

Media Kit

KATRINA MIDDLETON 360CRUISING.COM

 @360CRUISING_

 @360.CRUIISING

 @360.CRUIISING





ABOUT ME

Katrina Middleton

My name is Katrina, the creator behind 360Cruising, where I share travel, lifestyle, cruise, and affordable luxury experiences from around the world.

After selling my home in Scotland, I began travelling full-time and documenting the journey across social media, from cruise ships and city breaks to daily life abroad in places like Malaysia. My content focuses on helping people travel smarter, experience more, and see what long-term travel and remote working can realistically look like.

My audience follows for honest travel insights, practical tips, relatable storytelling, and realistic luxury experiences that feel inspiring whilst still achievable.

 **ON THE MOVE (TRAVELLING)**

[GET IN TOUCH](#)

MY SERVICES

SHORT-FORM VIDEO CONTENT

Engaging Reels, TikToks, and short-form videos designed to capture attention and drive engagement

USER GENERATED CONTENT (UGC)

High-quality, brand-focused content created for use across social media, websites, and advertising.

TRAVEL & LIFESTYLE CONTENT CREATION

Authentic travel and lifestyle content that connects audiences with destinations, experiences, and brands.

BRAND STORYTELLING & DIGITAL CAMPAIGNS

Story-led content that helps brands connect with audiences through relatable and engaging experiences.

SPONSORED SOCIAL MEDIA CAMPAIGNS

Creative branded content tailored to align naturally with both audience interests and campaign goals.

LONG-TERM BRAND PARTNERSHIPS

Ongoing collaborations focused on building authentic brand awareness and audience trust over time.

PRICE LIST

I offer flexible content packages tailored to each brand and campaign. The below rates act as a guide and may vary depending on scope, deliverables, and usage.

| | |
|--------------------------------------|---------------------|
| INSTAGRAM POST | STARTING FROM \$200 |
| INSTAGRAM REEL | STARTING FROM \$350 |
| TIKTOK POST | STARTING FROM \$300 |
| YOUTUBE VIDEO | STARTING FROM \$500 |
| PACKAGE 01 – SOCIAL BOOST | \$500 |
| PACKAGE 02 – MULTI-PLATFORM CAMPAIGN | \$700 |
| PACKAGE 03 – FULL CONTENT PACKAGE | \$1,000 |



COLLABORATION PACKAGES

I offer flexible content packages tailored to each brand and campaign. The below rates act as a guide and may vary depending on scope, deliverables, usage rights, and campaign requirements.

PACKAGE 01

Ideal for brands looking to build awareness through short-form content across Instagram and TikTok. Includes 1 Instagram Reel and 1 TikTok post.

STARTING FROM \$500

PACKAGE 02

A stronger campaign option designed to reach audiences across multiple touchpoints. Includes 1 Instagram Reel, 1 TikTok post, and 1 Instagram post.

STARTING FROM \$700

PACKAGE 03

A more complete partnership package for brands wanting wider campaign coverage. Includes 1 Instagram Reel, 1 TikTok post, 1 Instagram post, and 1 YouTube video.

