

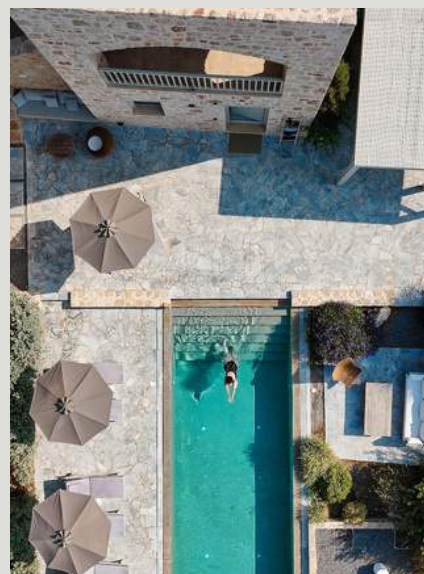
# MEDIA KIT 2025

*Jayne Travels*  
TRAVEL CREATOR



# JAYNE

Gorman



I'm a UK travel blogger and content creator with 12 years of industry experience. I write a trusted travel blog read by 30k monthly readers & have an engaged community of 60k followers on Instagram. I've travelled to 60+ countries &, since becoming a mum, have been focusing on authentic, affordable luxury travel for families.

My audience are predominantly females aged 25 - 45 who are responsible for booking holidays with their family or friends. Followers consistently book the exact properties and destinations I recommend, as evidenced by their comments, DM's and a high % of saves on posts.

I've gained a reputation for finding stylish escapes with a sense of place and, through comprehensive reviews, aim to help readers enjoy memorable, stress-free holidays.

## SOCIAL STATS

**60K**

Instagram  
Followers

**30K**

Average  
Reach per Post

**6K**

Average Story  
Views

**8%**

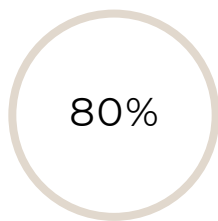
Engagement  
Rate

@jayneytravels  
www.jayneytravels.com

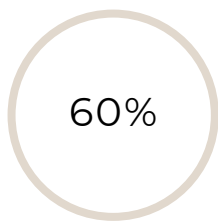


## Audience Demographics

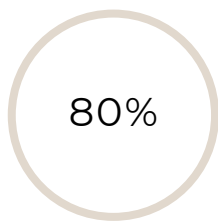
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Women



UK & US



Age 25-54

### TOP COUNTRIES

UK, USA, Australia, Canada, Germany

### TOP CITIES

London, Sydney, New York, Melbourne, Dublin

## Recent Work

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Recent collaborations include: Ritz-Carlton Abama, Gran Melia Hotels, TUI, Jet2 & ABTA

## Let's Work Together

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- 📷 [@jayneytravels](https://www.instagram.com/jayneystravels)

