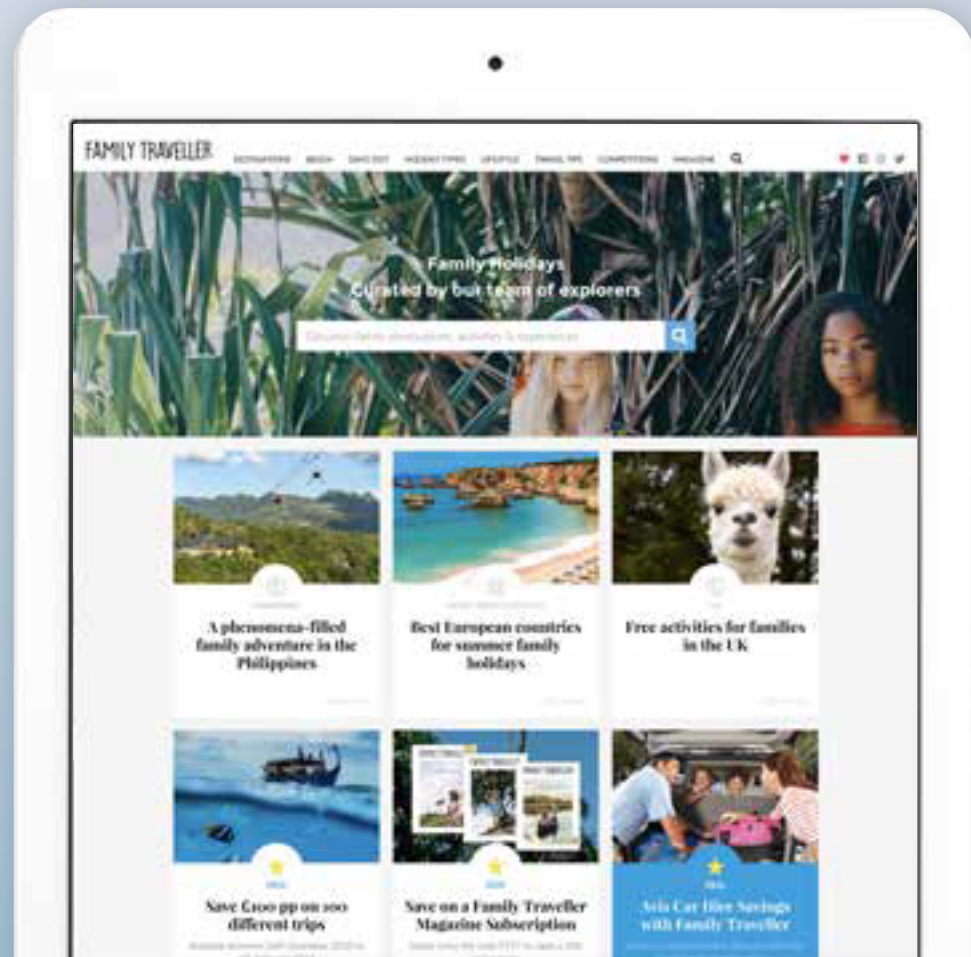


# FAMILY TRAVELLER



UK, USA, CANADA, GERMANY & ASIA  
GLOBAL MEDIA PACK 2024





# WHO WE ARE

*Family Traveller* is a multi platform award-winning lifestyle brand which targets parents via inspiring content in order to maximise their precious time together.

Our target audience is 28-50 affluent mothers with children aged 0-15 years.

Family Traveller reaches 500,000 worldwide households per month across print, website, email and social media.

The editorial is led by travel, but includes fashion, beauty, health and wellbeing, home, motoring, entertainment and finance.