STARTING FROM \$1,000





GENDER

| | |
|-----|-------|
| MEN | WOMEN |
| 43% | 56% |

AGE DEMOGRAPHIC

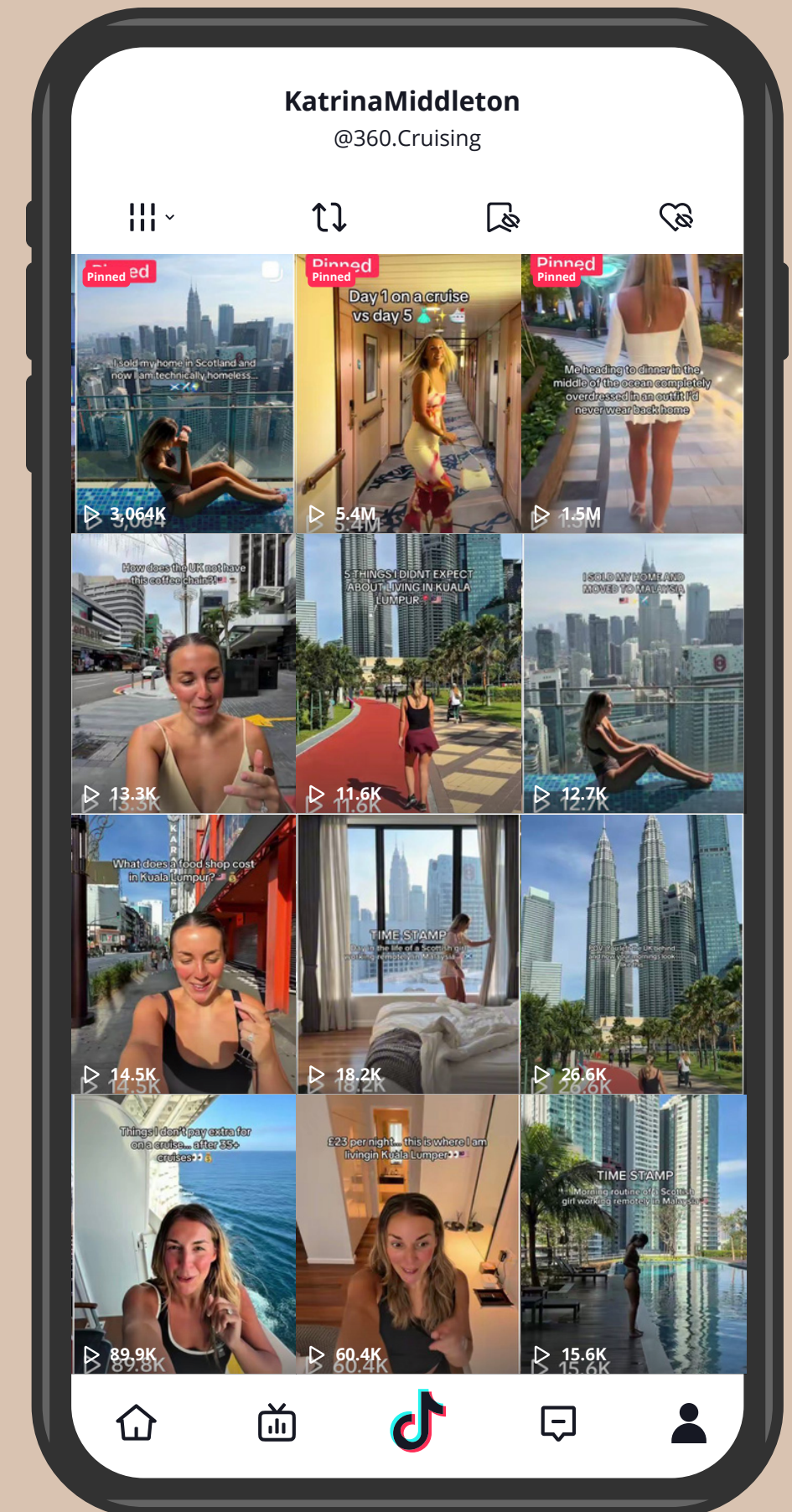
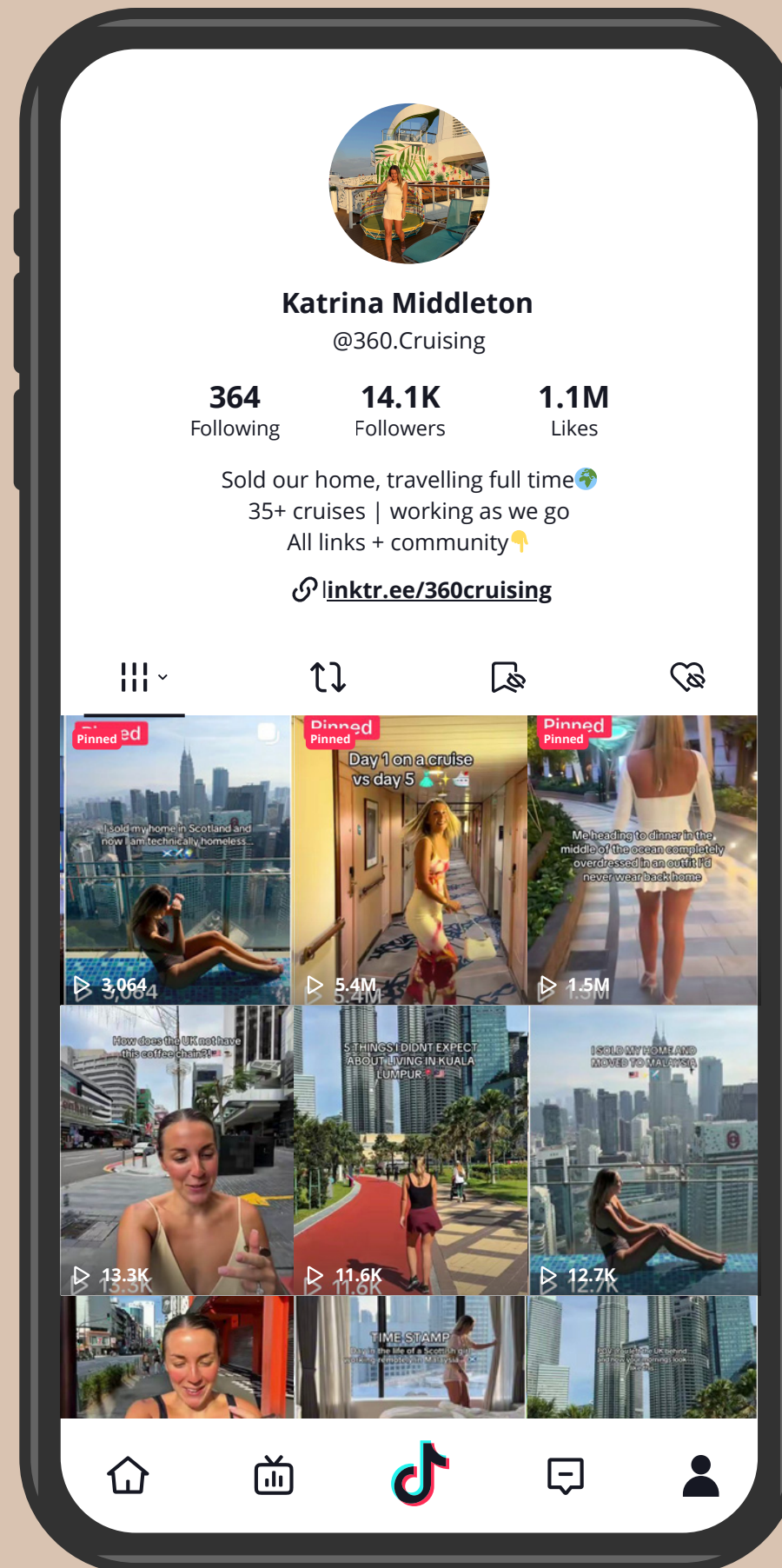
| | | | | |
|-------|-------|-------|-------|-------|
| 18-24 | 25-34 | 45-54 | 55-64 | 55+ |
| 13.2% | 35.4% | 24.6% | 16.3% | 10.5% |

