

# gastrogays



GastroGays is a food & travel blog by freelance writers Patrick Hanlon & Russell Alford. Began in Dublin in 2013, GastroGays is now based in London and the content is personal-led food features and recipes, travel, interviews and round-ups whilst also a springboard & addition to our published portfolio across magazines, newspapers, TV and radio.

## SOCIAL MEDIA & BLOG STATISTICS



TWITTER

7.3K organic followers  
500K+ impressions per month  
Influential followers



INSTAGRAM

5K organic followers  
Influential followers



SNAPCHAT

Approx. 600 viewers & growing  
since Dec 2015



FACEBOOK

1.1K Likes  
15.5K Reach  
5.5K Engagement

BLOG MUUS  
4,000

MALE 45%  
FEMALE 55%



UK  
36%



IRELAND  
32%



AUS. & EU 20%  
US & CANADA 12%

## AS FEATURED IN...



The INDEPENDENT

THE IRISH TIMES



# CASE STUDIES

## Scandic

We worked with Nordic hotel chain **Scandic** to feature their *Scandic Anglais* location in Stockholm across our entire social media suite; published a standalone review on our blog; mentioned in a second post (a general guide to the city) and secured two pieces of international coverage with prominent mentions in **Independent Travel** and **GNI Magazine**



Both individual, highly established food brands in Ireland (and distinguished internationally) we have a close relationship with both as we, unpromoted, have been promoting and championing these brands across our socials, as well as in recipe posts, Instagram images and Snapchat stories.

## THE DEAN

HOTEL DUBLIN

We teamed up with **The Dean**; Dublin's newest hotel in 5 years, a designer boutique destination hotel in the heart of the city centre to help publicise them. Again, heavily featured on all our social channels on numerous occasions, a standalone review on our blog and secured coverage in a **BBC Good Food** guide to Dublin in March 2016

We pride ourselves as being different to many other bloggers when it comes to products. We curate what we're sent and try to feature in different ways, usually interpreting into original content like developing a recipe instead of simply placing a press release on our site. Our focus will always be on food and our integrity and control as writers and cooks.

## RECIPE DEVELOPMENT

Some examples include:

- *Chia Bia (Banana Bread)*
- *Champagne & Fromage (French 75 cocktail)*
- *Biscoff Spread (Speculoos Blondies)*
- *Tayto Crisps (Tayto Fillet Roll)*
- *Local London craft beers (Carbonnade de Beouf)*
- *Avonmore (Buttermilk Roast Chicken)*
- *Pamora Oil (Various)*

## LET'S WORK TOGETHER...

Food & Drink Brands | Hotels | Airlines | Travel PR | Bars & Restaurants | Tourism Boards | Food Boards | Food & Drink Authorities | Press Opportunities | PR Engagement

There's no limit on what we can provide or achieve, so whether it's sponsored content, press trips, takeovers or paid freelance work- we're open to working together in lots of ways as our profile continues to reach new and exciting heights

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