



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

# INSIDE THE TRAVEL LAB

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## MEDIA KIT 2026

*Bring your message to an audience that cares.*

[WWW.INSIDETHETRAVELLAB.COM](http://WWW.INSIDETHETRAVELLAB.COM)

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## THE LAB

# IN BRIEF

Inside the Travel Lab is one of the most highly regarded travel blogs in the world.

Founded in 2008 by Abigail King, a writer who swapped a career as a doctor for a life on the road, it brings stories from across the globe to curious, busy professionals.

It has partnered with NASA, the EU and UNESCO to talk about sustainable and responsible tourism and continues to pioneer new ways of working in an ever changing world.

## THE BLOG

21000+ Visitors/Month

35 000+ Page Views/Month

DA 53

## SOCIAL MEDIA

Twitter 18K, Facebook 8.5K,  
Instagram 22K, Pinterest  
81K/month, TikTok 2K,  
YouTube 2.5K

## EMAIL

4.3K Engaged and active  
subscribers.

**PROFESSIONAL, WELL EDUCATED, FREQUENT TRAVELLERS**

# OUR AUDIENCE

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53% female, aged 35 plus, well-educated.

Travel more than four times a year. UK and US top traffic sources.

Readers want to feel that they are travelling somewhere new or discovering something new about a place. They care about current events and are constantly seeking enriching life experiences and knowledge.

Our readers consume travel content voraciously but are often slightly shy online. 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.

WHAT READERS SAY

# 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."

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IN BRIEF

# MENTIONS AND **AWARDS**

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## IN BRIEF

INSPIRE GLOBAL MEDIA AWARD BLOG OF THE YEAR 2025

VUELIO TOP 10 UK LUXURY TRAVEL BLOG  
2015 - 2026

TRAV MEDIA CONTENT CREATOR OF THE YEAR  
SHORTLIST 2023, 2024, 2025

AMBASSADOR AWARD FOR SUSTAINABLE CONTENT - SPAIN,  
2025

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## "PIONEERING"

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

Emma Sparks, Deputy Editor, Lonely Planet





swi<sup>z</sup>erland

Austrian National  
Tourist Office



NEW ORLEANS  
CONVENTION & VISITORS BUREAU

NOVA SCOTIA  
CANADA



SOUTH AFRICAN TOURISM



Sri Lanka

ATOUT  
FRANCE  
L'Agence de développement  
touristique de la France

GLOBUS

# 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 OUR PARTNERS SAY

# TESTIMONIALS

"Abi is one of the best at what she does. It's just that simple. Her creativity is matched with structure and strategy. And her content is both informative and fun, detailed and delightful. If you are lucky enough to get to work with her to place a spotlight on your company, organisation or destination, consider yourself extremely fortunate.

Abi will become an incredible, loyal and invested partner, your confidant and your voice to her followers. Don't hesitate to work with this collaborative and all-around-great human being! She's one of a kind and just ...plain...great!"