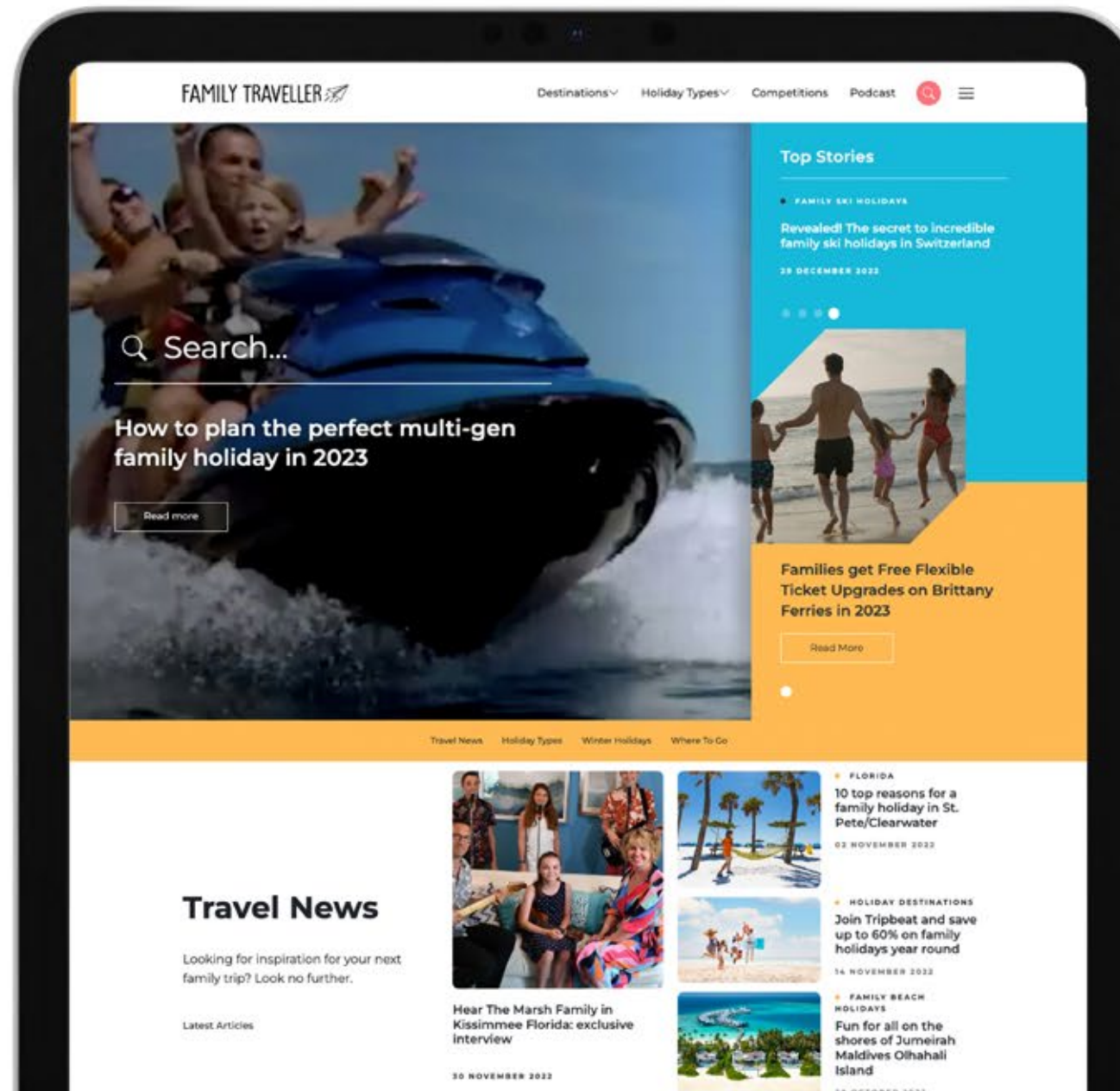


# OUR CONTENT PLATFORMS



Family Traveller Magazine  
UK only

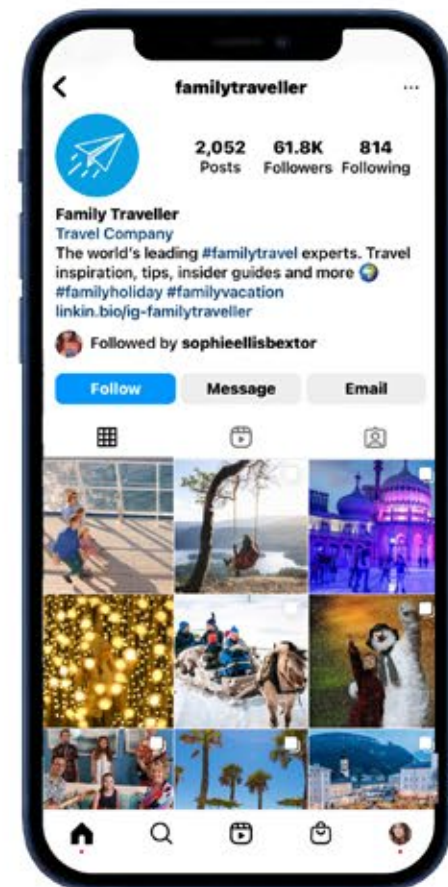
Family Traveller Website  
UK, USA, Canada, Germany & Asia



