



# ***Betsi's World***

Media Kit

## Travel is a Life Saver!

Connect your brand to over 96K frequent travelers, who want to make an impact wherever they go!

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## About Betsi's World

Betsi & Jim Hill know from personal experience: travel is a life saver. A **husband/wife team** of 28 years, they are a dynamic duo journeying together, by land, or by sea aboard their 34' catamaran, *Gypsea*, in search of adventure and always with the purpose to make a difference wherever they land.

**The mission** of Betsi's World is to help others realize the benefits of travel and provide a guide to assist them in navigating their journeys.

The Betsi's World team is **PR Friendly** and has worked with destinations throughout **Florida**, the **Bahamas**, the **Caribbean** and **Canada**. At each stop, they've published destination pieces covering lifestyle, history, culture and cuisine.

## About the Team

**Betsi & Jim Hill**, husband and wife of 28 years, along with their sidekick pup, Zach, are the traveling team at Betsi's World.

**Betsi is the founder and creative editor**, bringing her attention to detail to every piece they produce. Both in **freelancing** and **on the blog**, she crafts lifestyle, history, culture and cuisine content to thrill every adventurer's heart.

Betsi is also the **Director of Content for the Live Eco Style family**, including The Distillery Channel & Where to Play Golf. She is one of the personalities on the Links & Libations radio show & podcast. She is **Editor-in-Chief of Links & Libations, Excited Minds Media new digital magazine**.

**Jim is the media editor**, capturing the essence of a destination or experience through his **photography**. He also contributes **content on boating**, and travel hacks.

## Articles Have Been Published In:

- Lost Treasure Magazine
- America in World War II Magazine
- The Distillery Channel
- Main Street Fort Pierce Focus
- The Best of Life Magazine
- MilesGeek
- Confetti Travel Cafe

To access more clips, see [www.betsiworld.com/press-media](http://www.betsiworld.com/press-media)

## Audience

- 76.8% female
- 23.2% male
- Ages 20-60
- Residents of the United States
- Frequent Travelers



## Social Media Reach

With our aggressive, organic social media marketing strategy, Betsi's World has seen **exponential growth of 73%** over the last twelve months, with a reach that is over 300K and increasing monthly.

With **96,000+ followers** across all platforms, we serve an actively engaged audience.

## Professional Memberships

- North American Travel Journalists Association
- International Food, Wine and Travel Writers Association
- International Travel Writers Alliance
- International Travel Writers & Photographers Association
- Professional Travel Bloggers Association
- The Blog Connection

## Contact Info

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