AUDIENCE LOCATIONS

UNITED STATES #1 44.2%

UNITED KINGDOM #2 16.5%

CANADA #3 5.3%

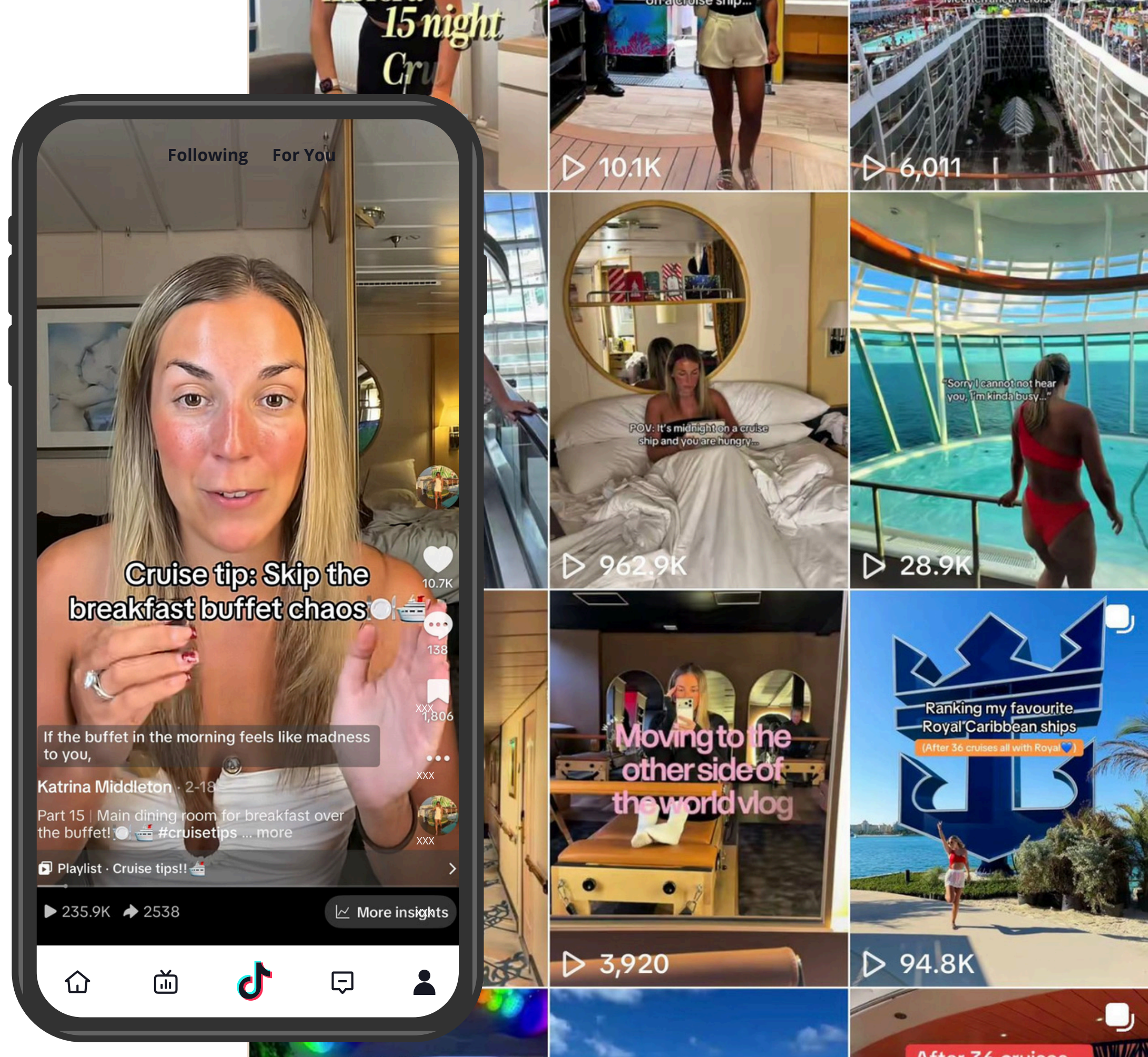


FEATURED TIKTOK

| VIEWS | LIKES | SHARES | SAVES |
|---------------|------------|-------------|--------------|
| 235.9K | 138 | 2538 | 1,086 |

PROJECT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In ullamcorper nisi sit amet odio accumsan, in faucibus neque volutpat.





294 Days Working Remotely From Cruise Ships - How much does it cost?

Katrina Middleton - 27K Views

294 DAYS WORKING REMOTELY FROM CRUISE SHIPS - HOW MUCH DOES IT COST?

Everyone asks us the same two things, how much does it cost and does the WiFi actually work on a cruise ship...

| VIEWS | LIKES | COMMENTS |
|------------|------------|-----------|
| 27K | 664 | 59 |



294 Days Working Remotely From Cruise Ships - Is It Worth It?

Katrina Middleton - 1.7K Views

294 DAYS WORKING REMOTELY FROM CRUISE SHIPS - IS IT WORTH IT?

MANY people dream of cruising around the world, but we've done it for 294 days.