Destination Hubs



Social



Interactive Quizzes



Podcasts



Emails



Contests





# COMMERCIAL PARTNERS WE HAVE WORKED WITH



# DIGITAL AUDIENCE

**familytraveller.com** averages 500,000 sessions per month

Average page views per session: 8

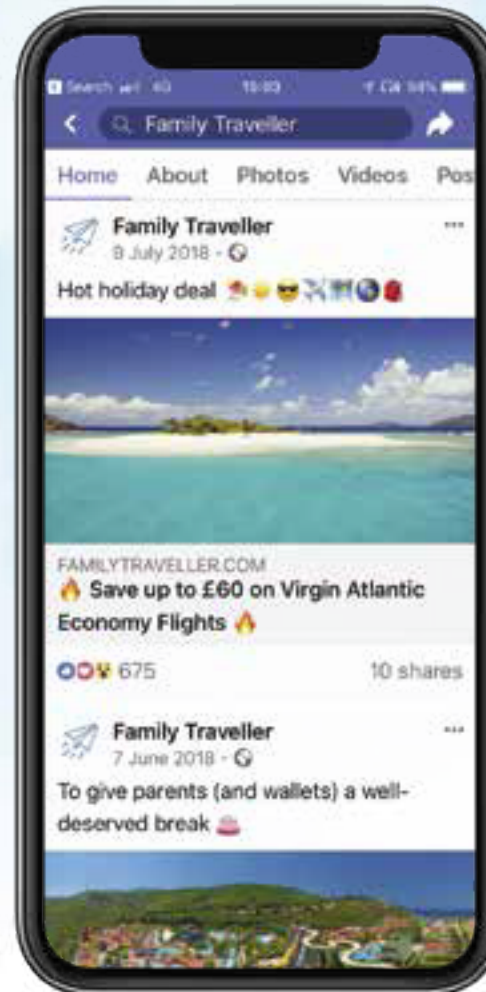
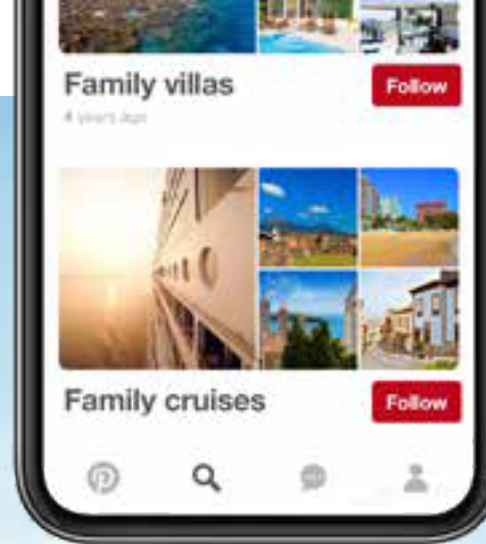
Ad impressions served: 5,000,000+ per month

