



Media Kit and Rate Card 2018

# Fire & Tea's Mission

I keep travel as a constant necessity in my life, no matter how busy or stressful my daily life becomes.

Travel is a way to nourish the mind as well as the body, so it's important to discover new destinations, exciting experiences and delicious vegan gluten-free dishes along the way.

Fire & Tea is a destination where you can find the joy of vegan in your travels.

# Bio and Fun Facts

**Justine de Jonge's** childhood was crammed with long-weekend getaways, school holiday camping trips and rough journeys packed up in the back of a four-wheeled drive. Yet, unlike many Australians, I spent half of my life being pulled from one side of Australia to the other. I have **lived in three major capital cities, two gold-mining towns and one seaport**. You could say I was born to travel and write about it!

My travels have taken me across my home country and overseas totalling **17 countries and major destinations** so far - Australia, Canada, China, Egypt, Hong Kong, India, Indonesia, Japan, Jordan, Nepal, New Zealand, Singapore, Syria, Taiwan, Thailand, United States of America and Vietnam.

The name Fire & Tea was inspired by my early days of travel during my childhood. Many camping nights were spent tightly wrapped up in a blanket in front of an open fire while sipping endless cups of tea to keep warm. The **"fire"** represents my burning desire to keep travel in my life . The **"tea"** represents how **my favourite warm brew** can also bring us back to nature while bringing people together in an act of friendship while sharing conversation, culture and understanding. **Being a vegan traveller with Coeliac Disease** is an important part of this.

My **freelance travel writing and blogging has appeared in prominent publications both in Australia and overseas**. I am qualified with a **Bachelor of Science degree** specialising in Biology, Psychology and Sociology, a Diploma of Business (Marketing) and a Certificate of Freelance Travel Writing and Photography. I'm also a trained **Volunteer English Tutor** for AMES Australia that provides settlement services to newly arrived refugees and migrants. I also **love meditating, yoga, movies and music**.

# Fire & Tea: A snapshot

Fire & Tea is the home of travel writer and blogger Justine de Jonge.

From its humble beginnings as a hobby in 2011, Fire & Tea has grown to capture the attention of adventurous travellers in Australia and overseas.

Fire & Tea has also garnered attention from travel brands and travel publications, cementing Fire & Tea as one of Australia's top vegan travel blogs.

“Travel brings power and love back into your life.” – Jalāl ad-Dīn Muhammad Rūmī



# Key statistics

## Demographics

54.15% male audience

45.85% female audience

33.50% are 25 to 34 year olds

27.50% are 18 to 24 year olds

15.5% are 35 to 44 year olds

## Subscription list

39 subscribers

## Social networks

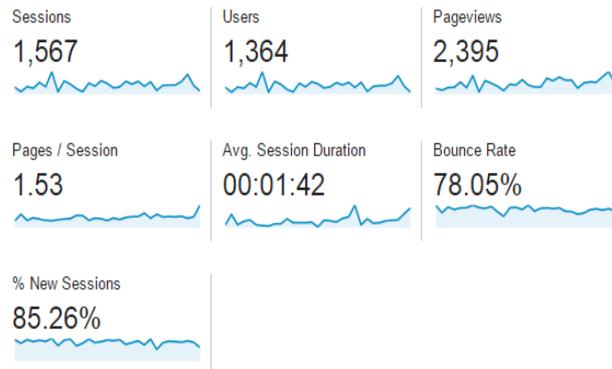
Facebook 240 likes

Twitter 928 followers

Google+ 404 followers

Pinterest 103 followers

Instagram 248 followers



Source: Google Analytics

# Collaborations and Freelance Appearances



# Testimonials

“Whileaway Guides were fortunate to have worked with Justine on one of our latest publications, [Geelong and Bellarine Peninsula region](#). From the initial briefing, Justine has been an absolute pleasure to work with and the ultimate professional. She understood our writing style and was able to deliver a fantastic piece of literary craftsmanship to whet the appetite of any season traveller. She has a great, unique style of writing and I would recommend her for any writing project in the future.”

Jess Grinter

Principal Explorer, Whileaway Guides



# Rate Card

## Sponsored Posts

Sponsor a blog post that's between 500 to 800 words. Includes at least one photo, link of your choice and sharing on Fire & Tea's social networking platforms. *\$200*

Including a giveaway *\$250*

## Freelance Writing and Blogging

Fire & Tea is available for freelance travel writing assignment including articles, newspaper pieces, interviews and product reviews. *Price on Application*

## Editing and Proofreading

Fire & Tea is also available for freelance editing and proofreading assignments for digital and print publications. *\$25 per hour*

## Virtual Assistant

Justine at Fire & Tea is available as a Virtual Assistant for tasks such as:

- Consider contacting me for your current project, or if you have a one-off task such as:
- Transcribing your audio files
- Assisting in organising your events
- Answering your phone calls
- Typing up your correspondence and meeting minutes
- Creating a database for your marketing needs
- Proofreading marketing collateral, writing newsletters and more *\$25 per hour*

*All prices are in Australian Dollars.*

# Terms and Conditions

- Content will commence once text, images and/or advertising are live on the Fire & Tea website.
- Content will remain live on the Fire & Tea blog indefinitely.
- Fire & Tea retains the right to decide on the topic and subsequent editorial ideas that form the basis of all posts and final content. All posts will not be subjected to pre-posting approval processes of the client/s.
- Fire & Tea retains the copyright to all text and images used in all posts. Editorial direction, views and opinions expressed are those of Fire & Tea. Reproduction of text and images in posts without the written consent of Fire & Tea is prohibited.
- Fire & Tea retains the right to write all text and choose images to appear in content and does not accept any text or images from external sources other than quotes and/or answers provided in any interview scenario. Fire & Tea has the final say on all editorial and visual display of, but not limited to, Fire & Tea posts.
- Fire & Tea retains the right to only use supporting images in posts from its own photo stock.
- Fire & Tea will take no responsibility for any errors appearing in text, quotes or advertising submitted by the client/s. This includes wrong information, spelling mistakes and/or grammatical errors. Fire & Tea will, however, endeavour to pick up any errors and notify the client/s immediately for clarification.
- Fire & Tea will provide all inclusions as outlined in the client/s quotation for the cost stipulated. All quotations must be accepted in writing via email by the client/s before any works proceed. The client/s must, upon acceptance of the quotation, stipulate the desired go-live date (Australian Eastern Standard Time) of posts and/or advertising. Fire & Tea will notify the client/s immediately should this date cannot be met for any unforeseen reason.
- The client/s will be invoiced upon posts and/or advertising going live. Payments to be made by direct deposit or Paypal within 14 days of receipt of invoice.
- Fire & Tea reserves the right to change pricing, policies or these terms and conditions at any time.

# Working with Fire & Tea

Bring your vegan business to the attention of a niche audience that yearns to explore the world and encounter unique travel experiences.

Working with Fire & Tea is a cost effective way to engage this audience at a grassroots level.

## For any media enquiries or quote requests:

Justine de Jonge at Fire & Tea

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p: +613 0421 492 814

## Download kit and bio pics from:

[https://www.dropbox.com/sh/0cfbd0irl456jsf/AAAyJYRzeCXI7FKT\\_Is8btMNa?dl=0](https://www.dropbox.com/sh/0cfbd0irl456jsf/AAAyJYRzeCXI7FKT_Is8btMNa?dl=0)

