North East family Adventures

About the blog

North East Family Adventures is an extremely popular family blog and what's on guide, covering North East England, North Yorkshire and beyond. Since 2019, our blog and socials have become a trusted source of inspiration for families in search of the best ideas for days out, events and activities across our region.



About the blogger

ABOUT KELLY
Founder · Editor · Travel & Experience Lover
I'm Kelly, founder of North East Family Adventures and mum to three boys who have grown up alongside the brand.
What began as a place to share our family days out has grown into an established North East platform, inspiring our community to discover where to go, what to do, where to eat and experiences worth having across the North East and beyond.
As our family has grown, our adventures have too. Today I create content around days out with teens, food & drink, events, attractions, theatre, travel, short breaks and experiences for older families and grown-ups.
Alongside my own adventures, NEFA works with a small team of contributors, enabling us to cover experiences for a wider range of ages and audiences.
Great content. Real experiences. An audience looking for their next adventure.

Statistics

79k followers and an average of 5 million views per month

4679 followers
Organic reach of 55k

kelly@northeastfamilyadventures.com

Services offered

SERVICES OFFERED

From one-off features to multi-platform campaigns, North East Family Adventures offers flexible partnerships designed to showcase destinations, attractions, events and brands through engaging, authentic content.

SOCIAL MEDIA CAMPAIGNS

Creative campaigns across our established Facebook and growing Instagram communities, including Reels, video, Stories and social posts designed to inspire action and conversation.

ATTRACTION & EXPERIENCE REVIEWS

Engaging coverage of days out, attractions, events and experiences, with options for social media, website features and multi-platform campaigns.

TRAVEL & DESTINATION CAMPAIGNS

Hotels, short breaks, destinations and tourism campaigns brought to life through relatable storytelling, photography, video and useful travel content.

FOOD & HOSPITALITY

Restaurant visits, new openings, menus, afternoon teas, markets and hospitality experiences showcased through engaging social-first content.

EVENT PROMOTION

From theatre and festivals to seasonal events and family experiences, we offer promotional packages designed to put your event in front of an active North East audience looking for things to do.

BLOG & WEBSITE FEATURES

Evergreen, search-friendly articles and guides hosted on North East Family Adventures, with opportunities to include relevant links, booking information and supporting social promotion.

FREELANCE CONTENT CREATION & UGC

Need great content for your own channels? Kelly is available for freelance content creation, including short-form vertical video, Reels, photography, voiceovers, presenter-led content and UGC. No publication to the NEFA audience is required.

CONTENT PACKAGES & ASSET CREATION

Bespoke shoot days can provide businesses with a bank of high-quality photographs, raw vertical clips and edited videos to use across their own social and digital channels. Usage and licensing can be tailored to the campaign.

COMPETITIONS & GIVEAWAYS

Selected competitions and giveaways are available as part of wider campaigns where they are a good fit for the NEFA audience.

BESPOKE CAMPAIGNS

Have something different in mind? Packages can be tailored around your objectives, audience and budget.

From reaching our established North East community to creating content for your own channels, let's create something people want to watch, save, share — and experience for themselves.



Why you should work with us

We combine authentic storytelling, engaging content and an established North East audience to help businesses get noticed. With years of experience creating content that inspires people to visit, book and discover, we understand what our community wants to see — and how to turn great experiences into content people want to watch, share and save.

Real experiences. Trusted recommendations. Content that connects.

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Blog Info

Reaching millions of views across our digital platforms each month, North East Family Adventures connects brands with an established and highly engaged North East audience.

Our core audience is predominantly women aged 25–54, actively looking for inspiration on where to go, what to do, where to eat and what to experience next.

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www.northeastfamilyadventures.com