Traffic: 70% mobile/tablet, 30% desktop

Average dwell time per session: 2.30 minutes

Gender split: 68% female, 32% male

Current bounce rate is >10%



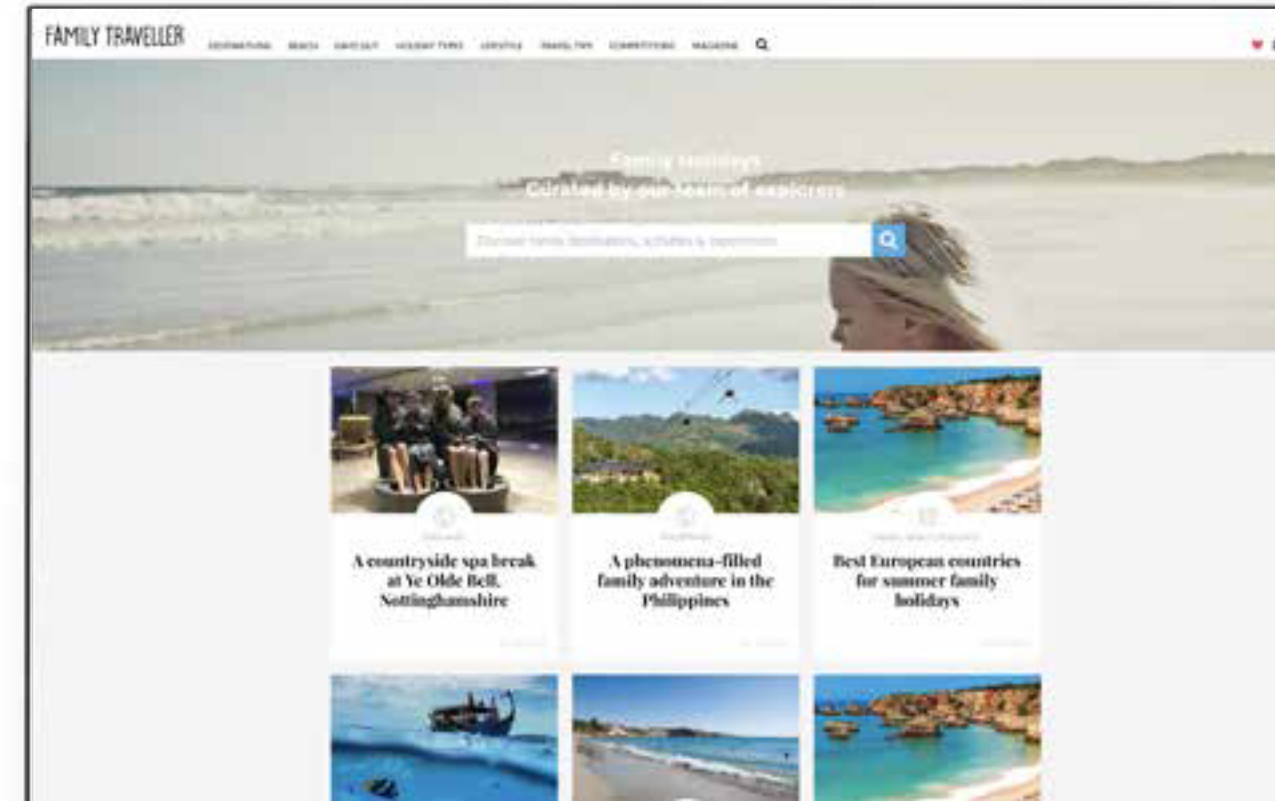
Family and travel are two of the most popular verticals for social media sharing

