MEDIA KIT &
PARTNERSHIPS

WEE ADVENTURERS

Family days out Northern Ireland & beyond.



ABOUT WEE ADVENTURERS

Wee Adventurers was created from a love of exploring new places and making memories as a family.

Through real family experiences, engaging social media content and our dedicated website, we showcase everything from hidden gems and free adventures to family attractions, events and unforgettable days out.

Our aim is simple — to inspire more family adventures while helping brilliant places get discovered.

OUR AUDIENCE

Our community of over 80,000 followers is made up of parents and families looking for genuine inspiration and practical ideas for their next adventure.

Families turn to Wee Adventurers for relatable content, honest recommendations and useful information to help them plan days out with confidence.

OUR COMMUNITY & REACH

80K+ SOCIAL MEDIA COMMUNITY	**1.25M+** CONTENT VIEWS
63K+ ENGAGEMENT / INTERACTIONS	**230** INSTAGRAM LINK CLICKS

Latest 28-day performance across Facebook and Instagram.
Content views are not unique audience reach.

FACEBOOK
1M views
55,653 engagements

INSTAGRAM
250.2K views
7.5K interactions

MEDIA KIT &
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LET'S WORK TOGETHER



FAMILY VISIT — £200

PERFECT FOR A LOCAL VISIT OR PRODUCT EXPERIENCE

- Family visit to experience your venue
- One edited reel for Facebook & Instagram
- Story coverage on both platforms
- Honest review and recommendation
- Venue tags and relevant booking information

FULL COLLABORATION — £300

OUR MOST POPULAR PACKAGE FOR MAXIMUM EXPOSURE

- Everything included in the Family Visit package
- Full enhanced website listing for 12 months
- Dedicated editorial feature with photos and booking links
- Three additional content reshares across six months
- Ongoing support and engagement

WHY WORK WITH US?

ENGAGED AUDIENCE

Reaching parents across Northern Ireland and beyond

TRUSTED BY PARENTS

A reliable and family-focused platform

LONG TERM VISIBILITY

Content that keeps working for your venue

AUTHENTIC FAMILY CONTENT

Real experiences and honest recommendations







GET IN TOUCH
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LET'S CONNECT
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