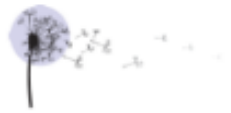


MEDIA KIT

Life in Abruzzo

All about Abruzzo food & travel in a cherry-picked fashion



midlifemum.me

ITALY AND THE UK EXPLORED VIA TRAVEL, FOOD AND FOLKLORE

COMBINED TRAFFIC, SOCIAL MEDIA & NEWSLETTER ACTIVITY

- 4,300 unique visitors per month | 27,000 page views *source Google Analytics Oct 2015*
- 3450 Facebook Followers | 3900 Twitter
- 678 Newsletter Subscription
- Readership predominantly female from the US between the ages of 25-55 years old

Life In Abruzzo, www.lifeinabruzzo.com: All about Abruzzo food & travel in a cherry-picked fashion, featuring a new category OverTheBorder in its Oct 2015 rebrand.

Mid Life Mum, www.midlifemum.me: Italy and the UK explored through travel, food and folklore.

Facebook – [LifeinAbruzzo](#) | [MidLifeMum](#) **Twitter** – [@LifeinAbruzzo](#) | [@MidLifeMumme](#)

Instagram – [LifeinAbruzzoItaly](#) | [MidLifeMumme](#) **Flickr group** – [groups/lifeinabruzzo](#)

Google + – [LifeinAbruzzo](#) | [MidLifeMumme](#) | **Linkedin Group** – [LifeinAbruzzo](#)

BLOGGER



[Sam Dunham](#) is a freelance web content manager & copywriter who splits her time between the UK and Italy. Past lives saw her study in Firenze after which she taught History of Art & EFL and lived in Barcelona & the Bahamas.

A travel, culture and food minded blogger, she is co-founder to Abruzzo's 1st food & travel bloggers weekend, [Let's Blog Abruzzo](#) and co-founder of the [Abruzzo Blogger Community](#). Her passionate knowledge of Abruzzo has been regularly used by [The Guardian](#), the BBC's '[Escape to the Continent](#)' and Channel 4's '[Place in the Sun](#)'.

She was the recent winner of the Salviato l'Orso Blog Award for her post, [Italian Charm Masters 'Cani di Quartiere'](#) and her blog tour participation includes : Aeolian Islands, hosted Mirabilia and TBD-Italy, 10-15 Oct 2015 | Amazing Ciociaria, hosted by Unindustria & TBDItaly | Sei Blogger a Borgo Lucignanello, Tuscany, 29-20 March 2014 Italy Traveller | Trans-Siberian Italia, 14 April 2013 by Transita& Paesaggi d'Abruzzo

MEDIA OPPORTUNITIES

- *Advertorial* - A search engine optimised post to highlight brand or product aimed at foodies, independent travellers & Italophiles, with promotion across social media & newsletter
- *Sponsorship* - Companies are invited to sponsor a 'category' to build brand awareness and increase traffic

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