



## about the blog

Founded in 2008 and then re-imagined in 2018, TravelingInHeels.com is a multigenerational family travel, boomer travel & lifestyle blog created to inspire women (and grandparents) after 50 to explore, experience life and travel the world – with or without their families. Diana Rowe is the primary "voice" behind the blog,

## about diana rowe



An active member of Society of American Travel Writers, Diana Rowe is a Denver-based freelance writer, editor & photographer with more than 20 years of experience. Her article have been published in multiple online and print publications over the years including BBC Travel, Global Traveler, Dallas Morning News, American Cowboy, Corporate & Incentive Travel, USAToday, 10Best, Gayot, American Iron Motorcycle, American Eagle's Latitudes, Volaris, TravelingMom.com, Hotel-Scoop.com, Away.com, TripAdvisor & More.

## social media

**TWITTER: 8,157 Followers**

**INSTAGRAM: 2,683 Followers**

**FACEBOOK: 2,992 Fans & Friends**

**PINTEREST: 85.9K Followers, 106.32K Monthly Views**

## website audience

**MOZ: PA 34 DA 31**

**MONTHLY PAGE VIEWS: 5,400+**

**UNIQUE MONTHLY VISITORS: 4,200+**

**SOCIAL MEDIA REACH: 120K+**

**DEMOGRAPHICS: 71% Female - 29% Male**

**AGES: 45+ 40.6% - 25-34 30.19% - 35-44 23.09%**

## services offered

- Brand Ambassadorships
- Sponsored Blog Content
- Press Trips
- Product Reviews
- Social Media Influencer
- Twitter Parties
- Freelance Writing
- Copy Editing
- Advertising



## brands collaborated

Thank you to the brands who have chosen us to collaborate with them over the years.

**Interested in Collaborating?**  
**Send an email to**  
**[travelinginheels1@gmail.com](mailto:travelinginheels1@gmail.com)**

## contact details

**Website / Email**

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