

CASE STUDY: MACS ADVENTURE



Helen Ochyra and Robin McKelvie have been working with walking holiday company Macs Adventure since November 2013 and have undertaken trips to Gran Canaria (November 2013), La Gomera (February 2014), Tenerife (November 2014) and Morocco (January 2015).

Coverage secured to date is as follows:

Gran Canaria:

DPS Express Saturday magazine (also online)
Readership 1,073,000



800-word feature on Roughguides.com
Unique users 1,000,000 a month



4-page feature in Emirates Portfolio magazine
Readership 200,000



DPS Scotland on Sunday
Readership 121,000

2,000-word feature in Active Traveller magazine (also online)
Unique users 10,000 a month

Blog on www.thescottishtravelwriter.com
Unique users 2,000 a month

Twitter: @helenochyra, @robinmckelvie, @thehotelsguy
Total followers: 12,500



La Gomera:

DPS Express Saturday magazine (also online)
Readership 1,073,000



BBC Scotland radio (live from La Gomera)
Listeners: 1,400,000

DPS Scotland on Sunday
Readership 121,000



300-word article in The Scotsman
Readership 104,000


THE SCOTSMAN

Blog on www.helenochyra.com
Unique users 1,000 a month

Twitter: @helenochyra, @robinmckelvie, @thehotelsguy
Total followers: 12,500



Tenerife:

1500-word article in the Telegraph
Readership 1,743,000

The Telegraph

3 x 300-word articles in the Scotsman
Readership 104,000

Four-page article in Sunday Times Travel magazine
Readership 70,000

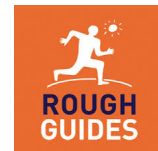


Twitter: @helenochyra, @robinmckelvie, @thehotelsguy
Total followers: 13,000

Morocco:

Four-page article in Sunday Times Travel magazine
Readership 70,000

800-word feature on Roughguides.com
Unique users 1,000,000 a month



Total audience reached to date is approximately: 8,338,000

TESTIMONIAL:

“Helen Ochyra and Robin McKelvie have been guests on three of our self-guided walking tours and we are delighted by the coverage to date. They have worked together to publish in a great mix of online and offline outlets, writing multiple articles tailored to each publication’s readers. The first articles appear quickly, and even months down the line more “bonus” articles appear which we’re thrilled to see! Working with Helen and Robin is always enjoyable and straightforward, they are so experienced and efficient, and each time we are confident they will deliver great value.”

- Frances McCann, Marketing Executive, Macs Adventure Limited

CONTACT:

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