

# Motorhoming.it – Media Kit

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## Logo & Branding



- Brand colours:
    - Navy #1B2A41
    - Teal #2E8B76
    - Amber #F4A261
    - Sage #DCE5DC
    - Off-White #FAFAF7
  - Fonts: *Lora* (headings), *Open Sans* (body)
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# About Motorhoming.it

Motorhoming.it is an independent UK-based hub for motorhome owners. Our mission is to make motorhoming **simpler, safer, and stress-free** with practical checklists, guides, and inspiration for UK travel.

We focus on:

-  Printable **checklists** (packing, setup, pre-departure, winterising).
-  Independent **guides** on clubs, campsites, and routes.
-  Jargon-free **tips** for everyday motorhomers.

Founded in Scotland, Motorhoming.it is written for real UK motorhome owners — couples, families, and beginners who value comfort, safety, and reliability over “Instagram van life.”

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## Audience Snapshot

- Age: 50–70 (core audience: semi-retired couples)
  - Location: UK (England, Scotland, Wales, NI)
  - Interests: Motorhomes, caravanning, UK travel, road trips, camping accessories
  - Needs: Reliable information, simple guides, confidence in trip planning
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## Why Work With Us

- Fresh, practical voice in the UK motorhoming space
  - Growing email list (via lead magnets + campaigns)
  - SEO-focused blog reaching UK motorhome searchers
  - Engaged, trust-driven audience looking for safe, practical advice
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# Press Opportunities

We're available for:

- Quotes on UK motorhoming trends
  - Features on beginner motorhome mistakes & planning tips
  - Insights on clubs, campsites, and travel gear
  - Collaborative content with lifestyle & travel publications
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## Contact

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