

# WE'RE GOING ON AN ADVENTURE

a family lifestyle and travel blog

## COLETTE BURGESS



With something of a penchant for navy stripes and commonly found rocking a red lip, I am blogging and vlogging my way through parenthood with the help of my ever patient husband, Dave. My award-winning blog was started in 2012 as a way of recording family memories and soon became a full time career (or should that be obsession?) I can occasionally be found in a primary classroom "keeping my hand in" on supply but I much prefer to be doing the school run or planning adventures with our own team of three.

42.8K

PAGE VIEWS

Average monthly page views

33K

UNIQUE USERS

Average unique visitors to site  
each month

20.8K

IG FOLLOWERS

Average interaction 1.2% vs followers  
Average interaction 15% vs impressions

*Who we are*

WE'RE GOING ON  
AN ADVENTURE

We're going on an adventure is an award winning family lifestyle and travel blog written by me, Colette Burgess. The site features myself and Dave along with our three children (Ben, Chloe and Amy) and our boxer puppy (Poppy). The site covers a range of topics including holidays, days out and product reviews as well as discussion and personal posts about family life.

WWW.GOINGONANADVENTURE.CO.UK

# AWARDS & RANKINGS

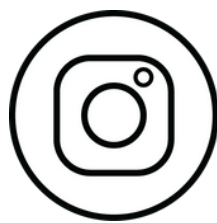
Since winning an award for "Best Pre-School Blog" in 2015, We're going on an adventure has been named a finalist in a number of local and national awards for both blogging and vlogging - most recently in the 2020 MADS for "Favourite Family Lifestyle Influencer".



## THE NUMBERS



**5575+ FOLLOWERS**



**20800+ FOLLOWERS**



**18200+ FOLLOWERS**

87% women

86% UK

25% age 25 - 34yrs

38% age 35 - 44 yrs

4357 Av. post reach

77% women

60% UK

25% age 25 - 34yrs

40% age 35 - 44 yrs

1.25% Av. engagement

200k impressions p.m

2% Av. engagement



**2883  
SUBSCRIBERS**

### WEBSITE AUDIENCE

We're going on an adventure's audience is predominantly female (65%). aged between 25 and 44 (57%) and UK based (89.5%),



**130K  
MONTHLY VIEWS**

# BRAND COLLABORATIONS

I have over a decade of experience of working with brands creating content for my own blog, youtube or social channels or creating content for brands to use on their own channels.. I'm always open to discussing ways in which we can work with brands to create great content that feels relevant to our family and our audience. Whether it is sticking closely to a brief or working with more of a free rein, I enjoy creating content which reflects our family and brings value to our audience.

CLICK ON THE LOGOS TO SEE EXAMPLES OF OUR WORK



ORIGINAL HYBRID FOOTWEAR

