

Work With Me

The Travelling Sociologist is a travel blog dedicated to sociological observations, cultural insights, and reviews of local businesses in a quest to make travel sustainable and responsible and to support local economies.



Hi! I'm Roslyn. I'm the proud owner and content curator behind this travel blog, and I am open to sponsorships, partnerships, advertising, and consulting work. I believe in working with partners who support my travel niche and the needs of my followers, as well as in delivering quality content that fits well with your brand. Let's collaborate!

Please use the contact information at the end of this page or my [website contact page](#) to get in touch and discuss the potential for a future collaboration.

More on My Niche:

The Travelling Sociologist is a rapidly growing travel website focusing on educational travel and ecotourism to increase awareness about the world's diverse cultures and unique landscapes, as well as to encourage travellers to discover and support local businesses. It is a trusted resource for cultural insights, tips for smarter travel, and destination guides to local sights and businesses. *The Travelling Sociologist* goes beyond superficial tourist observations and offers readers a more profound travel experience through educational content on world culture, cultural sensitivity, and ecotourism. I have a keen interest in presenting local culture, offering tips on finding the best transportation and accommodation, and showcasing destination cultural activities, natural resources, and businesses. Some of my most popular articles (unsponsored) include [How to Visit Montmorency Falls From Quebec City](#), [Ten Insights into Italian Culture](#), [So You Want to Travel but Don't Have Enough Money to Go?](#) and [Three Great Ecotourism Destinations in Italy](#).

My Demographic:

The Travelling Sociologist targets current and aspiring travellers of all ages engaged in both solo travel and group/family travel. My demographics reflect followers mostly 18-24 years of age (38.10%). The next two age groups with the biggest following are 25-34 year-olds (29.52%) and 35-44 year olds (17.14%). The majority of followers are women (65%).

I have a strong international readership. My biggest audiences are based in the United States (42.96%), followed by Canada (16.05%). Other countries with consistent and significant readership include the UK (6.17%), Italy (5.93%), Ghana (4.94%), Germany (3.46%), and Switzerland (2.22%).

What I Can Offer You:

Exposure:

Coverage of your product, service, or trip on my website. This can include written articles, extensive social media coverage, and social videos (e.g., Instagram stories, YouTube videos) and posts (e.g., Twitter posts, Instagram posts) if appropriate.

I have a resource section on my website specifically dedicated to equipment, service, and hotel reviews, as well as a number of other travel tip categories, ensuring that posts reach your travel niche and target audience. This also increases the visibility of your product or service on my website by preventing it from being buried beneath content from other categories.

Influence:

As a trusted travel resource, my readers often plan their travel, accommodation, and activities after having read about it on my website and social media channels.

Professional Content:

I take pride in producing professional, high-quality content for my website. I have a high-quality camera and several years of professional experience in writing and editing, which will benefit you by showcasing your brand with excellence.

I can offer you a professionally written article on my website, a pre-established number of professional photographs for you to use freely for your own corporate promotions, a pre-established number of social media mentions, and/or a combination of all three.

Website Statistics:

All statistics listed below are current as of **May 2021** and are tracked through Google Analytics. Contact me if you desire more detailed statistics or would like to see some screenshots.

- Avg. Monthly Visitors: 405+
- Avg. Monthly Page Views: 1,664+
- Domain Authority: 11
- Page Authority: 21

Social Media Statistics:

I have a highly engaged and organic following across a variety of different social media platforms and a decent social media presence that continues to grow rapidly. All statistics listed below are current as of **May 2021**.

- Twitter Followers: 4,350+
- Facebook Followers: 102+
- Instagram Followers: 613+
- Pinterest Views (monthly): 216+
- Pinterest Followers: 376+
- YouTube Followers: 18+
- YouTube Views: 767+

Partnership Opportunities:

Advertising/Sponsored Posts:

I offer a variety of options ranging from sponsored social media promotion, to native advertising–style sponsored posts. I am happy to discuss your specific needs for a short-term or long-term partnership, if interested. Rates available upon request.

Press and Social Media Trips:

I started this website because I love to travel and learn about the destination culture while supporting destination economies and small business owners. Depending on the trip value, I am open to both paid and in-kind press trip partnerships that focus on cultural immersion, outdoor adventure, nature/wildlife tours, and discovery of local products and services.

Coordinated Blogger Campaigns:

I am open to participating in blogger campaigns. I am personally connected to thousands of professional travel bloggers and have connections in almost every travel niche, geographical region, and audience demographic. I am thus well-placed to coordinate with other travel bloggers and travel influencers of various niches.

Product Reviews:

I review a variety of travel-related products and services on my website and am open to accepting sponsored reviews should you have a product or service you would like featured. Such reviews generally include links back to your website along with appropriate images, and will be promoted across my social media accounts. All posts remain in my archives.

Please note that I am committed to being upfront and transparent regarding sponsored reviews, and as always, reserve the right to write honestly about your product or service.

Contests/Giveaways:

If you would like to shed more attention on a particular travel product, running a competition is a good way to attract additional exposure for your brand. When you sponsor a prize, I will ensure that you receive the maximum exposure across all mediums and will tailor the campaign to your goals (e.g., additional visits to your website or increased social media following).

Consulting Work—Freelance Content:

I would be happy to provide my freelance services to you as a content writer. I have an extensive writing background and would be happy to provide you with a C.V. for further information on my experience.

To get in touch about a possible collaboration, write to: thetravellingsociologist@gmail.com