



GIRL IN FLORENCE RECEIVES **120,000+** PAGE VIEWS PER MONTH AND **44,000** UNIQUE VISITORS PER MONTH.



## ABOUT ME

I am an American 'Tuscan Texan' Italophile and social media consultant based in Florence, Italy with a solid audience and presence across all social media platforms. My focus tends to be on Italy travel, cultural insights, local artisans, food and interviews with those living in my local community. I currently work as the editor of ITALY Magazine, while doing social media consulting and management on the side. My freelance writing contributions include publications such as the National Geographic, Design Sponge, International Living, The Local and more. Visit my personal site at: [www.georgette-jupe.com](http://www.georgette-jupe.com)

## ABOUT GIRL IN FLORENCE

Girl In Florence was started in 2012, initially a passion project seeking to showcase updated information on the various events and happenings in my adopted city of Florence, Italy. I had a tough time finding info translated into English, so thus a blog was born. Now the blog covers a wide range of topics, from the intricacies of daily life in Italy, foodie hotspots, to extensive travel itineraries all over the world. I also focus heavily on local artisans and a beloved series 'locals I love' that features interesting people living and working all over the country.

Girl In Florence offers a great platform for luxury and travel brands to connect with a highly-engaged global audience from countries such as the USA, United Kingdom, Canada, Australia, Continental Europe and beyond. Currently the blog is growing faster than ever, about 4% per month growth and showing no signs of stopping.

28,5K+



8K+



7,9K+



1,7K+



1K+



571



237



## WHAT CAN YOU DO WITH GIRL IN FLORENCE?

Sidebar and banner opportunities are available on the blog for a six-month duration as well as the occasional sponsored article if it fits into the theme of my blog. I love to promote destinations, and have a special affinity for boutique spots around Europe, including local artisans, slow food finds and activities that most people might not know about. I do provide editorial coverage, but travel and expenses should be provided and advance notice (1 month at least) is required. I do not currently accept unsolicited guest posts and I am very picky about what I choose to put on the blog, including giveaways. Please email me for more information on how advertise on Girl in Florence, [ggnally84 \(at\) hotmail \(dot\) com](mailto:ggnally84@hotmail.com).

**Social media coverage:** I have developed a strong following on my personal social networks (Facebook, Twitter, Instagram, Pinterest, Periscope, Vine etc) and can work with you promoting a like-minded service or destination. Rates per day are applicable, email me for more details.

## WHAT CAN GIRL IN FLORENCE DO WITH YOU?

I am an experienced freelancer writer and social media consultant. I am available for copy-writing work in the realm of travel, food and cultural insights in Italy and Europe. I can help develop a social media strategy for your brand or business, based on 5+ years of current experience with everything from art in Florence to ITALY Magazine. My realm is social media planning, influencer & blogger outreach—brand management.

## POPULAR RECENT TRAVEL ARTICLES

- ◆ Paolo Penko Bottega, Goldsmith in Florence ([Oct 2015](#))
- ◆ 36 Hours in Tuscany's Monte Argentario ([Oct 2015](#))
- ◆ 7 Areas Of Tuscany That Deserve A Closer Look ([April 2015](#))
- ◆ 13 Reasons to Love Paris Anytime ([Feb 2015](#))
- ◆ Helsinki, It's all in the Details ([Jan 2015](#))
- ◆ Istanbul, Exploring by Neighborhood ([Jan 2015](#))
- ◆ 9 Reasons To Visit Carrara ([July 2014](#))

## ARTICLES IN THE PRESS

- ◆ Contributor to the book '100 Locals, Where to Go, What to Eat & How to Fit in' by Gigi Griffis. ([2014](#))
- ◆ Contributor to National Geographic's latest travel book, Where the Locals Go: More Than 300 Places Around the World to Eat, Play, Shop, Celebrate, and Relax, available on Amazon ([2013](#))
- ◆ Published short story {In Chinese & English} in Taiwan based magazine {Florence edition} – Cacao Mag – ([December 2012](#))
- ◆ Article in issue 168 of The Florentine "Guide to Good Reads", also in printed newspaper. ([Sept 2012](#))
- ◆ Article in issue 167 of The Florentine, "Florence by night: Itineraries under the stars", also in printed newspaper ([July 2012](#))
- ◆ Article in issue 161 of The Florentine, "Take out or order-in food in Florence", also in printed newspaper ([April 2012](#))
- ◆ Article in issue 160 of The Florentine, "Buona Pasqua", also in printed newspaper. ([March 2012](#))
- ◆ Online Article on The Florentine website regarding this years Taste event ([March 2012](#))
- ◆ Article in issue 156 of The Florentine, "Renovation of the central train station in Florence, Santa Maria Novella", also in printed newspaper. ([Feb 2012](#))
- ◆ Article in issue 156 of The Florentine, "The Beat Revolution", Dubstep comes to Florence link here, also in printed newspaper. ([Feb 2012](#))
- ◆ You can read The Florentine [here](#)..its a great resource for Florence and check out [Florentinisms](#) (an insight to the local dialect)
- ◆ Contributions for The Florentine ([author page](#))

