

Media Kit

TCAPTURED TRAVEL MEDIA

WEBSITES

CONSULTING

PUBLIC
RELATIONS

CONTENT

Captured Travel Media was founded by Kate Webster, a travel journalist and editor with more than 16 years' experience in the travel industry.

As more people travel, our media grows stronger and stronger every day. Captured Travel Media is unique in today's advertising environment, not only because of the increasing consumer numbers, but because we have a deep understanding and knowledge of who is travelling, as well as where and when.

Our media is always positive, engaging and inspiring.

We have assembled a talented group of media professionals- journalists, travel bloggers, photographers, videographers, web designers, marketers and social media experts- with extensive experience in both the print and digital media realms.

Unlike copywriters at traditional agencies, our hand-picked creative talents are true Travel Experts. Their specialized niches range from adventure travel and culinary travel to cultural travel, family travel and more. Most have active freelance outlets in addition to their influential blogs. All of them have engaged followers and an ability to use storytelling to inspire readers.

PUBLICATIONS UNDER CAPTURED TRAVEL MEDIA

WWW.CAPTUREDTRAVELMEDIA.COM

CAPTURED TRAVEL - WWW.CAPTUREDTRAVEL.COM

Captured Travel is a consumer online publication that inspires travel through destination information, travel tips, reviews and features. Readers are kept up to date with recent news. There is also a monthly e-newsletter that goes out to over 3400 subscribers. Coverage includes but not limited to : Flight Reviews / Hotel Reviews / Tour Reviews / News / Destination Features



GLOBAL SURF SOUNDS - WWW.GLOBALSURFSOUNDS.COM

Global Surf Sounds focuses on Surfing, Travel and Music around the world, with engaging and informative features, news, reviews, product information and a blog. The online publication has a strong social media presence and readership that is growing daily. There is also a monthly e-newsletter that goes out to over 9000 subscribers.



TRAVELLING SOLO - WWW.TRAVELINGSOLO.COM.AU

Travelling Solo audience are any travellers who go travel solo. The online publication includes informative features, news, reviews, product information and solo travel deals. It has a strong social media presence and readership that is growing daily as well as an e-newsletter that goes out to over 3000 subscribers.



WHERE WILD THINGS ROAM - WWW.WHEREWILDTHINGSROAM.COM

Where Wild Things Roam is a website for all things adventure travel. From outdoors activities to on top and under the water, if you are an adventure travel enthusiast, then this is the website for you. It includes features, news, reviews, product information and adventure travel deals. It has a strong growing social media presence and readership that is growing daily.



AFRICA ENCOMPASSED - WWW.AFRICAENCOMPASSED.COM

Africa Encompassed brings you travel inspiration for the amazing continent that is Africa. A collection of articles ranging from updates from the bush, safari stories, travel tips and advice, conservation matters, industry gossip and insightful news and reviews about travel throughout Africa. You will be inspired, informed and prepared for your next African adventure.



CLIENTS

Captured Travel Media has worked with a number of clients, brands and businesses, including:

- WildArk
- Holidays For Couples
- SnowsBest – Winter Olympics
- Skyscanner
- Paradise Magazine
- Alliance Airlines Magazine
- Pacific Island Living Magazine
- Vanuatu Tourism
- Solomon Islands Tourism
- Fiji Tourism
- Samoa Tourism
- South Africa Tourism
- Kenya Tourism
- Uganda Tourism Board
- Nomad Africa Magazine
- Accor Hotel Group
- Anantara Hotels
- Singapore Tourism Board
- Lady Elliot Island
- Plaza Premium Group
- Mantra Hotels
- Wyndham Hotels
- Sheraton Hotels
- Scoot
- South African Airways
- Royal Brunei Airlines
- Brunei Tourism
- TigerAir
- Qantas
- Intrepid
- KarryOn
- Travel Weekly
- ETB News
- Travel Monitor

Featured in



SERVICES

Whether you are dabbling your toes in social media for the first time or simply don't have time to manage and monitor all your digital content (social media, website, email marketing, press releases etc), Captured Travel Media can help your business to sustain and maintain an impact online, helping to drive customers to your business while managing your digital brand.

Content creation

Email subscriber newsletters. Press releases. Printed brochures and flyers, Facebook ads. eBooks and course material. These are all things you know you should be doing to get the word out to your audience about your business, but there's so much! Let me take care of these tasks for you, so you can focus on doing what you do best. Kate can supply regular, engaging content written specifically to your target market.

Copy Writing

Effective creative copywriting is about providing your audience with the right information to make a positive purchase decision first time, every time. It's about capturing your business and product stories to encourage connection and investment. The right language is used to create a relationship with your audience, and they in turn use it to spread the word about you.

Editing & Copyediting

Have you already written your copy, but aren't sure if it makes sense or that all the commas are in the right places? I can be your second set of eyes to check for any spelling or grammatical errors and ensure your copy is doing you and your business justice. Need a little extra input? I can also make creative and concise copyediting suggestions for your words to ensure your message is on point.

Social media

Monitoring and managing social media content, updates and comments. Kate will adopt 'the voice' of your brand on social media platforms that you're active on. Don't know what to do with your Facebook page? Unsure how to use Instagram to your advantage? Kate can help you get started and build your social media presence.

Press relations

Dealing with the press can be confusing at best, downright intimidating at worst. Perhaps you want to know how to get media coverage in print and digital publications for your business? Kate understands the media industry and is well connected to those who can drive your message. She knows how to utilise media interest to generate editorial coverage. Use her skills to manage your brand's reputation in the public arena.

Communications Manager

Collate all the above tasks under one umbrella and you've got yourself a Communications Manager. Engage Kate in this capacity to manage your social media, website content, blog posts and press relations. She's available for short or long term projects.

Digital images

The web is a visual beast that requires images with impact. Kate Webster has a vast portfolio of images captured across the globe which can be utilised to accompany travel articles or on social media.

Email kate@capturedtravel.com to discuss your project and rates