

Small Town Washington & Beyond Media Kit 2017

"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

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 *Bainbridge Island Magazine*, *Experience Anacortes*, *Northwest Travel & Life Magazine*, *Three Sheets Northwest*, *RealFoodTraveler.com*, *Whidbey Life Magazine*, *WanderWithWonder.com*, and *WaggonerGuide.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 4,000-5,000+ 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, 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



smalltownwashington.com

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

- 4,000-5,000+ website pageviews per month
- Facebook 1520+
- Twitter @SmallTownWa 1593+
- Twitter @LaraDunning 3341+
- Instagram 2981+
- Pinterest 762+
- TripAdvisor Contributor Level 4



What I Can Offer

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

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.



Want to Work with Me?

Send me an email: smalltownwa@gmail.com

Or, connect with me on:

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

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

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

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