



The  
Travelling  
Telegraph

 [www.thetravellingtelegraph.com](http://www.thetravellingtelegraph.com)

# Media Pack

Since 2017

Celebrating travel, local cultures and  
standout stays. Connecting passionate  
travellers with brands through trusted  
storytelling and high-impact editorial.



# SENIOR MANAGEMENT TEAM

A blend of professional travel journalism and authentic influencer storytelling that reaches travellers worldwide.

## Phil Hopkins — Founder / Group Travel Editor

*Phil is a respected travel journalist with more than 40 years' experience writing for newspapers, magazines, TV and radio. Known for his honest storytelling and global perspective, Phil brings depth, credibility and authority to every destination, hotel and cultural experience he reviews.*



## Chris Owen — Founder / Managing Director

*Chris is an experienced professional with more than 35 years supporting UK businesses with marketing, PR and business strategies. Now leading The Travelling Telegraph's strategic positioning, his extensive knowledge of brand development continues to drive the newspaper's commercial growth by connecting audiences with meaningful travel experiences.*

## Paul Currie — Sales Director

*Paul is a proven commercial leader who's driven major growth and built long-standing partnerships. With sharp sales insight and a natural talent for relationship-building, he knows how to turn opportunity into real results. At The Travelling Telegraph, he helps influencers and small brands grow with purpose, clarity and confidence.*



## Lauren Owen — Creative Director

*Lauren is a social media specialist with a keen eye for storytelling, design and monitoring changing digital trends. Based in New Zealand, she strengthens The Travelling Telegraph's online presence by crafting engaging, global-minded content that boosts visibility, builds personality and connects with audiences.*



# THE TEAM

## Clare Dixon — Sales Executive

*Clare is a dynamic sales professional who excels at building relationships and understanding what partners need. With experience in hospitality, tourism and local business development, she connects brands with the right opportunities, helping them grow their audience through the sharing of relevant stories that achieve meaningful results.*



## Liza Skrypnik — Marketing Executive

*Liza is a skilled marketing executive recognised for her creativity, organisation and eye for detail. She delivers campaigns that elevate travel, hospitality and lifestyle brands, ensuring smooth delivery while using digital insight and research to craft content that engages travellers.*

## Shannon Palmer — Blogger

*Shannon is a lifestyle and travel blogger with thousands of followers. Known for her warm, authentic content and unique storytelling, she has worked with the BBC, news feeds, celebrities and touring brands as well as supporting businesses. She creates relatable posts, videos and reviews that showcase organisations, artisan product makers and unique destinations, with charm, honesty and genuine enthusiasm.*



## Stephanie Cornwall — Brand Strategist

*Stephanie is an experienced brand strategist who blends creativity with commercial thinking. Based in New Zealand, she has helped refine The Travelling Telegraph's vision, identity and messaging, strengthening engagement whilst developing long-term strategies that support sustainable growth across travel, lifestyle and hospitality content.*



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# OUR VOICE

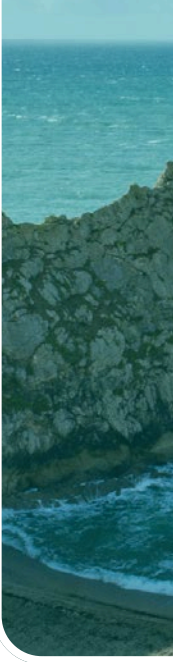
*Real storytelling for real travellers.*

Rooted in editorial integrity, The Travelling Telegraph is a journalist-led digital newspaper specialising in destination reporting, hospitality reviews, people-led narratives and all things travel.

We shine a light on independent businesses, luxury stays, artisan product producers, and those experience makers across the world who define travel today.

We feature honest stories worth following and, as a result, attract audiences who trust our recommendations.

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# OUR ETHOS

*Integrity | Insight | Influence*

*Our ethos is built on three pillars:*

## Integrity

*We produce unbiased, editorial-led features. No fluff. No filler. Just real reporting, thoughtful analysis, and genuine recommendations.*

## Insight

*Our journalists go beyond the brochure — meeting owners, chefs, hoteliers and artisans, to uncover the human stories behind every place visited.*

## Influence

*With a fast-growing audience, strong engagement, and high trust levels, our platform helps businesses convert attention into bookings and revenue.*



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The  
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**1M**  
Regular  
Readers

**82K**  
Impressions  
Lead Story

**73%**  
Targeted  
45-70

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# OUR READERS

*Our audience is made up of mature, affluent, experience driven travellers who research carefully, book frequently, and trust The Travelling Telegraph's editorial content.*

*With high engagement and strong purchasing intent, they rely on our blogs and reviews to shape their travel decisions, making the newspaper an ideal platform for businesses seeking meaningful, conversion driven reach.*



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# Why Our Audience Converts

- *They trust our editorial voice.*
- *They prefer independent recommendations from journalists and authentic influencers*
- *They buy experiences — not things.*

**73%**

of our audience book trips based on our recommendations.

**64%**

actively save our articles & videos to inform future bookings.

**58%**

make multiple annual trips.



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# SECTORS WE WORK IN

*We work with, and alongside, those people and organisations, who create, curate, and champion travel experiences.*



**Travel**



**Restaurants**



**Food and Drink**



**Hotels**



**Spas**



**Attractions**

*We know the storytellers, the tourist boards, airlines, cruise operators, the makers, the industry connectors; and we bring them together.*

*This enables us to create campaigns that reach not only consumers, but decision-makers.*



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# WHY ADVERTISE WITH US?

