



# Wine Travelista

## Media Kit

Last Updated July 2023





# About Me

Hi, I'm Laura!

I'm a writer and the founder of Wine Travelista. I've traveled to **30 countries and half of the United States** with a focus on exploring popular and emerging wine regions.

I'm **Wine & Spirit Education Trust Level 3** certified with distinction and an **American Wine Expert**.

Prior to founding Wine Travelista, I earned my MBA with a concentration in marketing and spent 15 years in the marketing industry.

I've worked on everything from digital marketing to creative services to email marketing. Most recently, I held a senior leadership role in growth marketing for a FORTUNE 100 Best Company to Work For.

I know what it takes to engage an audience and create loyalty. And I'm passionate about sharing brands with my audience that I love.

# Wine Travelista

Wine Travelista is a website for wine lovers and foodies looking for new travel destinations, planning tips for visiting wine country, and food & wine pairings.

I share the best wineries in top U.S. and international wine regions. I also highlight well-rated wine tours and hotels in each destination. And the site includes curated recipes with recommendations for wine pairings.

My goal is to inspire my readers and help them discover new wines and destinations.

All content is written by me, and all photography is original.

## Popular Posts

[10 Best Wineries in Fredericksburg, TX](#)

[10 Best Seneca Lake Wineries](#)

[Brut vs. Extra Dry: Champagne Sweetness Levels Explained](#)

[7 Small Charcuterie Board Ideas](#)

# Website Audience

## Interests

- Traveling to wine regions
- Wine tasting at wineries
- Visiting wine and food destinations
- Learning about wines of the world
- Discovering new types of wine
- Pairing wine and food
- Cooking with wine
- Hosting wine-themed parties

## Demographics

### Age

- 21% between 35-44
- 20% between 45-54
- 19% between 55-64

### Gender

- 56% female / 44% male

### Top 3 Countries

- United States
- Canada
- United Kingdom

# Pinterest Audience

## Interests

- Food and drinks
- Travel
- Home décor
- Entertainment
- DIY and crafts
- Women's fashion
- Beauty
- Health

## Demographics

### Age

- 38% between 25-34
- 21% between 35-44
- 15% between 18-24

### Gender

- 83% female / 7% male

### Top 3 Countries

- United States
- Canada
- South Africa

# By the Numbers

## Website

1.4MM

Organic search impress. in last 30 days

28K

Pageviews in last 30 days

22K

Users in last 30 days

## Pinterest

92K

Impressions in last 30 days

40K

Total audience in last 30 days

3,300

Engagements in last 30 days

# *Let's Work Together*

I love partnering with like-minded companies that would interest my audience. Below are services I offer, but I am always open to hearing your ideas and specific goals.

SPONSORED BLOG POSTS  
PRESS & FAM TRIPS  
PINTEREST & INSTAGRAM CAMPAIGNS  
BRAND AMBASSADORSHIPS  
BANNER ADVERTISING  
PRODUCT REVIEWS & GIVEAWAYS

## *Brands I've Worked With*

### THE CALIFORNIA WINE CLUB

Wine club focusing on small family-owned wineries in California and beyond.

### WILDGRAIN

Artisan bread, pasta, and pastry home delivery boxes with clean ingredients.

# Get In Touch

If you're ready to talk about working together, get in touch by emailing  
[laura@winetravelista.com](mailto:laura@winetravelista.com).

## Other Ways We Can Connect



**Pinterest:** [www.pinterest.com/winetravelista](http://www.pinterest.com/winetravelista)



**Instagram:** [www.instagram.com/winetravelista](http://www.instagram.com/winetravelista)



**Facebook:** [www.facebook.com/winetravelista](http://www.facebook.com/winetravelista)



**LinkedIn:** [www.linkedin.com/in/lauraedanforth](http://www.linkedin.com/in/lauraedanforth)