We generate significant engagement around our social media platforms

Our current social reach is 1,000,000+

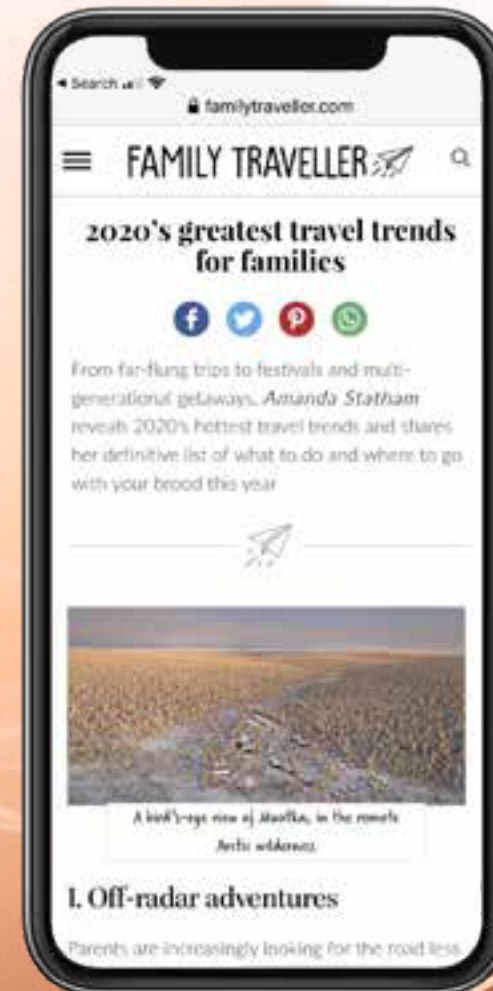
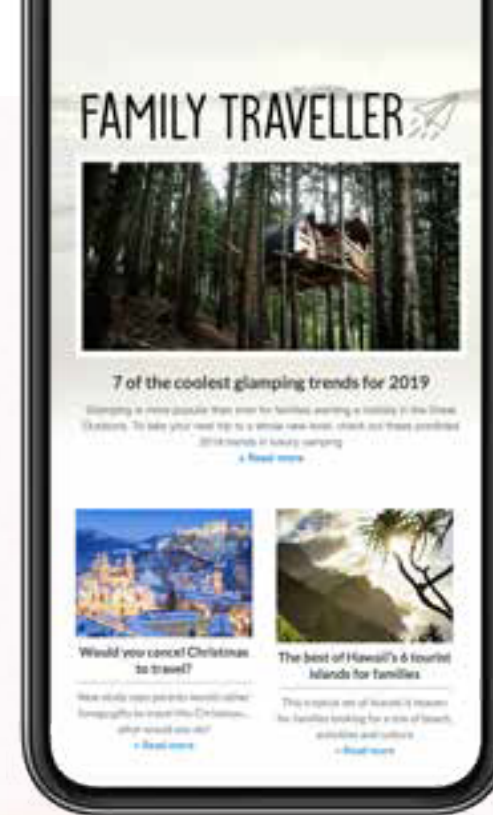
Our social audience is our most engaged traffic averaging 4.5 pages per session

We offer brands the opportunity to engage with our readers by social media collaborations