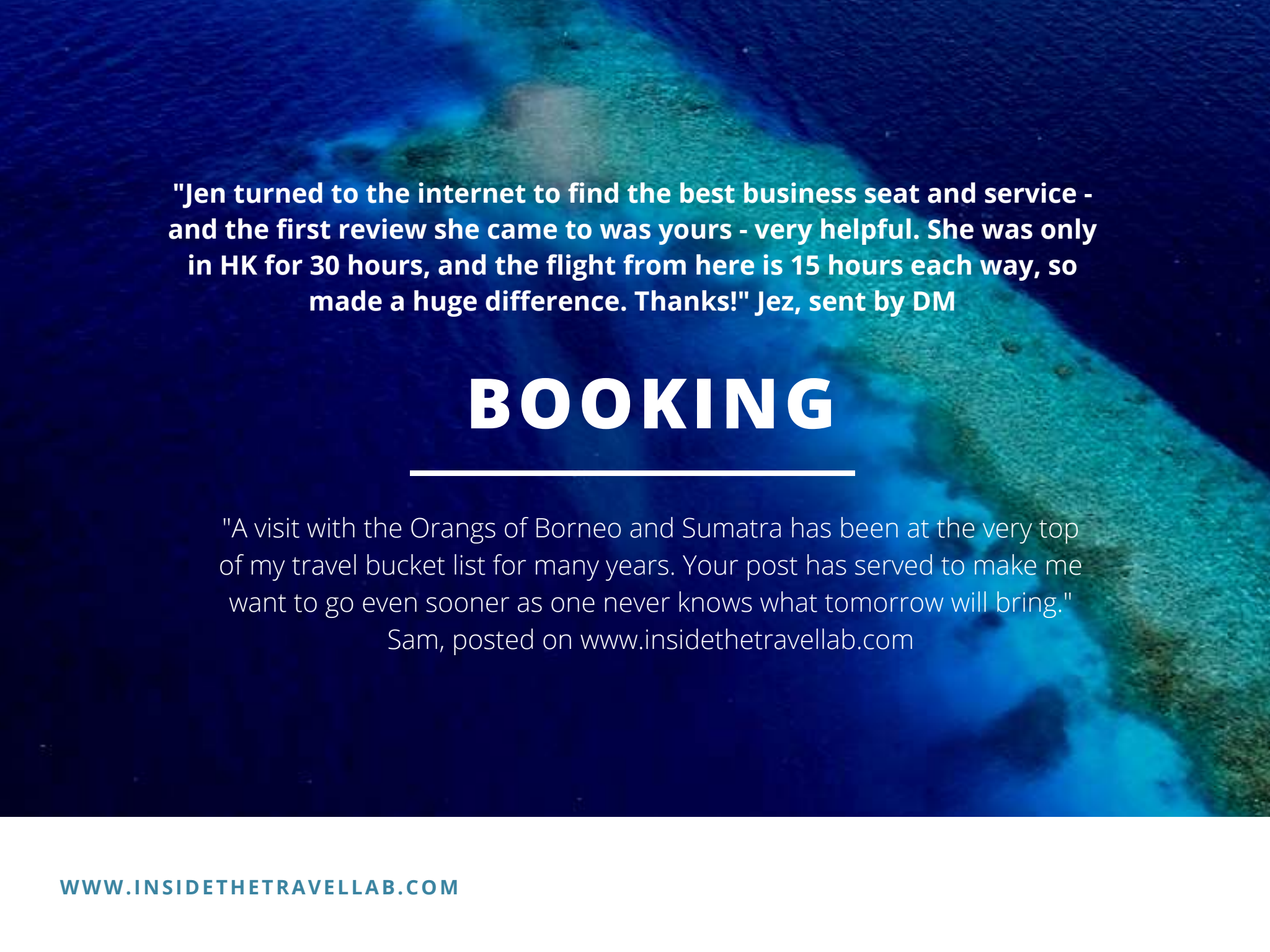
★★★★★

*Melanie Born, Globus Family of Brands*

"Working with Inside the Travel Lab was a real pleasure. Abigail's feature on Morocco beautifully reflected the spirit of our bespoke journeys, and we received direct bookings from her article."

*Cristian Martinus, Owner of Sun Trails*

★★★★★



**"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**

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"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](http://www.insidethetravellab.com)





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## BEHIND THE NUMBERS

# LOYALTY

Subscribers are our most loyal readers.

Every single article on the site is sent by email to  
over 4000 subscribers.

Our email open rate is above the industry standard  
at 39% with a click through rate of 3.16%.



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## BEHIND THE NUMBERS

# LONGEVITY

In 2014, British Airways sponsored a trip to Antigua. The subsequent business class review has now been read more than 95, 000 times and continues to receive hundreds of page views every month.

Working with Inside the Travel Lab now will boost your profile for years to come..

BEYOND THE STEREOTYPE

# WHO TRAVELS?

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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.



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## CONTENT YOU'LL REMEMBER



# VIDEO

Video plays a growing role in how Inside the Travel Lab covers a destination.

Through our YouTube channel, we produce in-depth, story-led reviews, such as our Viking Nile River Cruise video with 38k views, alongside engaging short-form content, including live Instagram Stories while on location, Reels, and YouTube Shorts.

Video deliverables can be tailored to your objectives to ensure the best possible fit and performance.





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# CREATING BRAND ASSETS

Need something specific?

We can create high-quality brand assets that you can use on your own platforms.

This includes photos, long-form and short-form video, and on-location content, all tailored to your brand guidelines and campaign needs.





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## RESULTS YOU NEED **PACKAGES**

- **EDITORIAL REVIEWS**
- **EMAIL AND WEBSITE ADVERTISING**
- **CONTENT CREATION PROJECTS**

Let us provide a completely tailor-made solution to meet your needs.

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

An aerial photograph of a tropical island, likely in the Maldives, showing a narrow strip of land with a coral reef and turquoise water. The text is overlaid on the image.

# TAKE THE NEXT STEP

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Let's create something worth making:  
[abi@insidethetravellab.com](mailto:abi@insidethetravellab.com)