

Get In the Hot Spot Mini Media Kit



Why work with Annabel Candy?

- Created travel, wellbeing and lifestyle blog [Get In the Hot Spot](#) in 2009. It now has 500+ posts and 7,000+ comments.
- Runs blog and/or social media campaigns;
- Has worked with brands in a range of industries including finance, insurance, food and beverage, wellbeing and travel.
- Experienced writer with a background in journalism and 20 years' copywriting experience.
- Travel marketing professional at [Mucho](#), with an MA in Design for Interactive Media and an unparalleled understanding of Internet marketing, SEO and reputation marketing.
- Popular, trusted and respected member of the Australian and global travel industry, with a proven track record for creating engaging content and building an engaged community.

Travel Blogging and Marketing Highlights

- Best Digital Contribution 2014, Finalist – Australian Society of Travel Writers
- Best Inspirational Travel Blog 2014 – HotelClub
- Work with brands like Coty, Coca-Cola, Flight Centre, Holiday Inn, InsureandGo, Japan Tourism, Tourism NT, Good2Go Insurance, HiFX Currency Exchange, the Commonwealth Bank, Gold Coast Tourism, Visit Fraser Coast, the Zimbabwe Tourism Authority and the Canadian Tourism Commission;
- Speaking at events like Walkleys Media Conference, Social Media Tourism Symposium, Digital Parents Conference and Sanganai Travel and Tourism Fair in Zimbabwe;
- Created Successful Blogging in 2010 and sold it in 2014 to a US investor.
- [Star Traveller for Hooroo](#) and blog writer for Sunshine Coast Destination Limited.
- Travel writing in print in Australian Traveller, Escape (Sydney Sunday Telegraph) and Senior Traveller.
- Filming the Catalunya Experience travel show with TV3 and a 12 person production team in Spain.

Network Statistics for Annabel Candy

Blog	Monthly Readers*	Page Views/Month	Social Network***	Subscribers** *
Get In the Hot Spot	8,300+	11,400+	24,000+	1,000+

*Google Analytics: monthly average of unique visits for January, February and March 2015.

** Email subscribers.

*** Combined followers on Twitter, Facebook, Google+, LinkedIn, Pinterest and Instagram.

Reader Demographics for Get In the Hot Spot

Get In the Hot Spot is a travel, wellbeing and lifestyle blog to inspire women aged 40+ to be more adventurous, have more fun and feel fabulous. Readers are mainly professional, well-educated and well-heeled women aged 25-55 (according to Alexa). They're a highly engaged audience with 7,000+ comments on around 500 blog posts to date. Get In the Hot Spot currently ranks 37th globally in the Invesp Top 150 General Travel Blogs worldwide listing [here](#) and 1st in the [Top 100 Australian travel blogs](#).

How can I help your brand?

I can work either on specific marketing campaigns or by forming a long-term alliance and becoming a content producer, brand ambassador or spokesperson. As a trusted, genuinely influential and highly respected blogger, my endorsement carries weight, creates excitement and adds credibility. Being featured on Get In the Hot Spot and my social media outposts is an excellent lead tool to build traffic to your website, blog or Facebook page.

I work only with a limited number of brands who I personally recommend and who fit with my readers' values and needs. I will create a unique campaign to suit your needs and budget. Better yet, because I don't work with an advertising agency, you don't pay over-inflated blog agency fees and you get immediate access to me.

To find out more about how I can help you or to request a full media kit please contact me now.

Contact Annabel Candy I [Annabel@ GetIntheHotSpot.com](mailto:Annabel@GetIntheHotSpot.com) I www.GetIntheHotSpot.com I Phone 0431739815