



CINDY MCCAIN

SOUTHERN GIRL GONE GLOBAL

MEDIA KIT



About Me

I'm Cindy McCain, a U.S. journalist, travel blogger, professor, podcaster, and photographer who inspires transformative travel. I've promoted 50+ travel and hospitality brands, traveled to 27 countries, and lived in 3 tourist destinations.

I LOVE featuring brands that provide single women, empty nesters, and adult families adventure, authentic local experiences, and beauty breaks for the soul.

Feedspot has ranked SGGG a Top 35 Baby Boomer Travel Blog since 2020. London's Market Inspector named SGGG a Top 50 Travel Blog in 2016. My travels have been featured by Yahoo!, U.S. News & World Report, StyleBlueprint, SHE Media, Expedia, and Orbitz.



BLOG COLLABS

Morocco

Royal Mansour

Sofitel

Four Seasons

La Maison Arabe

Jnane Tamsna

Riad Luciano

Palais Blanc Riad

Riad Star

Riad Melhoun and Spa

Riad Matham

Riad Dar Kleta

Paradis Plage Surf, Yoga & Spa

Surf Berbere

Riad Hikaya

Pepe Nero

Kosybar

Manzil La Tortue

The Caribbean

Barceló Hotel Group

U.S.

Biltmore

South Seas Island Resort

Pier House Key West

Henderson Beach Resort

Art Ovation

Luminary & CO.

Omni Nashville

Westin Rhapsody Spa Nashville

Union Station Nashville

The Pontchartrain Hotel

The Mayfield Group PR

FINN Partners

Florida Tourism Boards in Sarasota, Fort Myers

Beach, Sanibel Island, and Destin

Europe

Tourism Boards of Catalunya,

Costa Brava, Baix Empordà

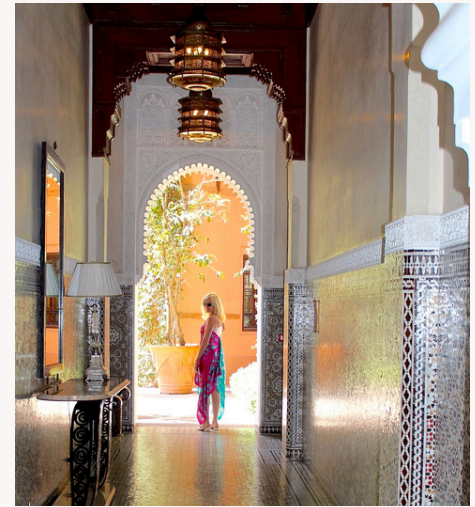
Devour Madrid

Specialize In

- Solo Travel
- Luxury Travel
- Multi-Generational Travel
- Themed Travel — Arts, Study Abroad, Service Learning, Yoga and Wellness, Writing Retreats

Deliver

- Reviews of Boutique Hotels, Spas, Resorts, Restaurants
- Photos, Videos, Instagram Reels
- Mentions with Links Within Posts on Broader Topics
- Social Media Promotion
- Trip Advisor and Google Reviews
- Possible Promotion in Other Publications and on Podcast/YouTube Series: Travel People



READERS

- 170+ Countries, Most readers in U.S. (Southeast, NYC, Florida), Canada, Europe (UK, Spain, Germany, Italy), Dominican Republic, Australia
- Readers/Podcast/Social Media 60K
- 60% female/40% male
- Most 35-65 years (25-55 Instagram, 45-65 Facebook)
- Solo Female Travelers
- Women Traveling with Children — [Mom Guides at SheKnows](#)
- Empty Nesters
- Ex-pats
- Professionals Working Remotely
- International and US Educators



Why Me

- 25+ years of Experience as a Freelance Feature Writer and Editor
- Master Storyteller Who Conveys the Essence, Mission, and Value of a Brand With Interviews, Research, Firsthand Experience, and Original Media
- International Educator, Speaker, Tour Leader, and Writing Retreat Leader
- Liberal Arts Professor Specializing in History, Art, Music, Literature, Drama, and Film
- Experienced SEO editor who has managed a team of 16 - 20 writers
- International Travel Writers Alliance Member





"Do not ask yourself
what the world needs.
Ask yourself what
makes you come alive,
and go do that, because
what the world needs is
people who have come
alive."—Howard
Thurman



Content Creation & Other Services

- Narrative Travel Essays
- Travel Tips & Inspiration Articles
- Podcast and Video Scripts
- Book Editing and Reviews
- Travel & Lifestyle Product Reviews
- Print Collateral, Digital and Direct Marketing
- Writing courses, Coaching & Retreats
- Itinerary Creation for Themed travel — Literature, History, Arts, Food, Writing and Yoga retreats, Study Abroad
- Speaker on Benefits of Travel for Mind, Body, and Spirit; Reinvention; Relocation, Living/Working/Volunteering Abroad