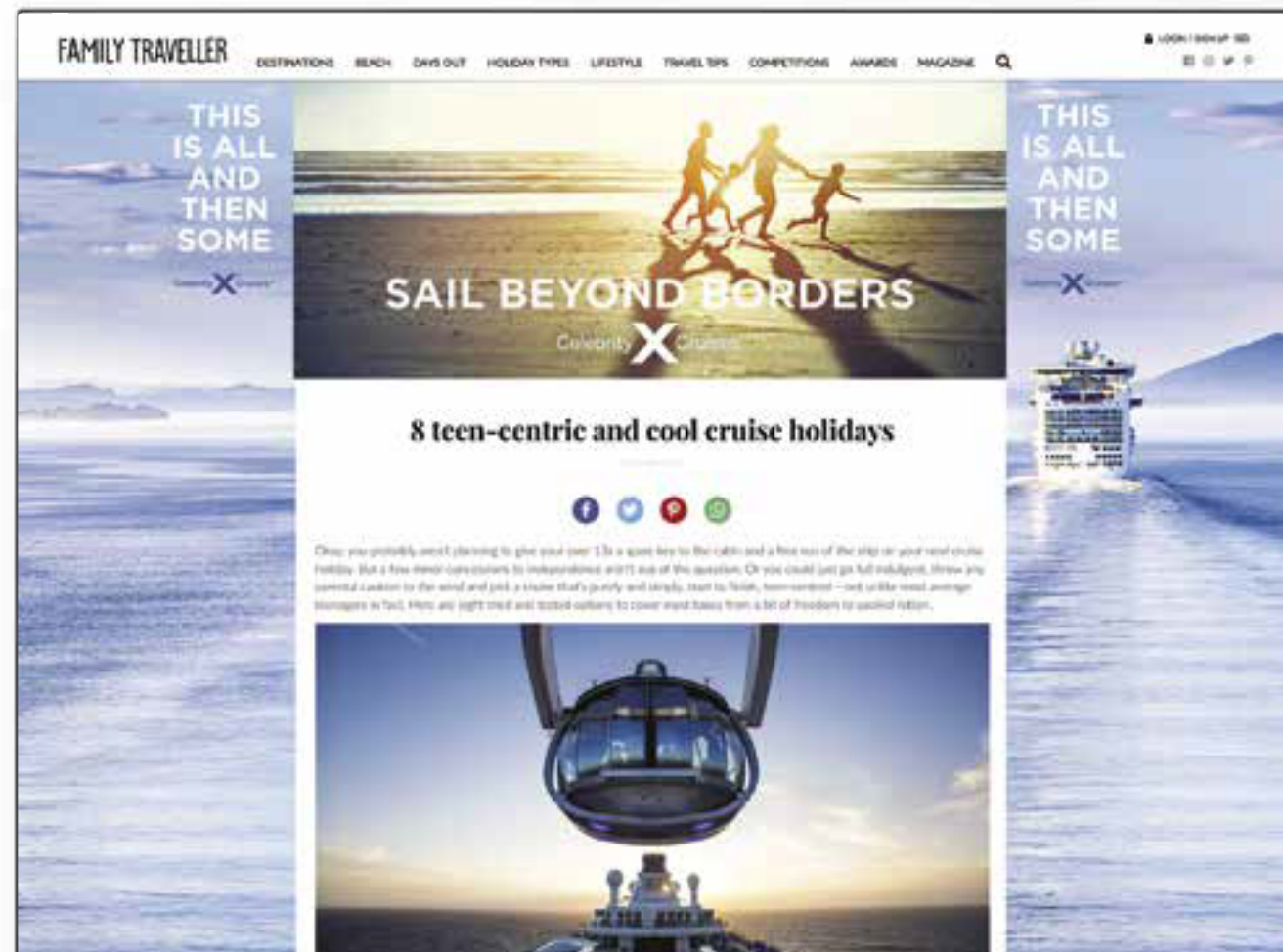




# DIGITAL COMMERCIAL OPPORTUNITIES



- Run of site display banners, MPU's
- Destination content hubs
- Video creation and integration
- Sponsored content  
hotel/resort guides, fashion shoots etc
- Competitions/data capture
- Affiliate marketing
- On site surveys
- Channel takeovers
- Behavioural targeting
- Social media posts





# FAMILY TRAVELLER PODCAST

- 12 magazine-style podcasts per year
- Average downloads 20,000 = 15,000+ engaged listening hours
- Evergreen content
- Available in-flight on Singapore Airlines and Cathay Pacific
- Costs from \$12,000 including production and distribution
- Audio file available for client use on their own channels
- **INCLUDES Full turn key production, script writing, editing and distribution**

## Content to include:

- New hotel openings
- 'Bucket List' destinations
- Tips from celebrity parents
- Health and safety
- Sustainable family travel
- Hidden gems
- Education and culture travel

## Specials through the year to include:

- Cities - best cities for kids
- Cruise - why cruise is cool
- Ski - best family resorts
- All-inclusive - how all-inclusive became high end
- Group travel - best places for a big birthday, reunion, anniversary
- Marine conservation
- Active travel special
- Florida special





# COMPETITION & DATA CAPTURE

*Family Traveller* generates impressive data results for partners

Competitions generate up to 15,000 entries.  
Opted in data shared with partners

Competitions are promoted across all *Family Traveller* platforms

Market research can be conducted via the entry mechanic

COMPETITION

WIN A FAMILY HOLIDAY TO  
MICHIGAN  
WORTH £4,000

One lucky family will be heading to Michigan for a fun-filled holiday

Michigan and families go hand-in-hand together, so if you are travelling with kids there's no shortage of opportunities to share in the laughter and memories that will last a lifetime after a holiday here.

We're talking classics - from wooden roller coasters and hand-carved carousels to miniature golf courses and museums built for young imaginations. Water parks and zoos so thrilling, you'll want to stay the night and do it all over again, whether that means throwing your hands up together as you hurtle down a six-story water slide or watching as your child feeds a giraffe by hand. Ride a Ford Model T or take flight in a full-motion flight simulator and explore space, time and Michigan all at once.

For a different sort of Michigan adventure, head to one of the state's many beaches for sunning, swimming, boating, fishing, and much more. These freshwater beaches provide endless enjoyment for the whole family. Or head to one of the many nature centres and recreation areas to explore the state's natural beauty.

