

TRAVELS WITH A KILT

MEDIA PACK



Blogging since 2012, Neil Robertson travelled the world throughout his twenties searching for adventure and writing about it along the way. But his connection to home always remained strong and so Travels with a Kilt transformed itself into an entirely Scottish affair and covers the best of this fantastic wee country.

Specialising in the outdoors, history and food and drink in particular, the blog explores the buzz of the cities, the solitude of the mountains and the drama of our islands with equal passion and affection. A VisitScotland Ambassador, founding member of the industry-leading blog collaboration The Scotlanders and an experienced digital marketing consultant Travels with a Kilt delivers the best of Scotland to its readers.

SERVICES

BLOG CONTENT AND REVIEWS

- Professionally written by Neil, copy will be tailored and styled to meet the individual needs of the client. Freelance writing clients to date have included Scotland Magazine, Scots Magazine, Glasgow Life and Calmac Ferries. All blogs are fully optimised for search engines on one of the leading blog domains in the UK.

PHOTOGRAPHY AND AERIAL IMAGERY

- All blogs and social media posts produced by Travels with a Kilt will be supported by high quality imagery. Drone imagery comes with the necessary certifications from the CAA and drone flights are fully commercially insured.

4K VIDEO

- Documentary style videos, presented by Neil and supported by 4K drone and standard video clips. Neil has several years worth of radio broadcasting experience with the BBC and has completed numerous TV interviews for international media outlets.



AUDIENCE 2018



AUDIENCE DEMOGRAPHICS

SCOTLAND 26%
REST OF UK 23%
USA 22%
CANADA 5%
AUSTRALIA 5%

40% MALE, 60% FEMALE

INTERESTS INCLUDING TRAVEL, READING, SPORTS AND FITNESS, GREEN LIVING, CULTURE, HOTELS & ACCOMMODATION.

PRIMARY AGES IN THE 25-34 AND 35-44 RANGE



SCOTTISH TOURISM PARTNERS

VISITSCOTLAND
GLASGOW LIFE
BBC SCOTLAND
HISTORIC SCOTLAND
NATIONAL TRUST OF SCOTLAND
CALMAC FERRIES
OUTER HEBRIDES TOURISM
EAST LOTHIAN TOURISM ACTION GROUP
ASSOCIATION OF SCOTTISH VISITOR ATTRACTIONS

BLOG STATS

Blog Subscribers - 11k+
Monthly Views - 20-30k
Social Followers - 45k+

SOCIAL STATS



2.7k



8k



20k



4.5k