| VIEWS | LIKES | COMMENTS |
|--------------|-----------|----------|
| 1,749 | 74 | 9 |



GENDER

MEN 40.4%
WOMEN 59.6%

AGE DEMOGRAPHIC

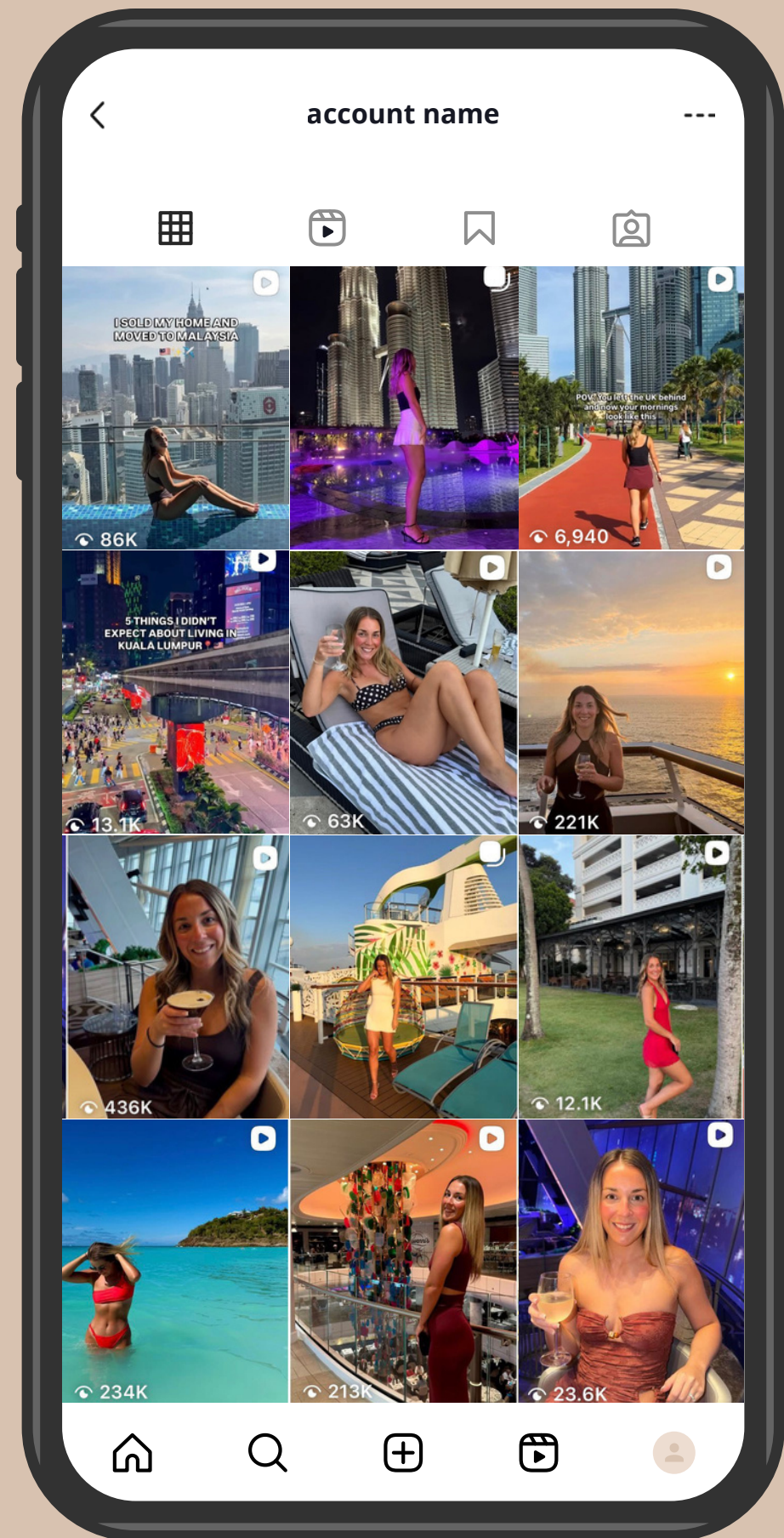
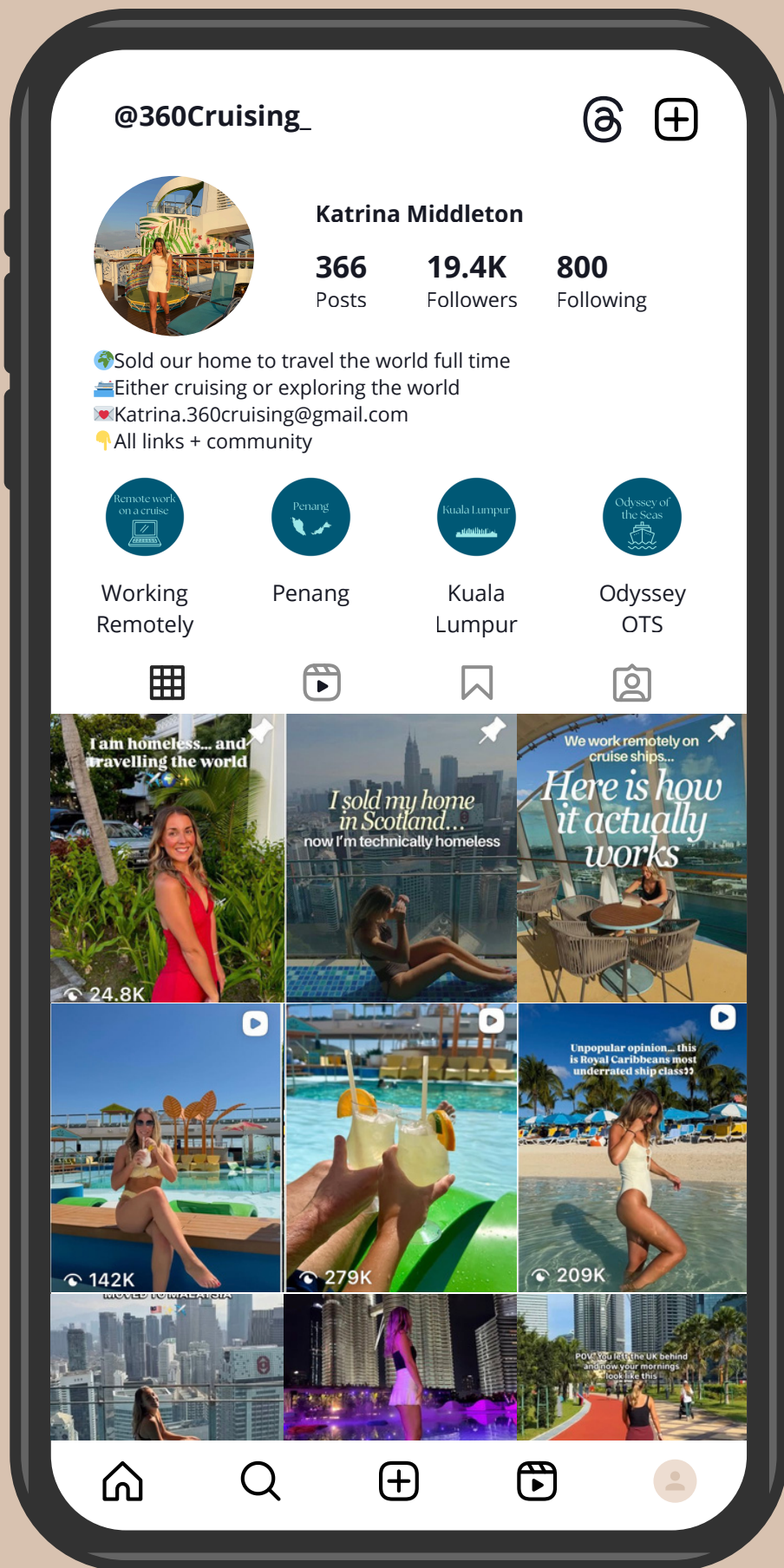
25-34 25.2%
35-44 29.6%
45-54 18.9%
55-64 12%