COMPETITION

THE PRIZE

- 2 adult and 2 child return economy flight to Detroit, Michigan
- 5 nights hotel accommodation in a family room
- Attraction tickets to various places within the state of Michigan





# INTERACTIVE QUIZ

- A bespoke digital engagement tool
- Fun and interactive
- Show the breadth of your destination, resort, cruise
- Costs from \$12,000
- Including technical and design production, promotion and datacapture

TAKE THE  
QUIZ

## RESULTS: Visit Pensacola Autumn 2023

People completed Quiz: **50,463**,

Total time engaged with Quiz: **1,261 Hours**

Data capture: **22,456**

Pensacola  
FLORIDA





# PRINT COMMERCIAL OPPORTUNITIES

We reach our audience through a blend of newstand, subscription and targeted free distribution.

THREE ISSUES IN 2024  
SPRING (APRIL) : AUTUMN (SEPT) : WINTER (DEC)

Distributed via our partner:  
**WAITROSE**  
& PARTNERS



**DISPLAY ADVERTISING**  
Premium brand, tactical or contextual advertising sites



**ADVERTORIALS**  
Designed and written by our team with approval from the client



**NATIVE CONTENT**  
Co-funded sponsored editorial commissioned by clients



**SUPPLEMENTS**  
24-48 page bespoke content



**COMPETITIONS**



**ASK THE EXPERTS**



**48 HOURS IN...**



**AWARDS SPONSORSHIP**



# GLOBAL RATE CARD

## NATIVE CONTENT:

x1 Territory: \$5,000  
x2 Territories: \$8,000  
x3 Territories: \$10,000  
x4 Territories: \$12,000

## SOCIAL POSTS:

\$3,000 boosted against  
client persona profiles.  
Targeted via geography  
and demographic interests  
of agreed personas

## SOLUS EMAILS:

from \$4,000

## PODCAST:

\$12,000 Global reach or  
territory specific

## BANNERS:

\$25 CPM

## HOME PAGE TAKEOVERS & HERO VIDEO:

\$7,500

## INTERACTIVE QUIZ:

From \$12,000

## FAMILY TRAVELLER EXCELLENCE AWARDS:

Headline Partner \$50,000  
Supporting Sponsorships  
from \$10,000

## PRINT: (UK ONLY)

Issue Presenting  
Partner: \$50,000  
Single Pages: \$5,000  
Double Pages: \$7,500  
Advertorial +20%





# SPECIFICATIONS

## DIGITAL

### DIGITAL BANNERS

PREMIUM  
LEADERBOARD  
**970x250 px**

LEADERBOARD  
**970x90 px**

DOUBLE MPU  
**300x600 px**

MPU  
**300x250 px**

Homepage takeovers spec on request

May be supplied as JPEG, GIF  
or HTML 5. Max file size 1MB

## PRINT

### MAGAZINE PAGE DIMENSIONS

#### DOUBLE-PAGE SPREAD

Please supply as two single pages

Trim: **297 x 210 mm**

Bleed: **307 x 220 mm (3 mm bleed on all edges)**

#### SINGLE PAGE

Trim: **297 x 210 mm**

Bleed: **307 x 220 mm (3 mm bleed on all edges)**

#### HALF-PAGE, VERTICAL

Trim: **105 x 297 mm**

Bleed: **115 x 307 mm (3 mm bleed on all edges)**

#### HALF-PAGE, HORIZONTAL

Trim: **148 x 210 mm**

Bleed: **154 x 220 mm (3 mm bleed on all edges)**

### PRINT FILE CREATION

File must be submitted as single pages.

Single page is **A4, 210mm x 297mm  
plus 3mm bleed**

All files need to be CMYK, all fonts,  
images and logos need to be embedded

All images contained in the file must  
be 300dpi when 100% in size

### INK DENSITY

#### COVER/TEXT SECTION

Family Traveller is printed on coated stock, the  
maximum UCR density should not exceed 320%.

#### BLEED ALLOWANCE

Bleed advertisements should include  
a 3mm bleed on all edges.

**Please do not run text near the trim area**

#### COLOUR PROOFING

For proofing specifications visit

**[acornweb.co.uk/pdf-spec-portal.html](http://acornweb.co.uk/pdf-spec-portal.html)**.

### DIGITAL FILE DELIVERY

Digital files can be sent to the us at

**[printads@familytraveller.com](mailto:printads@familytraveller.com)**



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