

# GOURMET

GETAWAYS

food | wine | travel

Media Kit



**Idyllic locations, luscious food,  
& the perfect bottle of wine...**

**At Gourmet Getaways we entice our readers to discover more! We encourage our followers to organise a getaway or mini break and enjoy their life!**



<http://gourmetgetaways.com.au>  
[julie@gourmetgetaways.com.au](mailto:julie@gourmetgetaways.com.au)

**To facilitate the discovery we review holiday destinations, restaurants, vineyards and accommodation and produce stories that encourage readers to follow our journey and plan their own Gourmet Getaway.**



The website is dedicated primarily to the love of food, relaxation and tourism. My mission is to enjoy more of what I love, and to share the joy I find by encouraging readers to stop the hustle... escape, and recharge themselves.

Enjoying a weekend mini-break, romantic getaway, girlie spa day, family holiday or just a picnic on the beach allows us to relax and realise what is really important in life. In making time for these events we strengthen the connections with ourselves, our family and friends in this busy life.



## Website Statistics

Month of July 2015

<b>Alexa Global Rank:</b>	<b>313,559</b>
<b>Rank in AU:</b>	<b>11,016</b>
<b>Aussie Food Blog Rank:</b>	<b>29</b>
<b>Page Views:</b>	<b>25,783</b>
<b>No of Visitor:</b>	<b>19,439</b>
<b>Unique Visitors:</b>	<b>15,162</b>
<b>Time on site:</b>	<b>2m 41s</b>
<b>Bounce rate:</b>	<b>62%</b>

## Geographical Information

The reader locations have been based on the analytics supplied by Wordpress.

Australia	50%
USA	27%
UK	5%
Canada	4%
Philippines	3%
Asia	3%
New Zealand	2%
Other	7%

## Demographics

Demographic information is based on a combination of Facebook insight information, Google Analytics, Nuffnang website survey and AW Website Stats.

Age: 57% between 25-54yrs

Female: 78%

Male: 21%

Occupation: Professional

## Social Media Influence

As at August 2015

<b>Facebook:</b>	<b>2,973</b>
<b>Twitter:</b>	<b>18,377</b>
<b>Pinterest:</b>	<b>7,793</b>
<b>Instagram:</b>	<b>693</b>





## “Who is listening to Gourmet Getaway’s Message?”

My writing style attracts a mature aged reader to the site. Surveyed readers typically describes themselves as a professional person with a high disposable income. Various PR and advertising agencies have placed reader demographic surveys on my website and results have always been very similar.

Gourmet Getaways is updated every second day allowing sponsors to receive a greater period as the headlining story. Each story is “released” and publicised using Gourmet Getaways social media following.

At Gourmet Getaways we are equally happy to work with individual corporate sponsors, Media, Tourism Departments, PR Companies, Advertising Agencies and individual local businesses. I am available for travel famils, photographic assignments, product review, recipe development and sponsored posts. I can host competitions for promotional purposes with or without side bar advertising.



## Frequently Asked Questions:

### **Why advertise with a blogger online?**

Media and your audience has moved very quickly away from mainstream media and into online technology and the bloggersphere. To reach your audience now you need to connect with them on the platforms they're consuming.

### **Why Work With Me?**

I published my first story on Gourmet Getaways in April 2010 and since then the website has grown in popularity, and reader engagement. I have been in the blogging, publishing & marketing industry for over 5 years. I understand the business of blogging, readers expectations and how to deliver a sponsors product in a campaign for maximum reach and engagement.

### **Why do you charge for your services?**

Gourmet Getaways is a professional publisher in the online marketing industry. My rates represent the exposure I can give your brand and the ongoing costs to stay a leader in the industry.

### **What if you don't like my product, will you write a bad review?**

I will only work with products and venues I love! I want to create a positive long term relationship with all my sponsors and I only share products, events and experiences I love with my readers. If your product and my website are not a good fit then I will let you know. I will not write the story and I won't charge a fee. I may even be able to suggest a blogger that will be a better fit for your company.



## Gourmet Getaways Rate Card

### Recipe Sponsorships

Gourmet Getaways produces a stunning recipe each week. These recipes continue to perform well long after they are published. Typically they get listed on sites such as Foodgawker, Tastespotting, Eat 365, Healthy Aperture & Pinterest Collaborative boards with more than 1/4 milion followers. Sponsoring a recipe means I can get your product seen by more people than just my direct audience!

**Sponsor today from \$120 + Product**

### Getaway Sponsorships

Gourmet Getaways writes articles which cover area reviews, accommodation reviews, romantic getaway ideas, cooking schools and foodie escapes. If your business would like assistance promoting your product please feel free to contact me for detailed information.

**Sponsored stories start from \$160 + Product**

### Social Media Publicity Shout Outs

Do you have something to say? Let me help you create some hype! I will create an engaging pin or a great instagram image from your artwork and shout it out to my following. This is a great way to raise brand awareness.

**Social Media Shout outs from \$100**

### Side Bar Advertising - 2 Spots Only

Have your advertisement appear below the fold in our sidebar. The advertisement will appear on all Gourmet Getaways pages and can include an image, 200px X 400px, text and clickable link. Your ad will rotate to ensure maximum visibility to all sponsors

**Advertising \$100 per 2 weeks**

### Competition Advertising

Competitions are a great way to create excitement! A giveaway heightens brand and product awareness. Through enticements which encourage viral sharing on instagram, twitter or FB we can create product buzz! We design campaigns that brings entrants to your site and help create a mailing list for future campaigns.

**Competition \$160 + Product & mailing to Winner**



## Previous relationships

### Expedia Travel

<http://www.gourmetgetaways.com.au/margaret-river-in-a-mouthful-7-top-wineries/>

### Spirit of Tasmania

<http://www.gourmetgetaways.com.au/spirit-tasmania/>

### TigerAir

<http://www.gourmetgetaways.com.au/tigerair-keeping-competition-honest/>

### Destination NSW

<http://www.gourmetgetaways.com.au/day-2-2011-mid-north-coast-signature-dish-competition/>

### Coffs Coast Marketing

<http://www.gourmetgetaways.com.au/coffs-coast-bush-tukka-medicinal-plants-tour/>

### Jupiters Casino

<http://www.gourmetgetaways.com.au/designer-bling-high-rolling-jupiters-casino/>

### Intercontinental Sanctuary Cove Resort

<http://www.gourmetgetaways.com.au/intercontinental-sanctuary-cove-resort/>

### Port Macquarie Tastings on Hastings

<http://www.gourmetgetaways.com.au/2013-tastings-on-hastings/>

### Kraft Philadelphia

<http://www.gourmetgetaways.com.au/white-chocolate-mousse-a-giveaway/>

### Tassal Salmon

<http://www.gourmetgetaways.com.au/creamy-smoked-salmon-fettuccine/>

### Ferrero Roche Chocolate

<http://www.gourmetgetaways.com.au/ferrero-rocher-cupcake/>

### Cadbury's Chocolates

<http://www.gourmetgetaways.com.au/cadbury-favourites-chocolate-tart/>

### Lucky Nuts

<http://www.gourmetgetaways.com.au/christmas-choc-mint-macarons-w-lucky-nuts/>

### CSR Sugar

<http://www.gourmetgetaways.com.au/bake-a-difference-raspberry-jam/>

### Yellowglen Wines

<http://www.gourmetgetaways.com.au/yellowglen-christmas-hamper-giveawa/>

I have worked with many more fantastic sponsors. All my stories have great google ranking & are optimised for SEO. The stories continue to generate long term traffic for the advertiser.

**Advertising online is a long term investment**