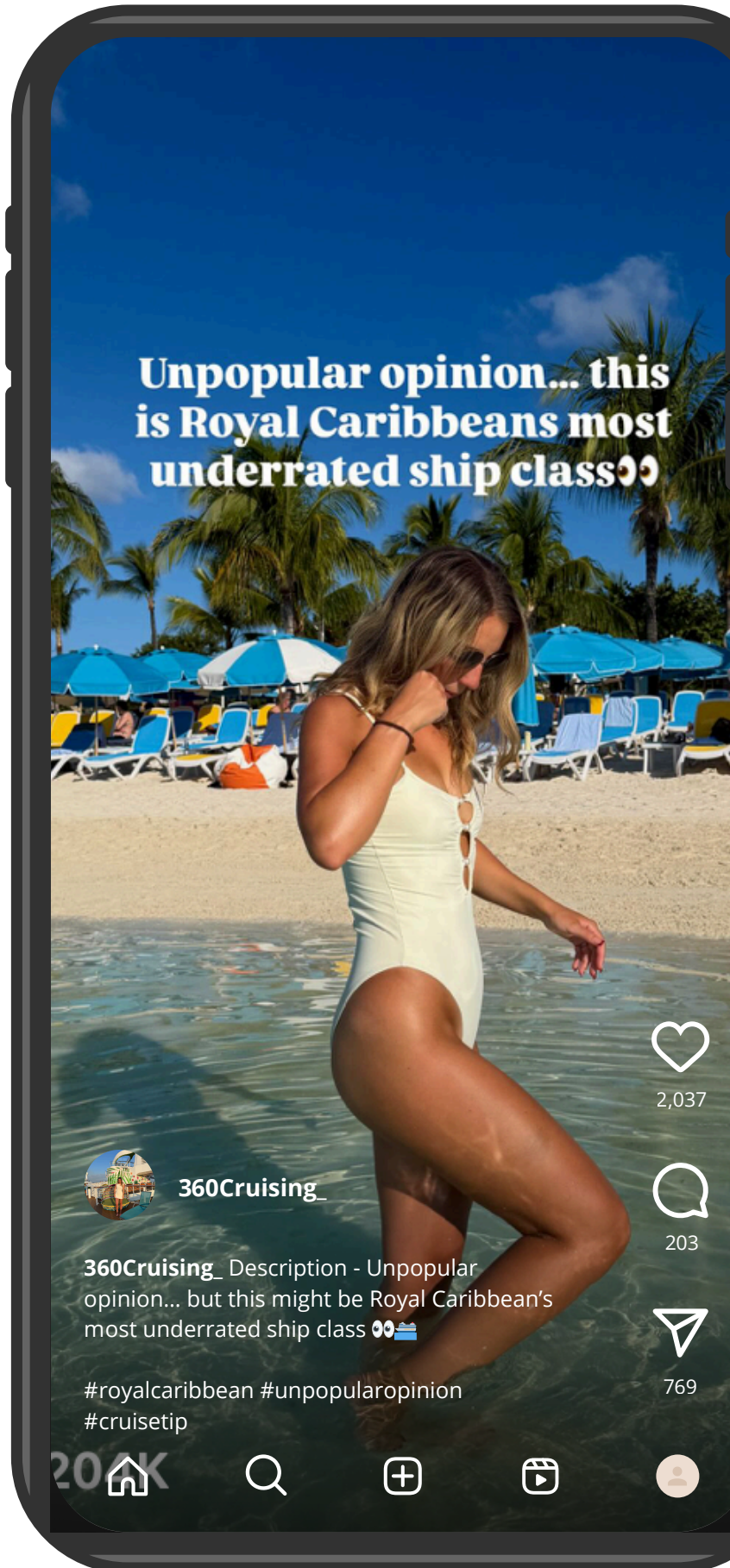
AUDIENCE LOCATIONS

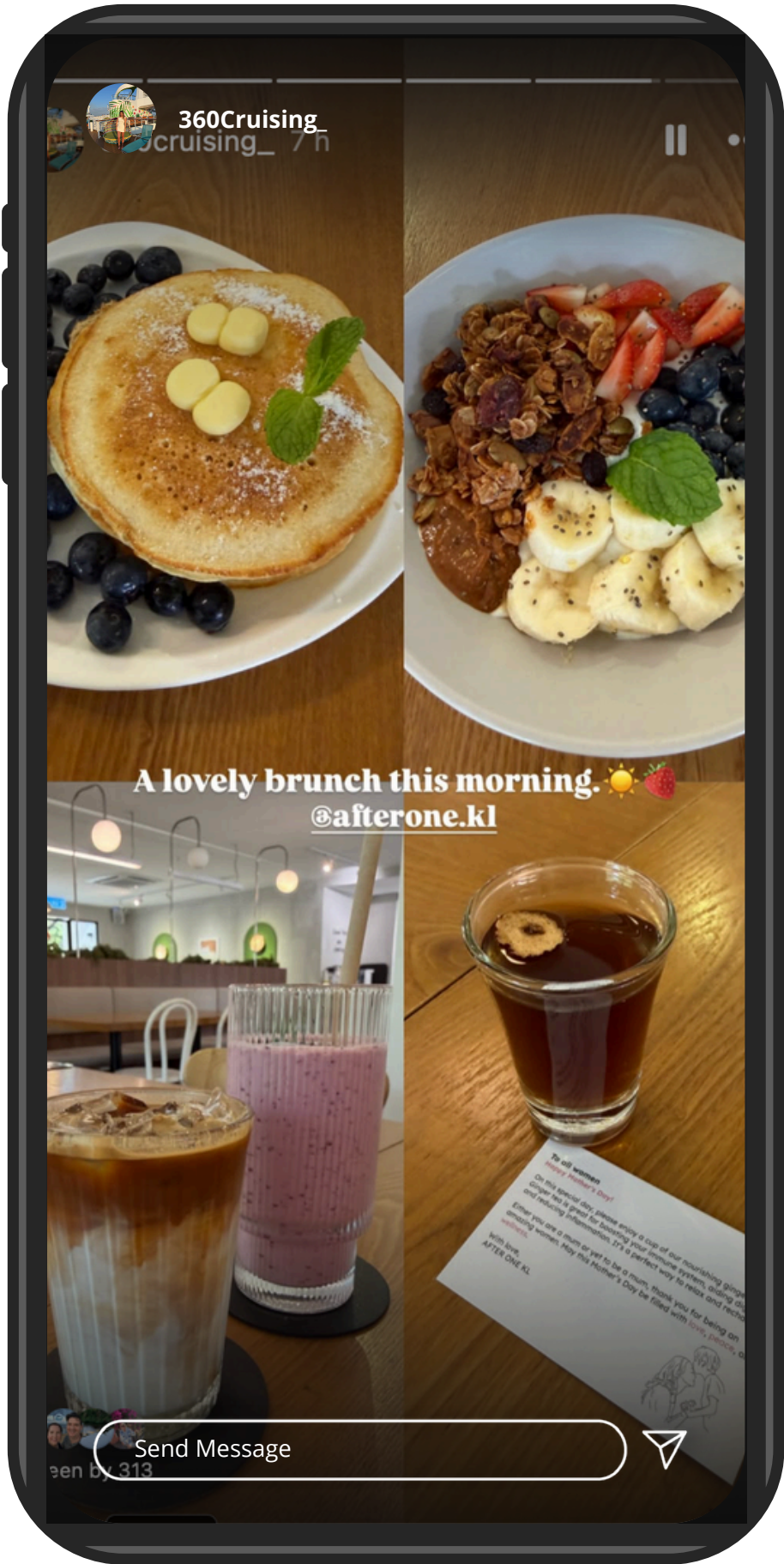
UNITED STATES #1 52.3%

UNITED KINGDOM #2 17.1%

CANADA #3 6.8%







FEATURED POST

| LIKES | COMMENTS | SHARES | SAVES |
|--------------|-----------|------------|------------|
| 1,600 | 98 | 726 | 384 |

PROJECT

showcasing how I work remotely at sea. Total views 81,424. Accounts reached 47,268.

