

The background features a repeating chevron pattern. The top half consists of light blue chevrons pointing downwards, while the bottom half consists of purple chevrons pointing upwards. The text is centered within a white rectangular area.

Scribble, Snap, Travel

A tale of a dreamer off to see the world

M e d i a K i t



HELLO!

I'M ANDREA

*The scribble and the snap of the
equation*

w w w . s c r i b b l e s n a p t r a v e l . c o m

WELCOME

Hello! From a very young age I knew that I wasn't suited for office life (I can't wear my pyjamas there, for one!) so I set out to build a career around my lifestyle instead of the other way around. After living and working as a journalist in **snazzy Dubai** for seven years, I now travel the world while blogging about it and working on my freelance journalism projects – I've written for the likes of **Time Out**, **BBC Good Food** and many others!

Thank you for your interest in my blog and work - here's **the story** behind the little online space that I've grown to love.



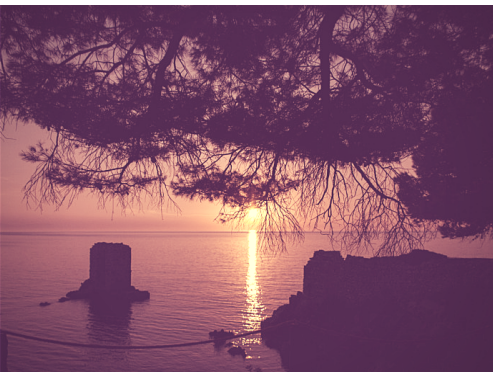
The Blog's Story

In 2014 my then partner and I set out to see the world (we sold all our things, told the parents, yada, yada, yada), so we started this blog in order for me to write about our experiences (the scribble) and him to photograph all the amazing things we saw (the snap – clever, eh?). Fast-forward to 2015, however, and our relationship unexpectedly unravelled in an instant, so I was faced with a choice – let the blog die, or continue solo.

Doesn't take a genius to figure out what I chose.

I don't give up on the things that I **love**, which is why this little online space is still alive and very well. I'm the kind of person who loves life and I focus my energy on the present moment. I never give up, hence why I wanted to continue working on the blog – **life goes on**, and I want to show people how life changes can be very positive.

As such, the blog focuses a lot on the **transformative power of travel**, so you'll find many reflective posts, as well as a focus on well-being, food (the answer to all of life's ills!), culture, local life and digital nomadism.



My Writing Style

Think less listicles and more longer narratives. I like to share my travel experiences **through storytelling**, so I'm not aiming for the 'quick fix' type of audience. My posts are very often deeply personal and are usually the kind you can read over a cup of coffee (or a Cosmo!).

I write about:

Life on the road

Local life and food

Both the good and the bad side of travel

Well-being

The transformative power of travel

My Readers

My readers are well-read and love to travel frequently and responsibly. They're interested in unique destinations as well as old favourites. The majority live in the US, UK and Singapore.





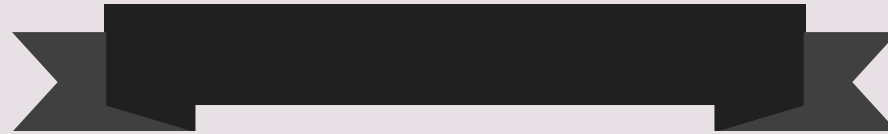
My Travel Style

In 2010 Emirates upgraded me to Business on a flight from Bangkok to Dubai. Boy, what a tease – the unlimited Champagne! The chair that turns into a bed! The lack of screaming toddlers!

Unfortunately, I cannot afford to travel this way, but I won't say I'm a budget backpacker, either. I'm the type of traveller who is always looking for bargain flights, but who isn't afraid to **splash out** a little bit extra for a nice room or on a gourmet meal. So I'm price conscious – with a touch of luxury (Dubai spoilt me!).

What I enjoy the most when I travel is experiencing **life with locals** – I feel that's how you get to know a place better, so I look to connect with people living in the destinations I visit as much as I can.

The Numbers



AS OF OCTOBER 2015

Social Media

- Twitter followers: **1600+**
- Instagram followers: **565+**
- Facebook likes: **1080+**
- Klout score: **64**

I have a relatively small but fully engaged following, as evidenced by my **Klout score**. I love the community that's developing as the blog grows, and my aim is to continue to let this expand organically.

I like to engage my readers by encouraging them to comment on my posts and by making my blog posts both personal and relatable.

Google Analytics

- Page views per month: **3000+**
- Average page views over the past three months: **12000+**
- Unique users per month: **1800+**

Why Work With Me?

I'm a professional journalist. I've been writing for newspapers and magazines for more than eight years. My blog posts and work style reflect this professionalism.

I'm an entrepreneur. I've been running my own successful copywriting business for the last three years.

I'm enthusiastic and hard-working. I always deliver what I promise and my passion for travel drives everything that I do.

Testimonials

"I am in awe of your writing, the places you have visited and the perseverance to carry on with what you do so well." - **Sue Flint, UK**

"I love your writing and I look forward to reading your first novel as a published author (with a glass of real Champagne!)." - **Caroline Apollon, Canada**

"What a beautiful story, post, and pictures. I especially love that snap of Casa Battlo. Positively gorgeous. I just found your blog, but I will surely be sticking around for a while." - **Amanda, US**

Let's Work Together

Scribble, Snap, Travel is **ad-free** and I intend to keep it that way; I also do not accept sponsored posts. My primary aim for the site is to share my travel stories with my community and inspire them to travel more through my experiences.

That being said, I am open to press trips that I think would be of interest to my readers and that fit the style of the blog.

As an experienced copywriter and freelance journalist/travel writer, I'm also open to working with companies and publications on a project-by-project basis.

Dream Travel Destinations:

- 1. Japan**
- 2. Cuba**
- 3. Italy**
- 4. Argentina**





Let's Talk

I'd love to hear from you and discuss the possible ways in which we can work together. Get in touch!

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