

GLOBETOTTING

Travel Writer | Family Travel Blogger



ABOUT



Globetotting is a travel blog dedicated to discovering the world with kids. I focus on city breaks, outdoor adventures and active holidays, in particular skiing. Globetotting has been ranked as one of the top 10 family travel blogs in the UK in 2018 and 2019 (Vuelio) and was featured in [Huffington Post UK](#).

I am a member of the British Guild of Travel writers and have authored guidebooks for Lonely Planet, reviewed hotels for Mr & Mrs Smith and contribute articles for publications including The Telegraph, The Independent, and Angels & Urchins among others. I am the European editor for Twist Travel Magazine.

TESTIMONIAL

"Working with Globetotting was one of the best decisions we at Livlalty Tours have made. From the first email contact all the way to post- production of their review of our services. Katja was attentive and responsive and answered emails promptly. The content she created has helped us immensely with our marketing and promotions" *Rachel Zitin, Livlalty Tours*

NUMBERS

- MOZ Score: Domain Authority 42
- Average pageviews per month: 45,000.
- Unique views per month: 39,000
- #TBIN Member: reach over 25 million
- Mailing List: 1,500 subscribers
- Facebook: 3,650
- Instagram: 19,600
- Twitter: 17,600
- Pinterest: 201K views/month
- Readers are from USA (30%), UK (20%), Canada (13%).
- 70% are female, 75% are aged 25-54.



SERVICES OFFERED

Detailed blog features with hyperlinks and social media sharing options

Destination partnerships promoting a destination or brand on social media and on blog

Brand and product reviews

Giveaways and contests

Brand ambassador partnerships

Social media "takeovers"

Social media marketing strategy consultations

Sponsored Instagram posts/stories, including swipe up feature

BRAND PARTNERSHIPS



TRAVEL WRITING

GUIDEBOOKS: Lonely Planet Guidebooks to China, Australia & India

PRINT & ONLINE:

- Lonely Planet
- Mr & Mrs Smith
- MSN Travel
- I-escape
- Angels & Urchins
- France Today
- The Telegraph
- The Independent
- BBC Food
- The Australian
- TravelAge West
- Family Vacation Critic
- Matador Network
- The Simple Things
- Absolutely Mama
- Hotelier International
- Beijing Scene

EDITORIAL ROLES:

European Editor for [Twist Travel Magazine](#)

COPYWRITING:

Clients include Atout France and Lonely Planet.

FAMILY TRAVEL:

I am often called upon as a family travel expert and have been featured in publications including [Lonely Planet](#), Angels & Urchins, [The Club](#) (the online magazine for British Airways), [Epicure](#), [OneTravel.com](#) and [Huffington Post UK](#).

STORIES

[Hunting for Treasure in Norfolk's Sandbanks](#)
The Independent

[Iceland's spellbinding journey to the edge of the world](#)
The Telegraph

[Foraging in the French Alps](#)
France Today

[How a 90-minute scavenger hunt can spice up your lockdown](#)
The Independent

[Europe's greatest remote escapes](#)
Lonely Planet

[Travel to these top Bridgerton filming locations](#)
TravelAge West

[On the trail of Moomins and adventure in Finland](#)
Angels & Urchins

[Put to writes](#)
The Simple Things

[Parenting a boy who loves fashion](#)
Absolutely Mama

[Mexico City's best street food](#)
Lonely Planet