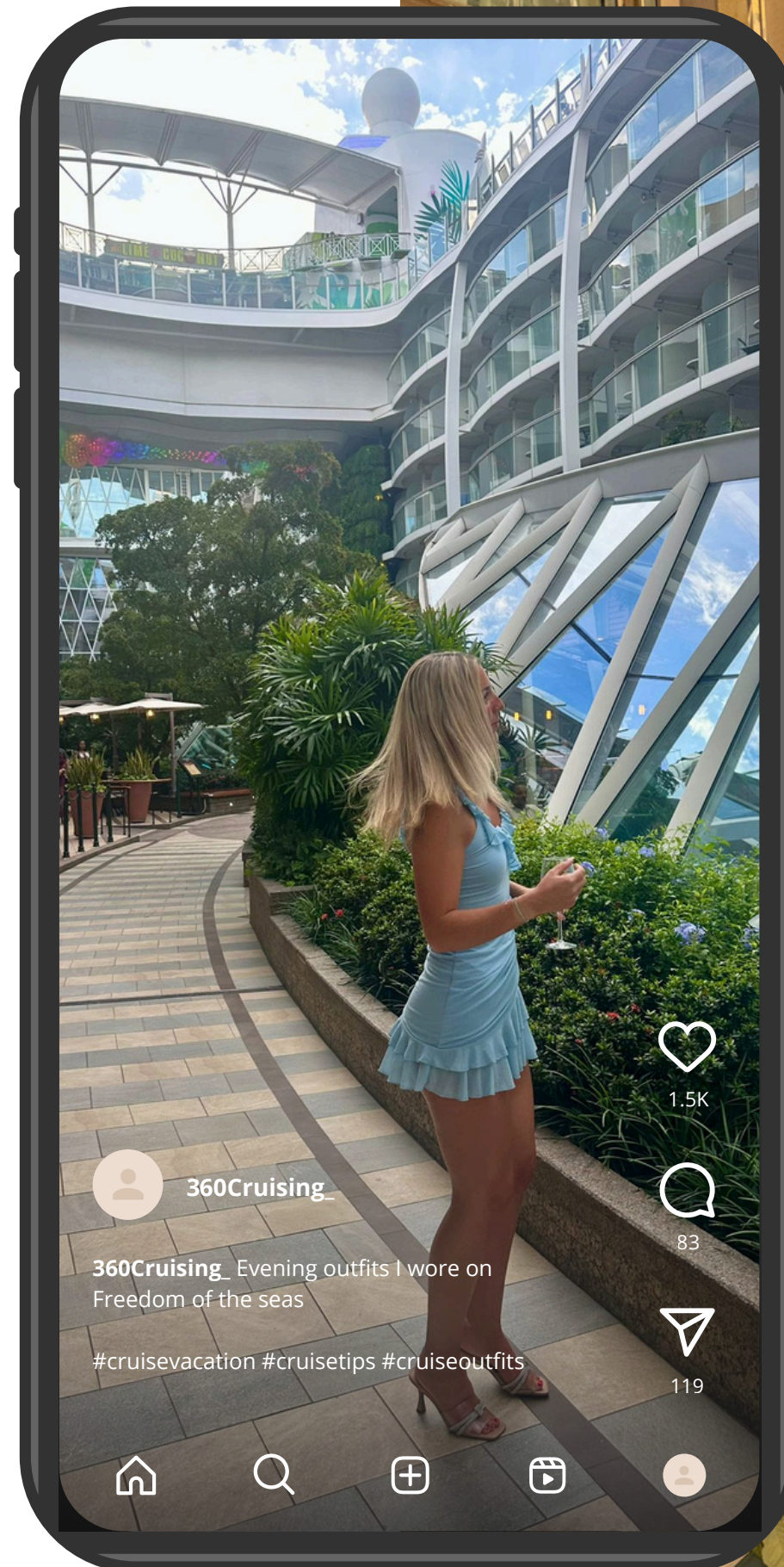


FEATURED REEL

| LIKES | COMMENTS | SHARES | SAVES |
|-------------|-----------|------------|------------|
| 1.5K | 83 | 119 | 183 |

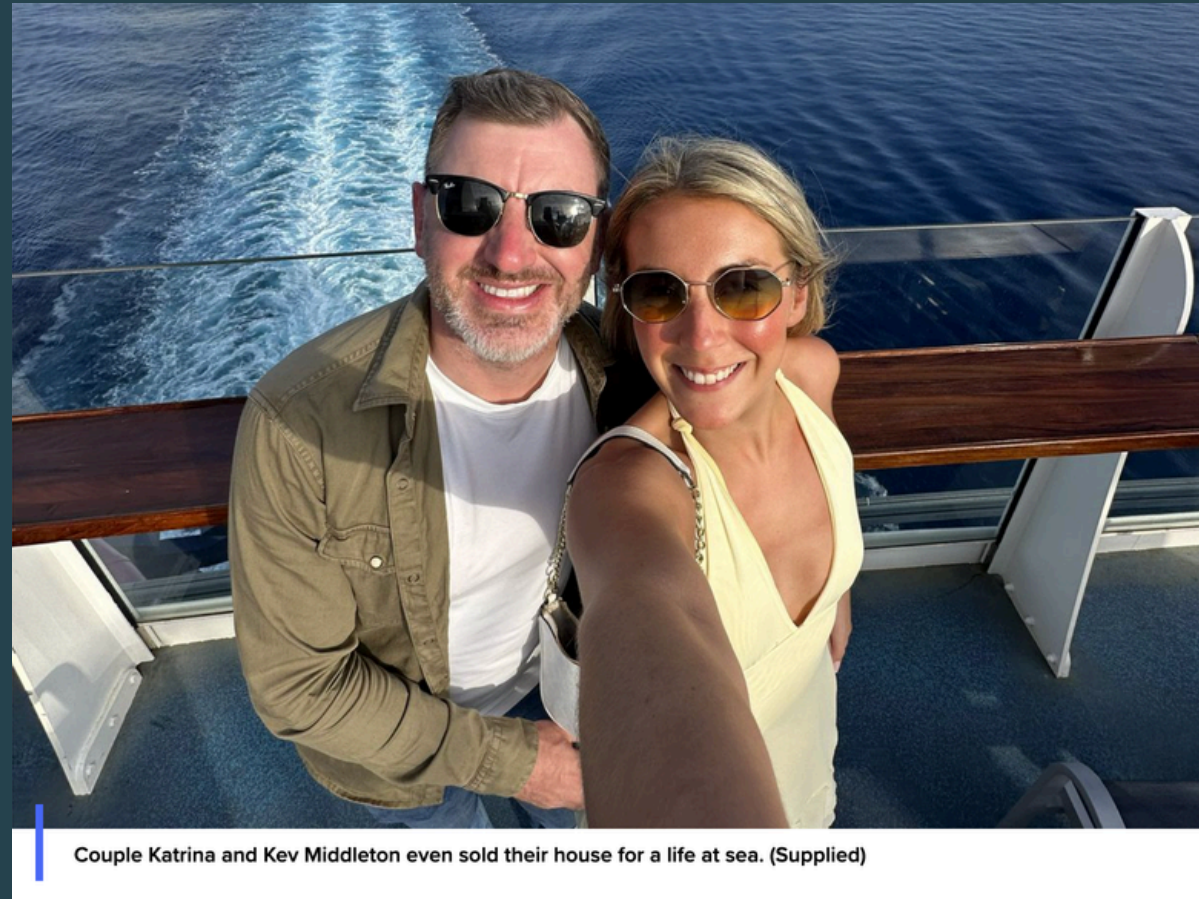
PROJECT

Showcasing outfits I wore on my vacation to drive to my LTK store. Accounts reached 76,588. Total views 297,278.



Clients & Case Studies

IN THE PRESS



Couple Katrina and Kev Middleton even sold their house for a life at sea. (Supplied)

📅 5TH MARCH 2026 - 9 NEWS

Featured by 9Travel, part of the Nine Network, sharing insights from over 30+ cruises, including tips on cabins, cruise planning, and how I balance work and travel at sea.

