

WE'RE GOING ON AN ADVENTURE

a family lifestyle and travel blog

COLETTE BURGESS



With something of a penchant for navy stripes and commonly found rocking a red lip, I am blogging and vlogging my way through parenthood with the help of my ever patient husband, Dave. My award-winning website was started in 2012 as a way of recording family memories and soon became a full time career (or should that be obsession?) sharing family days out or sharing honest reviews and practical travel tips to help other families make the most of their time together. I can occasionally be found in a primary classroom "keeping my hand in" on supply, but these days I'm far more likely to be planning our next adventure or navigating life with three teenagers.

40K

PAGE VIEWS

Average monthly page views

25.5K

UNIQUE USERS

Average unique visitors to site
each month

18.5K

IG FOLLOWERS

Average interaction 1.2% vs followers
Average interaction 15% vs impressions

Who we are

WE'RE GOING ON
AN ADVENTURE

We're going on an adventure is an award winning family lifestyle and travel blog written by me, Colette Burgess. The site features myself and Dave along with our three children (Ben, Chloe and Amy) who are now teens and our boxer (Poppy). The site covers a range of topics including holidays, days out festivals, theatre trips and product reviews as well as discussion and personal posts about family life.

WWW.GOINGONANADVENTURE.CO.UK

AWARDS & RANKINGS

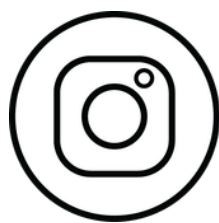
Since winning an award for "Best Pre-School Blog" in 2015, We're going on an adventure has been named a finalist in a number of local and national awards for both blogging and vlogging - most recently in the 2020 MADS for "Favourite Family Lifestyle Influencer".



THE NUMBERS



5911+ FOLLOWERS



18.5K+ FOLLOWERS



**2883
SUBSCRIBERS**

86% women
91% UK
25% age 45 - 54yrs
39% age 35 - 44 yrs
5868 Av. post reach

78% women
63% UK
16% age 25 - 34yrs
40% age 35 - 44 yrs
28% age 45 - 54 yrs



**5K
MONTHLY VIEWS**

WEBSITE AUDIENCE

We're going on an adventure's audience is predominantly female (60%). aged between 25 and 44 (57%) and UK based (89%),

BRAND COLLABORATIONS

I have over a decade of experience of working with brands creating content for my own blog, youtube or social channels or creating content for brands to use on their own channels.. I'm always open to discussing ways in which we can work with brands to create great content that feels relevant to our family and our audience. Whether it is sticking closely to a brief or working with more of a free rein, I enjoy creating content which reflects our family and brings value to our audience.

CLICK ON THE LOGOS TO SEE EXAMPLES OF OUR WORK



ORIGINAL HYBRID FOOTWEAR



EST 1884

