

MEDIA KIT 2025

Jayne Travels
TRAVEL CREATOR

@JAYNEYTRAVELS

WWW.JAYNEYTRAVELS.COM

JAYNE Gorman



Jayne Gorman is a UK-based travel blogger who helps women plan elevated yet authentic holidays through visually beautiful, informative content.

Over the past 15 years, she's built a loyal audience of 100,000+ readers who seek stylish escapes with a sense of place, and value Jayne's detailed reviews and easy-to-follow itineraries.

Known for her considered recommendations and engaged audience, Jayne has partnered with over 100 hotels, tourism boards, and travel brands to create content that converts. Through repeat clients and industry awards she is widely regarded as a trusted professional in the travel space.

SOCIAL STATS

71K

Instagram
Followers

1M

Accounts
reached/pm

8%

Av engagement
Rate

25K

Blog views/pm

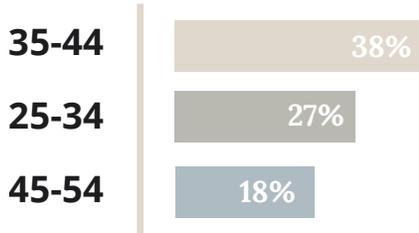
[@jayneytravels](https://www.instagram.com/jayneytravels)

www.jayneytravels.com

Audience Demographics



TOP AGE RANGES



Recent Brand Work



Ritz-Carlton Abama

Supported the launch of a new retreat at a luxury family-friendly hotel through blog post + social media shares

512K
Content views

491K
Impressions

31K
Engagements



How we can work together

- Social media campaigns
- Dedicated blog posts
- UGC content
- Press trips



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