

# 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 of 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*, *Family Vacation Critic*, *WhidbeyCamanoIslands.com*, *Northwest Travel & Life Magazine*, *Meeting News Northwest*, *RealFoodTraveler.com*, *Travel Life Magazine*, *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 7,500+ 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**

Experience Anacortes	Central Washington Color	Village Green Resort &
Whidbey Camano Islands	Long Beach Peninsula	Gardens
Visit Kitsap Peninsula	Lynden Chamber	The Jefferson
The Cascade Loop	Love La Conner	The King and Prince Resort
Gig Harbor	Snohomish County Tourism	Casa Marina Hotel
Visit San Juan Islands	Eugene Cascades Coast	Zeta Brewing
Yakima Valley	Wabash County	Ireland's Blue Book
Be in Bellingham	Minne-Roadtrip	Parknasilla Resort & Spa
Enjoy Port Townsend	Visit Kinston	Butler Arms Hotel
Wenatchee Valley	Pass2Greece	and more...

Visit Seattle

Visit Skagit

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## 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

- 7,500+ website pageviews per month
- Facebook 1979+
- Twitter @SmallTownWa 2127+
- Twitter @LaraDunning 3874+
- Instagram 10k+
- Pinterest 1412+
- TripAdvisor Contributor Level 5



## **What I Can Offer**

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

**Content** for websites, blogs, itineraries, and newsletters.

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

**Sponsored** posts or branding of a destination, tour, activity, dining or accommodation.

**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.

**Advertising** on Small Town Washington & Beyond.

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



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

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

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