

@footstepsontheg



@my.vegan.footsteps
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Media Kit

2023

www.footstepsontheglobe.com

About the blog

Footsteps on the Globe is a vegan travel blog for the adventurous heart.

On the blog you'll find Chief Explorer, Mel's latest adventures, travel inspiration as well as tips and tricks on how to be vegan around the world.

You don't have to give up being vegan to follow your travel dreams and Footsteps on the Globe is here to show you how!



About me

Hi, I'm Mel! The adventure-seeking vegan travel blogger behind Footsteps on the Globe.

My passion for travel started at a young age after a childhood spent moving around the Middle East from Saudi Arabia, Oman and then the UAE. After returning to the UK to attend university, I graduated in 2010 with a business degree and began a career in marketing.

In 2015 I decided to channel my creativity and love of travel into my very own passion project...and so Footsteps on the Globe was born.

Fast forward eight years (and 30 countries later!) I now live in Manchester working part-time in digital marketing, specialising in marketing strategy, digital advertising, content creation and social media alongside running Footsteps on the Globe.

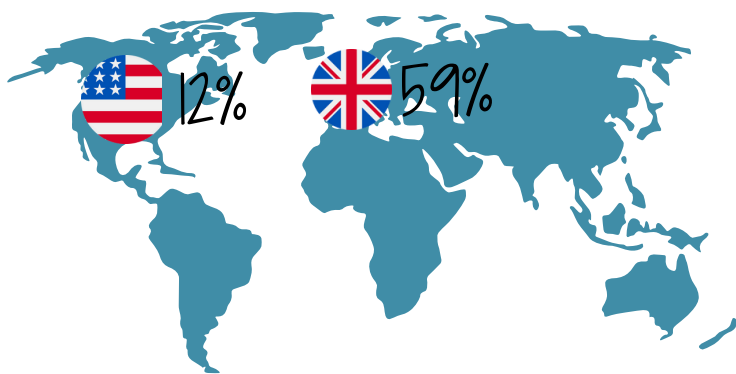
I love nothing more than immersing myself in different cultures and exploring new places, finding adventure and the best local vegan food in every destination I travel to.

Sound good? Turn that page and join me as I share my Footsteps on the Globe.

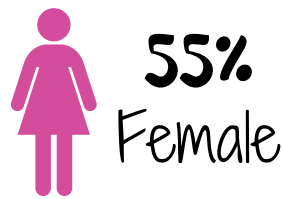


Audience demographics

Location



Gender



Age

18-24 **21%**

25-34 **26%**

35-44 **20%**

Reader interests

- Vegan travel
- Going vegan
- Women's travel
- Air travel
- Hotels and accommodation
- Trips by destination
- Trips to Europe/ UK
- Holiday packages
- Women's apparel and accessories

What the readers say...

"Thinking about going to Kefalonia based on this amazing list! Amazing info thank you :)." -Sarahlass Patterson

"Thank you for the tips. You helped me to decide. I can't wait." -Keith Lammon

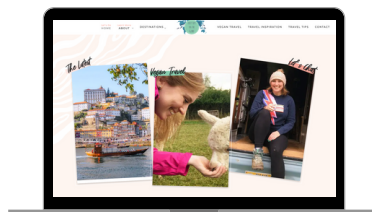
"I started looking at vegan options for afternoon tea in London and found your article giving high praise to Fortnum and Mason so I went ahead and booked it!" - Sophie @so_many_goals

Statistics



4,313

Unique visitors
per month



7,875

Page views
per month





Domain
Authority
20

Page
Authority
37

*All stats as of June 2023



Following

	2,200
	618
	287/ 866
	287

*All stats as of June 2023

Let's work together

- Sponsored posts
- Product/ tour/ event reviews
- Social media posts/ campaigns
- Contests and giveaways
- Freelance writing/ guest posting
- Press trips
- Brand ambassadorship
- Videography

Brands I've worked with

traveloka.com PNY



icelolly.com

CityPASS visit Swansea Bay

Jet2holidays
Package holidays you can trust

Get in touch!



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