

# Small Town Washington & Beyond Media Kit

"Dream big, travel small."

Lara Dunning

## Who Is Small Town Washington & Beyond?

I am Lara Dunning, a small town enthusiast, and freelance writer who lives in a small seaside town in Washington State.

I'm passionate about exploring small towns and discovering their history, culture, recreation, and foodie stops. I combine personal experience, writing, and photography to showcase what is special and travel-worthy about a destination. My ultimate goal is to inspire others to "dream big, travel small."



[smalltownwashington.com](http://smalltownwashington.com)

# Benefits to Working with Small Town Washington & Beyond

**Experience** - I have a Master of Fine Arts in Creative Writing and have been an active professional freelance writer for over five years. My experiences and working relationships have allowed me to gain insights into strategies for working with tourism and media professionals and how to create long-lasting and beneficial relationships.

My work has been published in print and online destinations, travel sites, and destinations, such as Bainbridge Island Magazine, Experience Anacortes, Family Vacation Critic, Go Whidbey Camano Islands, Northwest Travel & Life Magazine, Meeting News Northwest, RealFoodTraveler.com, Travel Life Magazine, and WanderWithWonder.com.

**Quality** - I take pride in producing high-quality photographs and writing to promote your brand or small town destination.

**Influence** - In just a year, I have gained an internet presence for Small Town Washington & Beyond of 8,500-10,000+ pageviews per month with regular interaction from other travelers, as well as significant interaction with thousands of followers on my Instagram, Twitter, Pinterest, and Facebook.

**Professionalism** - I have worked with tourism and visitors bureaus, marketing firms, travel industry businesses, and small town businesses, and have established long-lasting relationships. I approach campaigns with integrity, enthusiasm, and honesty to inspire readers to "dream big, travel small."

I am a member of the International Food, Wine & Travel Writers Association, the North American Travel Journalists Association, and the Society of American Travel Writers.

## Who I've Worked With



## Opportunities

- Press, FAM, and hosted trips
- Brand partnerships
- Sponsored articles
- Brand ambassadorships
- Hotel reviews
- Tour reviews
- Product reviews
- Pet-friendly reviews
- Giveaways
- Customized social media images
- Consulting



## My Stats

- 10,000+ website pageviews per month
- Facebook 2499+
- Twitter @SmallTownWa 2407+
- Twitter @LaraDunning 4098+
- Instagram 13.5+
- Pinterest 1505+/ 100,000+ avg monthly views
- TripAdvisor Contributor Level 4



# What I Can Offer

**Targeted blog articles** with honest and personal reviews of the destination, tours, activities, dining, and accommodations.

**Copy for print and web**, long and short form.

**Real-time and scheduled social media coverage** on Instagram, Twitter, Pinterest, and Facebook.

**Consulting** on how to approach and vet travel writers and bloggers, outline expectations for businesses and writers, and strategize a media engagement plan.

**Advertisements** on the website.

**Product giveaways** to promote a destination or small town business.

**Use of photography and promotional material** by arrangement.

## Advertising Rates

**Sponsored stories:** \$500

**Ad inside post (vertical banner or square):** \$75

**Right Vertical banner:** \$50 (120X240)

**Right sidebars square:** \$50 (250X250)

**Right sidebar rectangle:** \$50 (180 X 150)



## **Want to Work with Me?**

**Send me an email:** [smalltownwa@gmail.com](mailto:smalltownwa@gmail.com)



## **Follow Me At**

**Facebook:** <https://www.facebook.com/smalltownwashington>

**Twitter:** <https://twitter.com/SmallTownWA>

**Twitter:** <https://twitter.com/LaraDunning>

**Instagram:** <https://www.instagram.com/smalltownwa/>

**Pinterest:** <https://www.pinterest.com/smalltownwashington>

**[smalltownwashington.com](http://smalltownwashington.com)**