

Home and Horizon

Cutting costs, not corners, in travel & interiors



About Home and Horizon

Home and Horizon was created to inform and inspire those seeking affordable travel and thrifty interiors.

The site has an underlying theme of 'cutting costs, not corners', particularly for families, with a focus on getting exceptional value for money. Following trends in both travel and interiors, the site offers a go-to resource for new launches and the latest deals.

Typical articles in the travel section include 'How To Cut Costs On Summer Holidays', 'Thinking Of Taking A Multi Generational Trip? Read This First!' and 'Hand Luggage Allowances on EU Airlines'. The site also offers personal reviews on family holidays and city breaks, as well as travel hacks, tips and advice. Typical articles in the Interiors section include '5 Key Design Themes To Choose For Your New Home', 'Super Money-Saving Tips for Winter Interior Trends' and 'Open Plan Living: A Good Idea?'

Home and Horizon also offers an insight into gadgets/technology as well as light-hearted articles on Laurretta's personal experiences in her life, career, family and social circle.

Laurretta Wright

Laurretta lives in Bromley, Kent with her husband and two tweens – Luis (12) and Nadja (9).

By day she's the editor of a nationwide travel trade magazine and by night (and in her spare time) she's the content creator of Home and Horizon.

Laurretta originally started blogging as she was receiving great travel deals and offers through her job and, being thrifty by nature, wanted to spread the good word. So she developed the site which originally included a section called The Weekly Scoop (now 10 New Things), where she highlights what's new every week in travel and interiors.

When she's not busy working or blogging, Laurretta is an avid fan of gadgets and new technology. She also vlogs (sometimes in pyjamas) and has recently started taking on training and speaking opportunities, her latest being 'How To Successfully Pitch To Editors' at Traverse 17 for digital influencers.



Social Stats



@homeandhorizon

3,766



@LaurrettaCWright

2,725



@Laurretta Wright

1,318



@HomeandHorizon

310



@Home and Horizon

163

The Readers

Monthly Page Views

3,700

Monthly Unique Visitors

2,500

Average Age

34.5

Domain authority: 25

Newsletter subscribers: 182

“ These are fantastic tips!...I've pinned this post so I can keep coming back to it ”

Sarah.



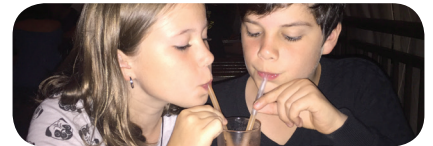
Affordable Travel

People are increasingly seeking value for money when it comes to their holidays, particularly families who are faced with inflated prices over the school holiday periods. Readers want the best their money can buy and delight in finding a special deal. Readers are mainly families with children and couples looking for weekend (often city) escapes.



Thrifty Interiors

Brits are paying more attention to their homes and surroundings fuelled by the popularity of TV programmes on home improvements. Readers follow trends in interiors, but seek cost-cutting alternatives, which can often be found online or on the High Street.



Lifestyle & Family

Followers of Home and Horizon enjoy magazine-style tips and advice – from 'Productivity Tips For Crazy Busy People' through to life hacks on maximising Bank Holidays, plus personal stories including dilemmas faced when raising tweens and 'mini rants'.



Blogging

Recognising that blogging has become hugely popular in recent years, this section of the site offers readers a monthly Linky with a prize, as well as regular interviews with bloggers (and vloggers), tips and tricks for bloggers plus an events and awards section.

Regular Features

Home and Horizon offers guidance on how to get the best deals when going away on holiday or making purchases for the home. There's also a fun and light-hearted element to the site, with posts on fun and topical subjects, particularly aimed at families.

Daily

Social media posting (Facebook, Twitter, Instagram)

Weekly

Pinterest Pins • Home and Horizon Newsletter • '10 New Things' Page & The Weekly Scoop vlog

Monthly

#SnappedUp Linky for bloggers with a prize • Freelance articles (Meet Other Mums' #BlogSquad and BritMums' Round-up Editor) • Competition Corner • My Blogging Month • In The Blog Seat

Annually

Seasonal posts – Easter, Father's Day/Mother's Day, summer holidays etc..

Ongoing

Vlogs on family days out, interiors, blogging, weekly deals and pyjama vlogs with the kids
• High Street & Supermarket collections.

Opportunities

I love working with brands and always aim to under-promise and over-deliver when collaborating – whether you're looking for a one-off shout out on social media through to a bespoke multi-post project.

As a trained, professional journalist with over 18 years experience, you're guaranteed good quality content – on time. I regularly work with brands that are relevant to Home and Horizon, mostly on reviews and sponsored posts.

If you'd like to discuss collaboration, please feel free to get in touch. I offer different package prices dependent on the content deliverables and I'm open to discussing a bespoke campaign.

Please note that blog posts remain on the site permanently and brands are able to view the post prior to publication if requested.

I always guarantee honest and impartial reviews on Home and Horizon, regardless of whether or not the product or service is sponsored.

“Lauretta was great to work with during our Spring 17 campaign. She was quick to reply to emails and we loved her final post and brilliant photography.”

Ellen, Debenhams.

“We worked with Lauretta to promote our Stay Play Explore short breaks to the UK family market. Following a familiarisation visit, the review was produced quickly, shared widely and nicely summarised the key strengths of the break for the intended family audience.”

Simon Gribbon,
Leicestershire Promotions

Brands I've previously worked with include...

Cox & Cox DEBENHAMS



Contact

I'd love to hear from you so feel free to get in touch!

Email: lauretta@homeandhorizon.co.uk

Other ways of working with Home and Horizon

Social media projects

Press trips & write-ups

Brand campaigns & bespoke campaigns

Commission me to edit or write for your publication

Other advertising (newsletter, side bars and banners)

Provision/sponsorship of competition prizes

A video review

Brand ambassador (products/services relating to interiors or travel)