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Heather Cowper - Heatheronhertravels.com

Authentic travel with a little luxury for the 50+ traveller
 69K month blog views | 44K social followers | DA 53 | Est 2007

ABOUT HEATHERONHERTRAVELS

- Authentic travel with a little luxury
- Target audience 50+ demographic
- Affluent UK and European traveller
- Culture, Food, Hiking, Cruise, Short Breaks, Boutique/ Luxury hotel reviews
- Writing | Photography | Video | Social Media
- Co-founder TravelatorMedia.com | Bristol Travel Massive | Bristol Bloggers & Influencer
- Member: British Guild of Travel Writers

SOCIAL MEDIA

- FOLLOWERS**
- 15.2K Twitter
 - 3.9K Facebook
 - 18.2K Instagram
 - 6.4K Pinterest
 - 0.7K YouTube

BLOG STATS

- DOMAIN AUTHORITY 53
- 69K Monthly Page Views
- 51K Monthly Users
- Blog readers: 32% UK 22% Europe 31% US/Canada 15% World
- Source: 6 month average Google Analytics

Target Audience of Heatheronhertravels

We write for the affluent 50+ traveller looking for an authentic but luxurious travel experience. Our readers are both male and female but we especially target women who are planning holidays and short breaks with their partner or family members.

Key themes of Heatheronhertravels

CULTURE



FOOD



HIKING



CRUISE



We also cover: Short breaks | Boutique & Luxury hotel reviews | Multi-generational travel | Pilgrimage travel | Remembrance travel

What we offer

- Individual and group blogger campaigns
- Social Media Campaigns
- Editorial coverage through group or individual press trips
- Sponsored content on Heather on her travels
- Consultancy and blogger outreach
- Project Management & tracking of blogger campaigns

Who we've worked with



Member



As seen in

