



30K



20K



31K



4.5K

FOUNDER: JENNY LYNN



## ABOUT PEAK DISTRICT KIDS

**Peak District Kids** is the ultimate resource for families looking to explore the Peak District, whether they're first-time visitors, regular explorers, or locals searching for new adventures and events. With up to 250k monthly page views, our platform is dedicated to helping families discover the best kid-friendly walks, bike rides, and accommodations while encouraging responsible outdoor exploration.

Founded in February 2020, Peak District Kids is run by professional travel bloggers and content creators, Jenny and Jason Lynn, who are based in Bakewell with their two adventurous boys. As the husband-and-wife duo behind five other successful travel blogs, including the popular TraveLynn Family blog, they bring a wealth of experience in crafting engaging, family-focused travel content.

### WEBSITE DEMOGRAPHICS

- 98% READERS FROM ENGLAND

### INSTAGRAM DEMOGRAPHICS

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



WEBSITE PAGE  
VIEWS PER  
MONTH

\*APRIL 2025

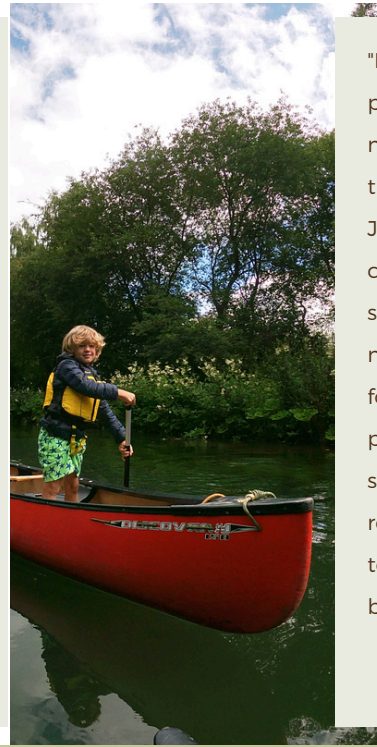
Every week, we receive heartfelt messages from our readers, thanking us for the inspiration and guidance our website provides. Knowing that our work not only helps families create lasting memories but also supports local businesses throughout the National Park is incredibly rewarding.





"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:

