only in HK for 30 hours, and the flight from here is 15 hours each way, so made a huge difference. Thanks!" Jez, sent by DM

BOOKING

"A visit with the Orangs of Borneo and Sumatra has been at the very top of my travel bucket list for many years. Your post has served to make me want to go even sooner as one never knows what tomorrow will bring." Sam, posted on www.insidethetravellab.com

WIDER REACH

As one of only seven Lonely Planet trailblazers in the world, Abigail King frequently works and engages with the Lonely Planet brand and its social media channels:

Twitter: 6.23 million followers Instagram: 1.7 million followers Facebook: 1.8 million likes

As a founding member of industry leading elite digital influencer companies iAmbassador and Captivate, Inside the Travel Lab regularly interacts with other worldleading influencers both online and off. These relationships enhance the exposure and reach of our partnership for your brand.

SEE HOW IT WORKS

LOUISIANA WITH BABY

CASE STUDY

TWO WEEK FLY-DRIVE

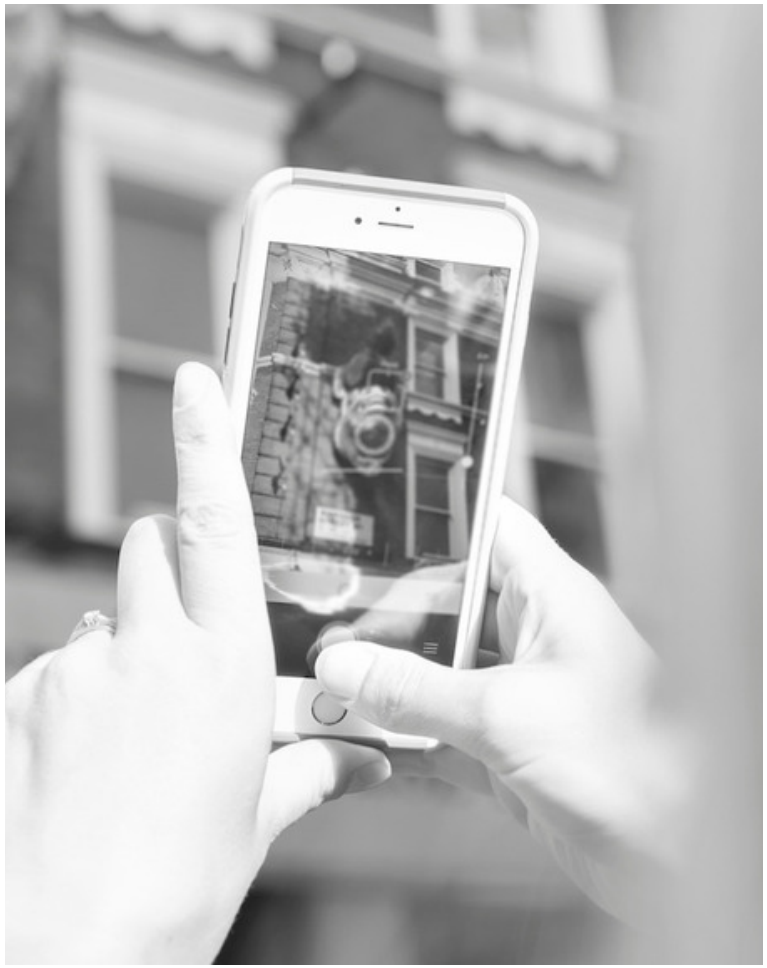
Over 150K views of 10 Facebook Live broadcasts on Lonely Planet's channels.

Five in depth articles on Inside the Travel Lab, with over 15000 page views and counting and an impressive 7.5 minutes time on page.

Over 150 updates, images and video shared across the Inside the Travel Lab networks reaching more than 80 000 people.

Shortlisted for "Best Digital Influencer" at World Travel Market Awards.

Listed as a "best place to visit in 2018" for Business Insider & The Independent.
More details available on request.



BEHIND THE NUMBERS

INTEGRITY

Subscribers are our most loyal readers yet are often overlooked by traditional campaigns.

Every single article on the site is sent by email and RSS to our 4000 subscribers.

Our email open rate is above the industry standard at 20% with a click through rate of 2%.

BEHIND THE NUMBERS

LONGEVITY

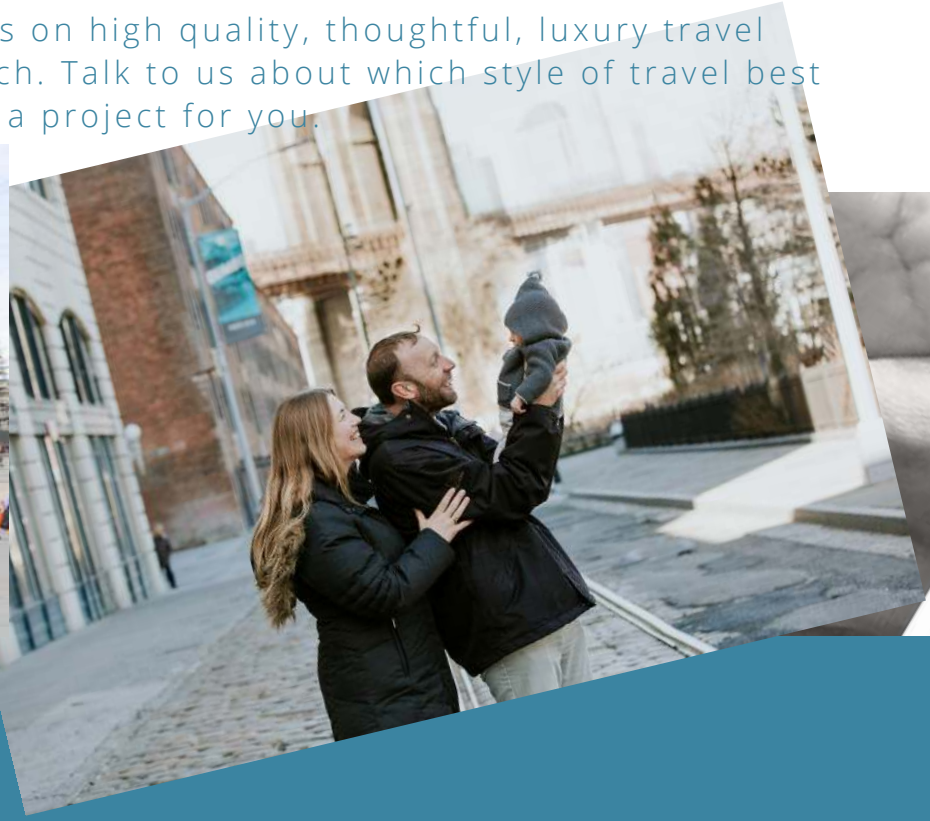
In 2014, British Airways sponsored a trip to Antigua. The subsequent business class review has now been read more than 75 000 times and continues to receive around 2000 page views per month. In 2011, we published a review of a cooking school in Tuscany. In the first year it received more than 2000 page views. It now attracts over 45 000 page views per year. Working with Inside the Travel Lab now will boost your profile for years to come.

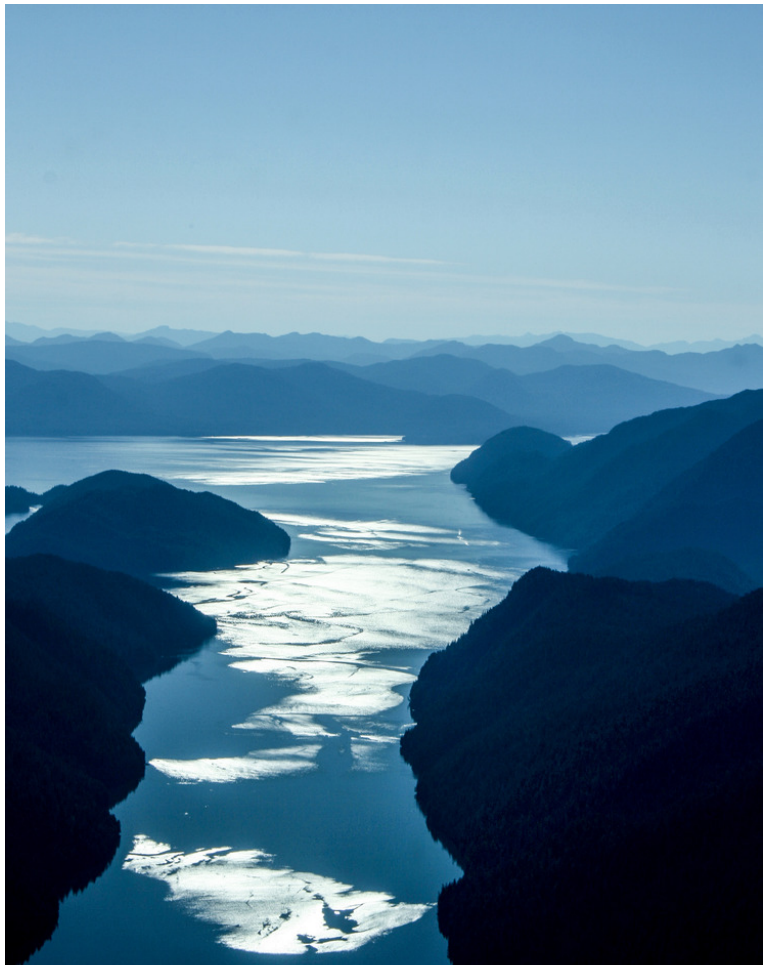
WHO TRAVELS?

Inside the Travel Lab covers solo, family, friends and couples travel because in our experience, that's how people live their lives!

We also cover business travel, leisure travel and a hybrid of the two as that fits our readers' lifestyles.

What always stays the same is the focus on high quality, thoughtful, luxury travel with a responsible, sustainable approach. Talk to us about which style of travel best fits your needs and we can tailor make a project for you.





RESULTS YOU NEED

PACKAGES

* EDITORIAL REVIEW *
*ADVERTISING *
TAILOR-MADE PROJECTS

Let us provide a completely tailor-made solution that meets your needs.

We can create innovative projects to boost a single launch or provide a partnership that lasts for several years.

TAKE THE NEXT STEP

Let's create something worth making:
email abi@insidethetravellab.com