



MEDIA KIT · 2026

The Travel Tinker

Real trips. Real advice. Real results for your brand.

10K+

Instagram
Followers

1,500+

Facebook
Followers

8+

Active
Platforms

thetraveltinker.com

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About The Travel Tinker

The Travel Tinker is a multi-platform travel brand built around one simple idea: real, useful travel advice from people who actually go. No fluff, no filler — just the kind of insider information that used to live in notebooks and WhatsApp groups, packaged up and published properly.

From budget backpacking routes across Southeast Asia to long-haul itineraries through Australia, Africa, and beyond, we cover the full spectrum of travel. Our audience trusts us because we tell them when something's overrated just as readily as when something's genuinely unmissable. That trust is the most valuable thing we can offer a brand partner.

As Seen On

Bored Panda	LA Weekly	& More
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What We Cover

- Long-haul destination guides (Australia, Asia, Americas, Africa)
- City itineraries and neighbourhood breakdowns
- Budget travel, cost breakdowns, and money-saving tips
- Bespoke travel planning and custom itineraries
- Hotels, hostels, and accommodation reviews
- Packing, planning tools, and travel resources

Our Reach & Audience

Our audience are engaged, intentional travellers — they're not just dreaming, they're actively planning. That makes every impression count.

10K+	1,500+	8+
Instagram Followers	Facebook Followers	Active Platforms

Platform Breakdown

Platform	Handle	Followers	Best For	Content Type
Instagram	@thetraveltinker_	10,000+	Visual branding	Posts, Reels, Stories
Facebook	TravelTinkering	1,500+	Community reach	Posts, Shares, Groups
Pinterest	thetraveltinker	Growing	SEO discovery	Pins, Boards, Ideas
TikTok	@thetraveltinker	Growing	Short-form video	Reels-style content
YouTube	@thetraveltinkers	Growing	Long-form	Vlogs, guides
X / Twitter	@TheTravelTinker	Active	Conversations	News, Tips, Threads

Audience Demographics

Age Range	Primary Location	Gender Split	Travel Style
25-44 (core)	UK, US, Australia	Majority female	Budget-Mid Range

Collaboration Opportunities

We work with brands, tourism boards, hotels, travel tech companies, and gear companies who want to reach an engaged travel audience. Every partnership is handled with editorial honesty — we only work with products and places we'd genuinely recommend.

Partnership Type	What's Included	GBP	USD	EUR
Sponsored Blog Post	SEO-optimised article, internal links, social promotion	From £300	From \$380	From €350
Instagram Post	Single feed post, caption, story shares, link in bio	From £200	From \$255	From €235
Instagram Reel	Short-form video, caption, story cross-post	From £250	From \$315	From €290
Instagram Stories	Set of 3-5 stories, swipe-up link, branded frame	From £100	From \$127	From €117
Social Media Package	Blog post + 2 IG posts + story set + Pinterest	From £600	From \$760	From €700
Destination Feature	Hub page update + multiple articles + social push	POA	POA	POA
Product Review	Honest review article, social post, affiliate setup	From £150	From \$190	From €175
Newsletter Feature	Dedicated mention or banner in email newsletter	From £75	From \$95	From €87
Bespoke Package	Custom scope — let's talk about what works for you	POA	POA	POA

* All rates are starting prices. Final pricing depends on usage rights, exclusivity, timeline, and campaign scope. POA = Price on Application. Rates shown in GBP, USD, and EUR. Gifted collaborations considered for the right fit — especially accommodation and experiences.

Why Work With Us

Engaged, Not Just Big	Our audience actively uses our content to plan real trips. They're not scrolling past — they're bookmarking, sharing, and clicking through. An engaged audience converts better than a passive one.
SEO-Driven Content	Sponsored blog posts aren't just social noise — they live on Google. We write content that ranks, which means your brand gets ongoing visibility long after the campaign ends.
Multi-Platform Amplification	Every collaboration gets pushed across Instagram, Facebook, Pinterest, and more. You're not buying one post — you're getting a full content ecosystem around your brand.
Editorial Integrity	We only partner with brands we'd genuinely recommend. That might sound like it limits us — but it's exactly why our audience trusts our recommendations enough to act on them.
Fast, Professional Turnaround	We treat brand partnerships like what they are: a professional service. Clear timelines, proofs before publishing, and regular communication throughout.
Growing Fast	We're a young brand with serious momentum. Getting in early means better rates, first-mover advantage, and a relationship that grows as our audience does.

Get In Touch

Ready to collaborate?	Email us at info@thetraveltinker.com or fill in the form at thetraveltinker.com/work-with-us . We aim to respond within 48 hours.
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Instagram	Facebook	Pinterest	TikTok	YouTube
@thetraveltinker_	TravelTinkering	thetraveltinker	@thetraveltinker	@thetraveltinkers

All partnerships are subject to editorial review. The Travel Tinker reserves the right to decline collaborations that do not align with our editorial standards. Full FTC/ASA disclosure on all sponsored content.