*Because we don't just "post" — we tell stories.*

*Your brand becomes part of a wider editorial conversation, not just a social media moment.*

## *We offer:*

- *Premium storytelling*
- *Editorial-quality reviews*
- *Honest, trusted recommendations*
- *Strong regional influence*
- *A network that adds value beyond impressions*
- *High audience trust → high conversions*

## *Our Partners See:*

- *Increased bookings*
- *Higher footfall*
- *Stronger brand identity*
- *Elevated digital presence*

*Your story, told beautifully, to an audience ready to book.*



## THE GOLD PARTNERSHIP

For brands who want to stand out – whether they're boutique, artisan, independent or internationally known.

*The Gold Partnership is designed for businesses that want their story told beautifully, professionally and with year-round visibility. Whether you are a boutique hotel, an artisan producer or a destination with ambition, The Gold Partnership offers a complete editorial and multimedia campaign that elevates your brand and places it directly in front of an engaged, experience seeking audience.*

*With hero editorial, a professionally produced video, strategic social exposure and premium placement across our highest-traffic pages, The Gold Partnership delivers a level of polish and prestige usually reserved for much larger brands – but at a price crafted to remain accessible. This is the partnership for businesses ready to be seen, remembered and chosen.*

## GOLD PACKAGE OPTIONS & PRICING

### 1. Home Page Gold – Premier Tier £6,995 per year | £2,250 per quarter

- Homepage hero banner
- Priority rotation on main carousel
- 2 editorial features (including hero feature)
- 1 professional short-form video
- 6 social posts
- Newsletter feature + priority link
- Experience Guide inclusion
- Premium profile page (12 months)
- Priority support + creator collaboration access
- Quarterly analytics

### 2. Destination Page Gold – Strategic Tier £5,495 per year | £1,850 per quarter

- Top-of-page banner on chosen Destination Page (City Breaks, Yorkshire Coast, National Parks, etc.)
- All Gold features included:
- editorial x2, video, socials x6, newsletter, guide, profile, analytics, priority access

### 3. Special Interest Gold – Niche Premium Tier £4,495 per year | £1,495 per quarter

- Premium placement on a high-engagement thematic page (Brontë Country, Heritage Walks, Food & Drink Trails, etc.)
- All Gold features included



## THE SILVER PARTNERSHIP

Our most popular package – refined, elegant, and crafted for meaningful, lasting visibility.

*The Silver Partnership is designed for businesses who want to be featured, noticed and talked about – without requiring a full multimedia campaign. Every Silver Partnership includes professionally written editorial, multi-channel visibility and a year-long presence on our platform. It's the ideal choice for boutique hotels, restaurants, attractions, artisan makers and experience providers looking for sustained reach and credibility. With three placement options – Home Page, Destination Page and Special Interest – The Silver Partnership allows every business, large or small, to align themselves with the audience that matters most.*

## SILVER PACKAGE OPTIONS & PRICING

**1. Home Page Silver – Premium Silver Tier**  
£2,995 per year | £995 per quarter

- Homepage advert placement
- 2 editorial features
- 4 social posts
- Newsletter inclusion
- 12-month profile page
- Quarterly analytics

**2. Destination Page Silver – Category Silver Tier**  
£2,495 per year | £895 per quarter

- Advert on a Destination Page
- All Silver features included

**3. Special Interest Silver – Niche Silver Tier**  
£1,995 per year | £695 per quarter

- Advert on a Special Interest Page (Brontë Country, Literary Yorkshire, Food & Drink Trails, etc.)
- All Silver features included



## THE BRONZE PARTNERSHIP

For businesses seeking simple, effective visibility – with room to grow.

*Our Bronze Partnership is the perfect introduction for independent businesses, microbrands and local venues looking for a smart, low-risk way to appear alongside inspirational travel content. With banner placements across pages suited to your audience, The Bronze Partnership provides steady visibility, referral traffic and brand awareness – and it's designed to scale when you are ready to step up to either our Silver or Gold Partnership. Whether you want a small but consistent presence or a prominent banner on our homepage, The Bronze Partnership gives you a flexible starting point that fits your budget while keeping your brand visible to thousands of travellers each week.*

## BRONZE PACKAGE OPTIONS & PRICING

**1. Bronze – Standard Banner**  
£1,440 per year (£120/month when paid in full)

- Banner on partner/category page
- Link to client website
- Basic analytics

**2. Bronze+ – Landing Page or Specialist Hero Banner**  
£1,800–£2,500 per year | £500–£800 per month

- Hero banner on landing or specialty page (e.g., Brontë Collection, Yorkshire Weekends)
- Enhanced visibility

**3. Bronze Premium – Home Page Banner**  
£4,000–£6,000 per year | £1,000–£1,500 per month

- Homepage banner placement
- Maximum visibility



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# AD RATES

Digital Advertising & Editorial Partnerships

## SIZE

Homepage Small Ad	£450
Homepage Large Ad	£750
Sidebar Recommendation Ad	£560
In-Article Blog Ad	£650
Dedicated Blog Feature	£1,200
Blog Feature + Ad Combo	£1,650

## PRICE

## PAID CONTENT

20% on standard rate

For sponsored editorial, bespoke reviews, or enhanced visibility upgrades.

*Subject to editorial approval.*



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# WORK WITH US

*For partnerships, press trips or  
advertising opportunities:*

✉ [ChrisO@thetravellingtelegraph.com](mailto:ChrisO@thetravellingtelegraph.com)

☎ 07770525413

*Join the brands who trust our voice  
and let's tell your story.*

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