

# ***FOODIE EXPLORERS MEDIA KIT***

A FOOD AND TRAVEL WEBSITE

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# FOODIE EXPLORERS

## WHAT IS FOODIE EXPLORERS?

Established 2007 as Food & Drink Glasgow, rebranding in 2015 and winning **Most Dedicated Food Blogger** at The Scotsman newspaper Food and Drink Awards in 2018. Foodie Explorers is a food, drink and travel website which seeks to inspire its readers to discover the world around them. We write about hotels, bars and restaurants and have covered whisky distilleries in Scotland, cheese makers in the Alps and sausage makers in Catalonia but it's not just food as we have written about experiencing a hammam in Marrakesh, touring a former prison in Berlin and even documenting our visit to Chernobyl!



## METRICS & ANALYTICS

Facebook: 9.1k Followers

Twitter: 19.3k Followers

Instagram: 11k Followers

Magazine Subscribers 2467

Impressions per Month: 1.5m

Average Time on Site: 7 Minutes

MOZ Domain Authority 39

Social Blade rating C+



## HOW TO REACH US

Mobile: 07814 128 535 (Emma)

07972 782 293 (Mark)

Email: [hello@foodieexplorers.co.uk](mailto:hello@foodieexplorers.co.uk)

Website: [www.foodieexplorers.uk](http://www.foodieexplorers.uk)



# FOODIE EXPLORERS

## COLLABORATIONS

We have worked with producers, hotels, travel bureau, restaurants and creating recipes for cocktails and meals.

Previous collaborations include Visit Berlin, People Make Glasgow, Destination Canada, Shetland Reel, Rock Island, Glenmorangie, Gleneagles, Pullman Hotels, Scotty Brand, McIntosh Foods and many more.

## RATES

We can build a package that would enable us both to work together for a long term relationship. Whether it is a single Instagram grid post, to a reel showing a step by step guide to a video on YouTube. Generally, we will have a blog post, Instagram grid post and a link to the blog article or to the client website direct from Instagram stories as well.

## DEMOGRAPHICS

Almost a third of the readership is between 25-34 with a fairly even split for other age ranges.

Gender is split evenly, with a near 50/50 split.

