



# L'Occhio di Lucie

*French Travel Blog about Italy*

**Media Kit - January 2020**

## 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.

As an independent writer and journalist, I collaborate with le Figaro, Direction Italie or Club Sandwich, but also with the French publisher Hachette Tourisme. Lately, I had the opportunity to publish my first own book about Venice.

## 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.





# Social Media



+1.200 followers / 2,2 k reach

source : last 28 days stats from Facebook page app



+4.000 followers / 120 k reach

source : last 28 days stats from Twitter Analytics



+1.400 followers / 4,5 k reach

source : last 7 days Instagram in-app stats

# Blog Audience



+10k views/month - 350 views/day

France : 66 %

Italy : 13 %

Belgium, Canada & Swizerland : 10 %



Young Adults (25-34 years old)

Frequent travelers to Italy

Francophones

Off the beaten path travelers



# 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 love to take pictures of my best travel memories, shooting with my Olympus OM-D E-M10 MARK II. I also have basic skills in Photoshop and Indesign editing to make pictures look nice and bright!





# Publications

My book [Venise, petit atlas h doniste](#) is now available!

As an author, I also wrote for:

- Un Grand Weekend collection (Rome, Venice, Naples, Istanbul)
- Guide Evasion (Sicile)
- Guide Simplissime (Sicile, Toscane)

As a journalist, I collaborate with:

- Le Figaro Voyage
- Direction Italie

## Get in touch



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