



# ***Betsi's World***

Media Kit

## Travel is a Life Saver!

Connect your brand to over **93K frequent travelers**, who want to make an impact wherever they go!

[HELLOBETSI@GMAIL.COM](mailto:HELLOBETSI@GMAIL.COM)

[www.BetsiWorld.com](http://www.BetsiWorld.com) (757) 646 - 4073





## About Betsi's World

Betsi & Jim Hill know from personal experience: travel is a life saver. A **husband/wife team** of 29 years, they are a dynamic duo journeying together, by land, or by sea aboard their 34' catamaran, **SaltwaterGypsea**, 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, whether by land or by sea.

The Betsi's World team is **PR Friendly** and has worked with destinations throughout **the South, 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.

**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
- Main Street Fort Pierce Focus
- The Best of Life Magazine
- MilesGeek
- Confetti Travel Cafe
- [TheYums.com](http://TheYums.com)
- International Living
- Links & Libations

To access more clips, see <https://betsiworld.com/press-and-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** over the last twelve months, with a reach that is over **500K** and increasing monthly.

With **93,000+ followers** across all platforms, we serve an actively engaged audience. Pinterest is our largest traffic driver, with over **183,000 monthly viewers**. Twitter is our most engaged platform **with a reach of 518,000**.

## 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
- Northeast Florida Press Club
- Women's Food Alliance
- Worldwide Association of Female Professionals



## Contact Info



Betsi's Email:  
[hellobetsi@gmail.com](mailto:hellobetsi@gmail.com)

Jim's Email:  
[hellojimhill@gmail.com](mailto:hellojimhill@gmail.com)

Phone: (757) 646-4073