



A TALE OF TWO SISTERS:

BlondeBrunetteTravel is the collaboration of two sisters, Kay Dougherty (Blonde) and Anne Reilly (Brunette). They share a love of travel but often have (hilariously) different perspectives. This could be explained by Kay being a happy child free singleton who lived an urban life and climbed the ladder in corporate America for many years. Anne is married to a workaholic, raised 4 sons and taught Home-Ec in a rural school district. Kay got laid off in the recession and Anne's grown sons were all off leading their own lives. So Anne and Kay went off to see the world and they haven't stopped! Their antics, humor and willingness to try new experiences keep bringing their readers back for more.



Kay is a regular contributor to the Travel section of Coastal Breeze News which serves the wealthy retirement communities of Naples and Marco Island, Florida. Kay lives there year-round and Anne lives there as much of the year as she can sneak away from Pennsylvania.



20K +
Twitter
Followers



12K +
Facebook
Likes



3K +
Instagram
Followers



4K +
Pinterest
Followers

Demographics

Our followers are primarily home-owning (78%) college educated (49%) American Baby Boomers in households of \$84,000 per capita income. They are people who enjoy luxury travel combined with soft adventure and they are increasingly organizing multi-generational travel.

All social media stats are
as of Jan 2015



Our social media reach can be summarized by our Klout score of 70, meaning BlondeBrunette Travel is in the top 5% of media influencers in travel and leisure.

What does all of this mean for your business?

Well, two things: One, our partnership will be seen by a lot of people. Two, much more importantly than the first, this partnership is seen by specifically-targeted audiences. The difference between working with BlondeBrunette Travel and a traditional advertising outlet is that you're advertising to readers who are *looking* for your services. As Baby Boomers ourselves, we appeal to a niche readership of luxury and soft-adventure travel: An audience who is ready and waiting to be influenced.

PARTNERSHIPS



Some Companies
We've Worked With:



How can we work with *your business*?

- Freelance Travel Writing
- Sponsor A Post
- Interview Us For A Story
- Host Us On A Trip
- Giveaways for Trips or Products
- FAM Trips

DOWN TO BUSINESS

Educational Qualifications

Kay

B.S. - University of Pittsburgh
MBA - The Johns Hopkins University
Inbound Marketing Certified by Hubspot

Anne

BS - Pennsylvania State University
Certified school teacher in Pennsylvania

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