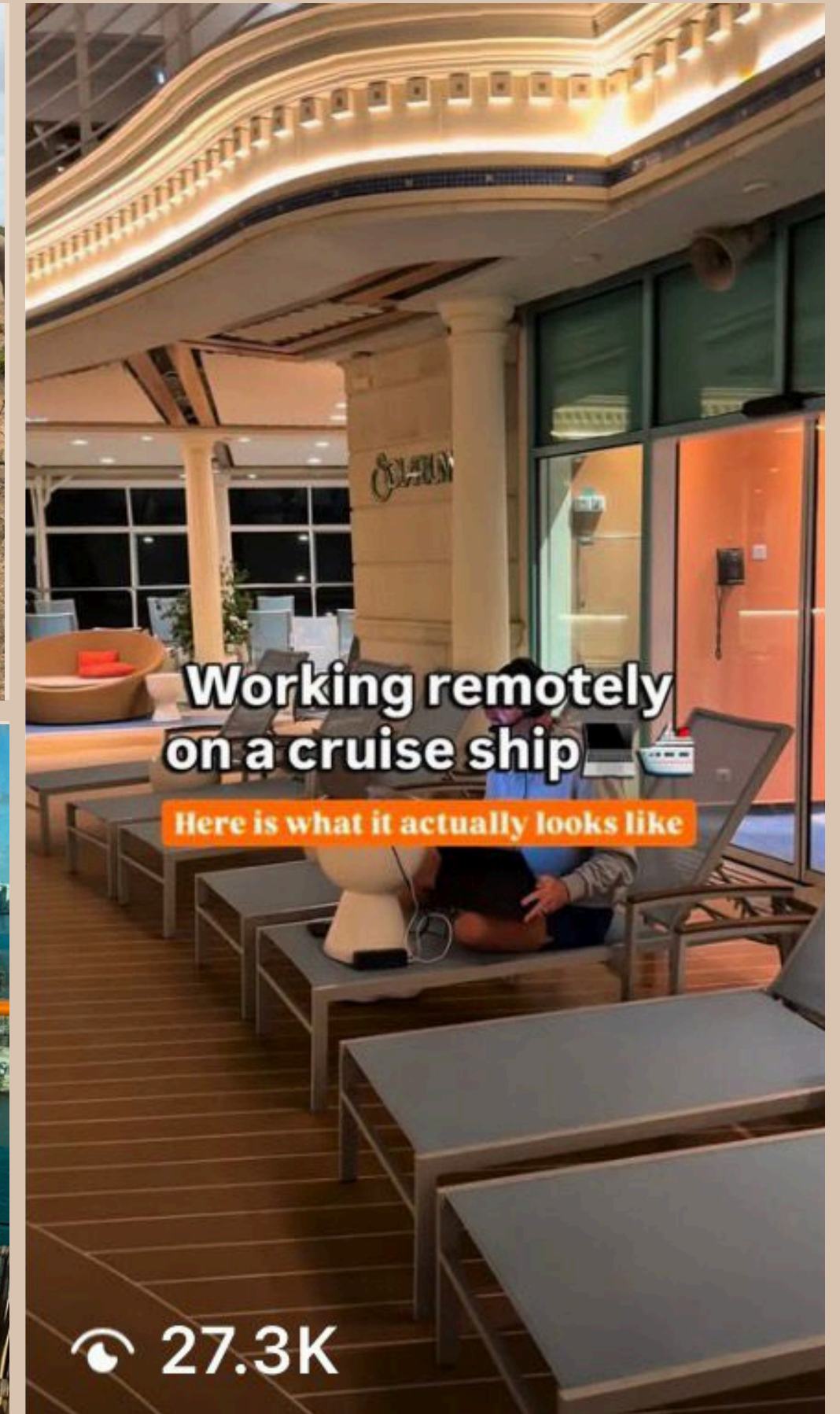
📅 21ST MARCH 2025 - THE PEOPLE

Featured on People.com, sharing my journey of selling my home to travel full-time while working remotely across cruise ships and destinations worldwide. The feature highlights my lifestyle, travel approach, and audience connection.



Kevin Middleton (left) and Katrina Middleton (right).
Credit : Kennedy News/360Cruising

IN COLLABORATION WITH



PROJECT

