

FAMILY TRAVEL & OUTDOORS BLOGGER



the family freestylers

— still adventuring with kids —



14.3K



1053



529

The Family Freestylers is a family travel blog for active families who love adventure, travel and exploring the great outdoors. Living in the Alps each Winter we talk all things skiing & snow. In the Summer you'll find us hiking to bothies in the Highlands, trekking to refuges on classic multi-day treks like the Tour du Mont Blanc or discovering jungles or surf breaks in the tropics. We love unusual places to stay - lighthouses, tree top cabanas or bivvying out on a beach or mountainside. We stay true to our niche and have a loyal engaged audience. We do not talk Disney or cruises.



"Working with the Family Freestylers on Vango reviews and product placement was effortless to beginning to end. Mags was efficient and professional at all times with the final reviews & IG campaigns directly targeting our core family audience. We now have a trusted working relationship that we hope will continue well into the future" - Jenny, Karol Marketing Vango

"Working with Mags enabled us to add valuable content of our family volunteering project in Borneo to our website."
Michael Starbuck, Managing Director, The Great Projects

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UNIQUE USERS P/M DA

AUDIENCE

THE FAMILY FREESTYLERS PRIMARY AUDIENCE ARE PREDOMINANTLY ACTIVE, FAMILIES BETWEEN THE AGES OF 25-55 YEARS OLD WHO LOVE TRAVEL, SPORT & OUTDOOR ADVENTURES WITH THEIR KIDS. THEY ARE WELL EDUCATED, HAVE A PASSION FOR INDEPENDENT TRAVEL & HAVE A HIGH DISPOSABLE INCOME.

OUR AUDIENCE HAVE A NOW ATTITUDE, VALUE FAMILY TIME & WANT TO SHARE GLOBAL EXPERIENCES WITH THEIR KIDS

 **47%**  **34%**  **13%**



PREVIOUS PARTNERS



thegreat Projects



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RATE CARD



I offer a range of PR & marketing campaign support on my blog & social media channels.

SPONSORED POSTS £250

1 blog post | 1 no follow link | 1 FB post | 1 IG post | 5 tweets

SPONSORED VIDEO £500

REVIEWS - MINIMUM VALUE £200

1 blog post | 1 no follow link | 1 FB post | 1 IG post | 5 tweets

PRESS TRIPS £250 A DAY*

Daily during trip: 1 FB post | 2 tweets | 1 IG post

Post trip: minimum 1 blog post | 2 FB posts | 5 tweets

1 IG post | 1 pin (negotiable)

All reasonable expenses associated with the trip such as travel to & from the destination, travel within the destination, accommodation, activities & all meals & drinks (except alcohol) are to be covered by the client.

SOCIAL MEDIA

FACEBOOK - 1 POST £100
- 2 POSTS £150
- 5 POSTS (EXTENDED CAMPAIGN) £500

INSTAGRAM - 1 POST £100
- 2 POSTS £150
- 5 POSTS (EXTENDED CAMPAIGN) £500

TWITTER - 2 TWEETS £100
- 10 TWEETS £200



IMAGE RIGHTS

NON EXCLUSIVE ONLINE & PRINT RIGHTS

Client has rights to use images in digital or print marketing for one year. Photographer retains rights to use, publish and resell images. Ultimate copyright remains with photographer

1 x high res image - £200

5 x high res images - £700

10 x high res images - £1200

VIDEO RIGHTS

NON EXCLUSIVE RIGHTS TO EXISTING FOOTAGE

£50 per second

TERMS & CONDITIONS

Unless otherwise stated all written content, images and videos taken will appear on my own platforms and are copyrighted to The Family Freestylers and Mags Nixon. Rights are available to purchase for use on your own platforms or marketing purposes for additional fees.

Where deliverables are dependant on a project or service being reviewed or shown to my audience, the client will supply the product or service in full at their own expense. The cost of the product or service is not included in the deliverable fee.

Information and prices are subject to change without notice. This page is only intended to be a brief, standard guide. More information about bespoke campaigns based on your brands individual needs can be gained with an informal, no obligation chat. Please feel free to contact Mags Nixon at mags@thefamilyfreestylers.com