



6.4K



5.4K



5.2K

EDITOR: JENNY LYNN



ABOUT PEAK DISTRICT KIDS

Peak District Kids is the go-to website for all families looking to explore the Peak District, whether they're a regular visitor, planning a first-time holiday, or a local looking for new ideas and events in the area. Whilst we share a lot of the attractions in the area, our main focus is sharing kid-friendly walks, bikes rides and accommodation, and encouraging families to get out responsibly in nature.

Established in Feb 2020, **Peak District Kids** is run by award-nominated blogger, travel writer, photographer and content creator, **Jenny Lynn**, who is based in the Peak District with her husband and two adventurous boys. Jenny is also the editor of the popular adventure family travel blog - **Travelynn Family** - and founded the **#mumsgohiking** hashtag to inspire mums to get out on a solo hike once a week to reconnect with themselves through nature.

Peak District Kids is proud to be a **Peak Partner**.

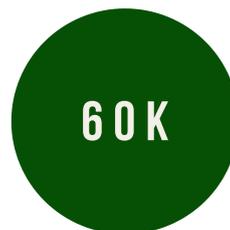
WEBSITE DEMOGRAPHICS

- 98% READERS FROM ENGLAND

INSTAGRAM DEMOGRAPHICS

- UK 97% | SHEFFIELD 14% | MANCHESTER 6%
- WOMEN 88% | MEN 12%
- PREDOMINANTLY AGED 25-44

**stats updated 28th April 2021*



WEBSITE PAGE
VIEWS PER
MONTH*

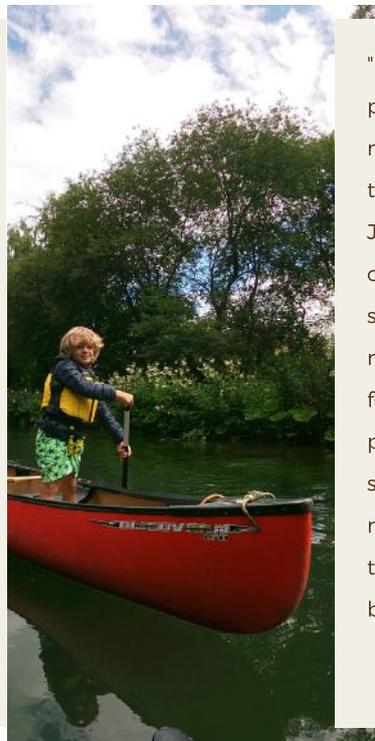


MOZ RANKING



"Thanks for this fantastic resource! I'm just heading home to Scotland after a two week camping staycation in the Peak District with my husband and three boys, and literally EVERYTHING we've done has been from this website. It's not an area we knew very well before our holiday, so it was so good to have a comprehensive list of activities that kids and adults would both enjoy. It was also brilliant having your recent, post-lockdown reviews and notes on which places had reopened and which hadn't, as we could have spent ages going to places that were closed otherwise."

Emily (Facebook Group member)



"I'm very impressed with the professional review and write up of my business - Peaks and Paddles - on the various social media platforms Jenny at Peak District Kids use. Also continued liking and sharing of my social media posts further promoting my business to their massive following. This has had a direct positive impact on bookings this season. I hope to continue this relationship in the future and expand to accommodate more family bookings next year."

Chris (Peaks and Paddles)

WHY WORK WITH US

Peak District Kids is a niche site and therefore all our followers have a keen interest in exploring the Peak District. If you are a Peak District accommodation or attraction, we can provide you with an audience who want to learn about you. And if you're an outdoor brand, we can provide you with an audience who share a love of the great outdoors and love hiking with their kids.

We have an engaged audience and build an honest and personal connection with our followers so they trust our opinions and recommendations. Our private **Peak District Kids Facebook Group** is our main social media channel. Here we support a conversation amongst parents to share their ideas, which promotes a wonderfully engaged group and gives our members a voice.

Some brands we've worked with are:

