



L'Occhio di Lucie

French Travel Blog about Italy

Media Kit - January 2019

Lucie Tournebize

Travel writer since 2014, Italy-enthusiast since always, I live in Venice and travel all-over the peninsula looking for the best stories to write about.

I have been published by Munchies France, Expedia, and Carigami Magazine.

I collaborate with the French publisher Hachette Tourisme or as a content writer for Italy-related businesses.

The blog

L'Occhio di Lucie is a French blog about Italy. It aims to share passionate Italian stories. Mixing culture, art, gastronomy and unique heritage, it provides the reader with an insider's point of view. Discover Italy like a local by following my path in a journey from the most iconic cities such as Rome or Venice to the unknown gems scattered around the country.



What I offer



Writing

I will cover your destination or your business, through blog posts, reportages or newsletters. I give very careful attention to quality, originality and authenticity in my writing.



Photography

As a travel blogger I have developed skills in photography and editing. I shoot pictures with my Sony RX100 III, and use Photoshop and Indesign for post-production.





Social Media



+1.000 followers / 13,4 k reach

source : last 28 days stats from Facebook page app



+2.900 followers / 105 k reach

source : last 28 days stats from Twitter Analytics



+1.000 followers / 4 k reach

source : Instagram in-app stats

Blog Audience



France : 66 %

Italy : 13 %

Belgium, Canada & Swizerland : 10 %

+10k views/month - 350 views/day



Young Adults (25-34 years old)

Frequent travelers to Italy

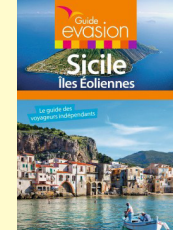
Francophones

Off the beaten path travelers





Publications



As an author, I took part in:

- Un Grand Weekend à Rome 2019
- Un Grand Weekend à Venise 2018
- Guide Évasion Sicile et Îles Éoliennes

Get in touch



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I live in Venice, I'll be happy to meet you!