Ongoing content partnership focused on travel connectivity and eSIM usage while travelling and working remotely.

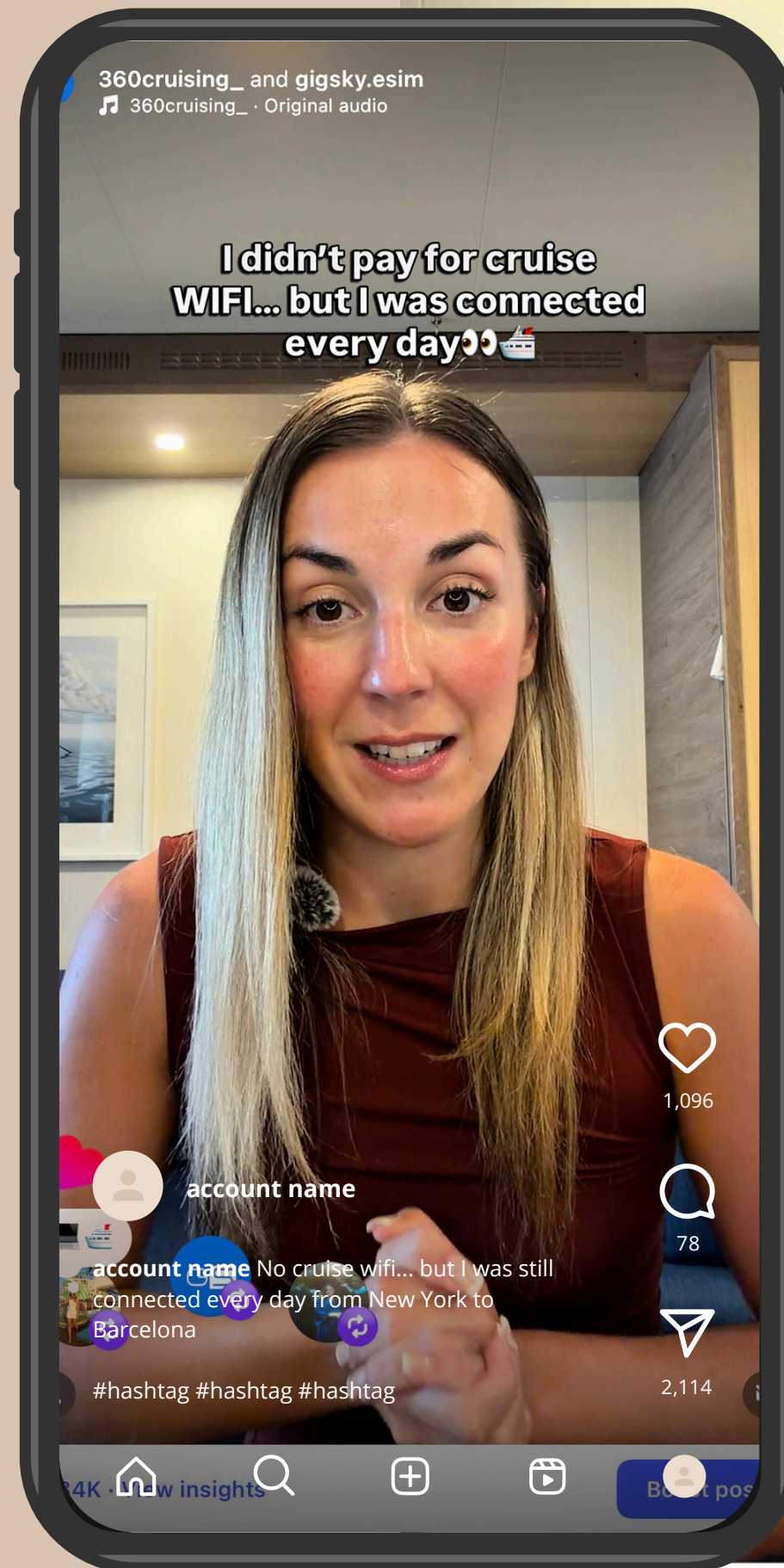
BRAND



MONTHLY PARTNERSHIP

Delivered consistent multi-platform content for GigSky, showcasing eSIM use across cruise travel, remote work, and international destinations.

| LIKES | COMMENTS | SHARES | SAVES |
|-------|----------|--------|-------|
| 1,081 | 78 | 2,089 | 1.5K |



134K · View insights

Boost post

Thank you for reading.

 @USERNAME

 @USERNAME

 @USERNAME