## GUEST POSTS

- ◆ Guest post for Budget Traveller – [Cheap Eats in Florence, Italy](#)
- ◆ Guest Post for Curry Strumpet – [Brunch in Florence, Italy](#)
- ◆ Guest post on the [Pierotucci](#) (leather goods ) blog
- ◆ Contribution in Design Sponge 2013 [Florence City guide](#)

## APPEARANCES/BLOG TOURS

**FEATURED IN INTERNATIONAL LIVING: [ARTICLE BY GIGI GRIFFIS](#)**

- ◆ Part of Italian Eye #Kaleidotour with instagram/bloggers from the UK and Italy
- ◆ Le Marche Tour in April 2015, #Truffleland
- ◆ Visited Helsinki, Finland sponsored by the Visit Helsinki Tourism board. [Articles here.](#)
- ◆ [Carrara Blog Tour](#) via the Region of Massa Carrara
- ◆ [Melodia Del Vino Blog tour](#), read about this summer winery festival [here.](#)
- ◆ Took part in a Tuscany region blog tour, PlayyourTuscany 'Thermae & Slow Lifetsyle' exploring Maremma and the Thermal springs, more info [here.](#)
- ◆ Part of 2013 [blog tour organized in Le Marche](#) discovering the area surrounding Mount Sibillini. #sibillinisegreti
- ◆ Part of 2013 [blog tour discovering the Palio della Balestra](#) in Sansepolcro (and Valtiberina) organized by Advertigo. #texperience #ttpaliobalestra
- ◆ Part of the 2012 Internet Festival/Blog team for 4 days in Pisa, Italy, blogging about the festival, the city of Pisa and everything in between.
- ◆ Part of the BITAC blog tour – conference & lunch with fellow influential bloggers in Italy. [Post here.](#)
- ◆ Part of an Olive Oil blog tour organized by Laudemio & Fattoria di Maiano, post [here](#) and in [2014 here.](#)
- ◆ Took part of #ilupinari blog tour organized by Elena Farinelli at Tenuta Lupinari in Valdambra, post [here](#) and [here.](#)
- ◆ Blogger spa day at the Four Seasons Hotel & Spa with Yelp Firenze, Arttrav & Perfect Italy Wedding [2013](#)
- ◆ Blogger day at the Castelfalfi resort, [2013](#)

## INTERVIEWS

- ◆ My interview about life as an expat in Italy, with a website called InterNations.org [link here](#)
- ◆ [My interview](#) with expatsblog.com—get to know Girl in Florence a little better.
- ◆ My interview in Italian for Viaggi Low Cost. ([Feb 2013](#))

## MENTIONS

- ◆ New York Magazine | The Five-Point Weekend Escape Plan : [Discover Fresh Fashion in Florence](#)
- ◆ Part of the C.O.S.i Blogger roundtable, started spring [2014](#)
- ◆ Nove Motivi per Visitare Carrara – featured in La Nazione ([Aug 2013](#))

## PODCASTS

- ◆ [Podcast interview with Megan from Savoring Italy:](#) 30 Minutes all about what its like living, working and most of eating in Tuscany.
  - ◆ [Podcast interview with Travis from Total Tuscany.](#)
- APPEARANCES/BLOG TOURS

## AS SEEN ON

- ◆ NATIONAL GEOGRAPHIC
- ◆ INTERNATIONAL LIVING
- ◆ THE FLORENTINE
- ◆ THE CUT
- ◆ THE LOCAL
- ◆ LA NAZIONE MASSA CARRARA
- ◆ CACAO