

# TIN BOX TRAVELLER

UK FAMILY TRAVEL BLOG



## ABOUT OUR BLOG

Tin Box Traveller was established in 2012 to share family adventures and inspire others to explore new places.

It's a UK-based family travel blog featuring holidays, days out and family destinations. Coverage ranges from caravanning to cruises. Tin Box Traveller has been shortlisted for numerous blogging awards and is ranked among the UK's top travel blogs by Vuelio, Trips100, Tots100, Holiday Lettings (a Trip Advisor company) and Feedspot.

The Tin Box family includes myself - Claire, a late-30s mum - Mr Tin Box, our two girls (aged five and three), and our Labrador Retriever. I am also an editor on the new family cruise blog, Cruising With Kids ([cruisingkids.co.uk](http://cruisingkids.co.uk)).



## BLOG & SOCIAL PACKAGES

I offer a range of PR and marketing campaign support on my blog and social media channels. My largest audience is women aged 35-44 living in the UK. **Please note that I disclose sponsored content and reviews.**

### SPONSORED POSTS - £250

1 blog post | 1 nofollow link | 1 Facebook post | 14 tweets | 1 pin

### GUEST POSTS - £200

1 blog post | 1 nofollow link | 1 Facebook post | 14 tweets | 1 pin

### REVIEWS - MINIMUM VALUE/FEE £200

1 blog post | 1 nofollow link | 1 Facebook post | 14 tweets | 1 pin

### SOLO PRESS TRIPS - £250 A DAY\*

Daily during trip: 1 Facebook post | 2 tweets | 1 Instagram  
Post trip: minimum 1 blog post | 2 Facebook posts | 14 tweets | 1 Instagram | 1 pin (negotiable)

\* daily fee relates to press trips where I am asked to travel without my family. When my family is invited then I do not charge for my time.

### ASK ABOUT MY ADD ONS, EG.

- dofollow link in a sponsored or guest post: £50 (disclosure applies)
- Social media: 2 Facebook posts: £100 | 7 tweets: £140 | 1 Instagram: £100 | Boosted Facebook posts: TBA
- Running a competition alongside a blog post: £50
- Video: £500



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## TESTIMONIALS

"Claire has a background in public relations and so perfectly understands the process of pitching a media visit, the process of organising it and, importantly, the coverage expectations of the host. The whole process was simple from start to finish and the coverage we achieved on behalf of our client was excellent, both in terms of quality and quantity.."

— Kara Williams, Account Director, Visit Swansea Bay

"Claire is an absolute pleasure to work with. She produces excellent, honest reviews on her visits and fills them with beautiful imagery. She is always helpful, enthusiastic and professional, and regularly keeps me up to date on her activity. I would highly recommend Claire to anyone looking for a blogger to work with."

— Lauren Hoskin, PR Officer, National Trust

"The review is perfect and the photos are amazing! I appreciate the time and thoughtfulness you clearly took. I have also seen a lot of great social media attraction from your giveaway! What you are running is an effective campaign. Thanks for taking it seriously and, by all indications, knocking it out of the park!."

— Nathan Jones, Owner, The Freeloader (child carrier)

## WHO I'VE WORKED WITH



## BLOG STATS

Domain Authority - 38

Monthly page views - 19.2k+

Monthly unique users - 7.3k+

## STATISTICS



1.7k



11.8k



5.8k



1k



476

# TIN BOX TRAVELLER

## CASE STUDIES

Here are some recent examples of my work within the travel and tourism industry:

### Luxury glamping review in Dorset



We were invited to review the Mongolian yurts at Caalm Camp near Shaftesbury in Dorset. During our stay, just before Christmas 2017, we shared our highlights on Facebook (combined post reach 1,231), Twitter (combined tweet impressions 1,981) and Instagram (combined post reach 930), including a tour of the yurt on Instagram Stories. Following the stay we produced a blog post (600+ views) and YouTube video ([https://youtu.be/e7KcL\\_rutjM](https://youtu.be/e7KcL_rutjM) - 180+ views)

<https://tinboxtraveller.co.uk/2018/01/caalm-camp-review-luxury-glamping-dorset/>

### Energizer smartphone review and giveaway

The PR team for Energizer mobile commissioned us to review one of its new rugged smartphones with exceptional battery life. The review didn't go entirely to plan as you will see from the blog post but in the space of a few weeks the review blog post and giveaway had attracted 2,800+ views.

As well as the honest blog review, we produced a YouTube video (<https://youtu.be/PHa5AGr8YT8>) to demonstrate the camera capabilities of the smartphone.

<https://tinboxtraveller.co.uk/2018/06/smartphone-review-energizer-energy-e520-lte-rugged-smartphone-travel-with-kids/>



### Advertorial campaign with Parkdean Resorts



We were commissioned to write a piece of advertorial and produce a video about coastal adventures for holiday provider Parkdean Resorts. In March 2018, we travelled to the Isle of Wight to capture this content. The post has been viewed 530 times and the video has been viewed 390+ times.

It has also been shared regularly across the Tin Box Traveller social media during the past few months.

<https://tinboxtraveller.co.uk/2018/04/isle-of-wight-with-kids-coastal-adventure/>

<https://youtu.be/6HLLNTs6KIk>

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## OUR WORK ELSEWHERE

As a freelance content writer and family travel expert, Claire has a wide portfolio of work and has been featured in the media, industry websites and brand campaigns. Here is a selection of her work elsewhere:

### Al Fresco Holidays 2018 holiday campaign



We were invited to travel to France with Al Fresco Holidays to take part in the filming for their 2018 holiday campaign.

<https://youtu.be/krClm0F4l7Y>  
<https://youtu.be/Jlaaxyl17So>  
<https://youtu.be/1or6EjoXEX0>

We also produced our own video during the trip:

<https://youtu.be/vxgsAyt6mHk>

### Writing for travel, leisure and lifestyle websites

The clothing brand Lands' End has commissioned Claire to research and write days out posts with a twist for its lifestyle blog The Journal:

<http://blog.landsend.co.uk/10-christmas-days-families-break-pudding-shaped-mould/>

<http://blog.landsend.co.uk/days-out-in-half-term/>

The Civil Service Motoring Association (CSMA) also commissions Claire to write for its member website Boundless:

<https://www.boundless.co.uk/be-inspired/explore/10-of-the-best-family-days-out-near-brighton>

<https://www.boundless.co.uk/be-inspired/explore/10-of-the-best-family-days-out-around-bristol>



### Featured on industry websites and media

Tin Box Traveller has been recognised as one of the UK's top family travel blogs in various industry charts:

Tots100 Top 10 UK family travel blogs - <https://www.tots100.co.uk/top-20-uk-family-travel-blogs/>

Feedspot Top 10 UK family travel bloggers - [https://blog.feedspot.com/uk\\_family\\_travel\\_blogs/](https://blog.feedspot.com/uk_family_travel_blogs/)

Vuelio Top 10 UK family travel blogs - <https://www.vuelio.com/uk/social-media-index/family-travel-blogs-uk-top-10/>