

MEDIA KIT

Adventitious Violet

CREATIVE LIVING + FOREIGN ADVENTURES

ABOUT ME

My name is Camila and I'm a 28-year-old Montreal-born and Scotland-based blogger and writer. I studied communications in college and then studied English and Theatre at the university and postgraduate level. My aim is to live a creative life and keep my horizons open. This means I love to learn and discover new things. I've travelled to four continent (as well as lived on two) and speak multiple languages. I am an aspiring photographer who loves reading and good food.



ABOUT THE BLOG

Adventitious Violet was officially launched in January 2015 and has grown exponentially since. My goal is to keep growing steadily.

I curate and write content on a weekly basis. As I am based in Scotland, my travel and living abroad tips are centred around the UK and Europe. I also love to share various other travel tips, restaurant, hotel and book reviews. I pride myself on offering honest opinions and reviews and producing high-quality content accompanied with beautiful, tailored photos.

While my numbers are still on the lower end, I have a high level of engagement, with 40% of returning visitors and an average of 15 comments per post.



244



375



1,068



441



100

WORK WITH ME

18,000+

UNIQUE USERS

4,000+

MONTHLY PAGEVIEWS

50,000+

TOTAL PAGEVIEWS

My readers are mostly female (82%) and aged 25-34 (47%). They are mostly bloggers and expats (or ex-expats). 40% of my audience lives in United States or Canada and 30% are located in the United Kingdom.

They are young millennial women who love to discover new useful, beautiful and inspirational things, live life creatively and explore the world. They gather experiences rather than material possessions. They love local and international travel, reading books, fashion and good food.



WHAT IS AVAILABLE?

- Sponsored & guest posts
- Sponsored social media posts
- Sidebar advertising
- Reviews & Interviews
- Giveaways

“

I CAN GUARANTEE YOU MY HONEST OPINION AS WELL AS ACCURATE AND CLEAR CONTENT THAT DOES YOUR PRODUCT OR SERVICE JUSTICE.

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If you have a small business or company based in Scotland, I offer advertisement and featured interviews on the blog. I have worked with Visit St Andrews and other tourist activities.

I also offer accurate and honest reviews of products, restaurants, hotels and other services. Depending on your needs, I can tailor my content from a social media mention or campaign to a sponsored post with or without links and photos, or guest post on your site. I review books through the platform NetGalley; however, I also offer interviews and featured book review. I have worked with brands such as Silver Tree Jewellery and Fitbit.

READY TO START COLLABORATING? GET IN TOUCH!

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