

NEWCASTLE Sparkles

Helping brands connect with engaged readers through editorial storytelling from a local perspective



WHAT'S THE STORY?

Newcastle Sparkles is an independent lifestyle blog curating the very best of Newcastle and the North East.

From cool things to do and stylish stays, to the latest cultural happenings and top food and drink spots – my website inspires locals and visitors alike to explore the city and wider region.

AT A GLANCE

Audience: Predominantly female, aged 25–44

Newsletter & social: A growing community of local lifestyle lovers

As seen on: My insider tips have featured in Stylist Magazine and on Ryanair's blog

Past collaborations: Fenwick, M&S, Malmaison, Jesmond Dene House, NE1 Get Into Newcastle, Northern Stage, Lane 7, Newcastle Castle, Gaucho, Fuego, The Botanist, plus many others

LET'S CHAT

Edited by: Alexis Forsyth, an experienced writer, blogger, and former magazine journalist and editor.

Opportunities: Editorial features, reviews, interviews, event coverage, social media campaigns and newsletter placement.

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