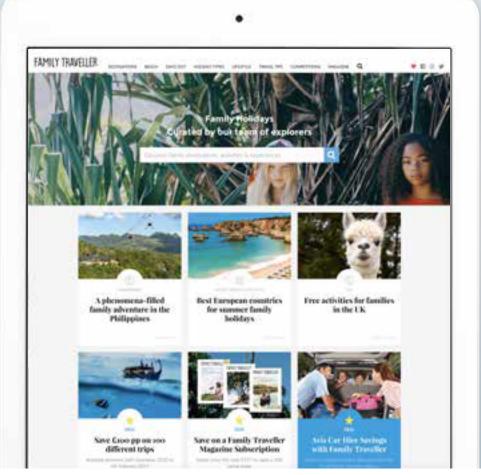
FAMILY TRAVELLER UK, USA, CANADA, GERMANY & ASIA GLOBAL MEDIA PACK UK 2025







FAMILY TRAVELLER



USA SCOTLAND MOROCCO MAURITIUS KENYA COLOMBIA EUROPE

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.

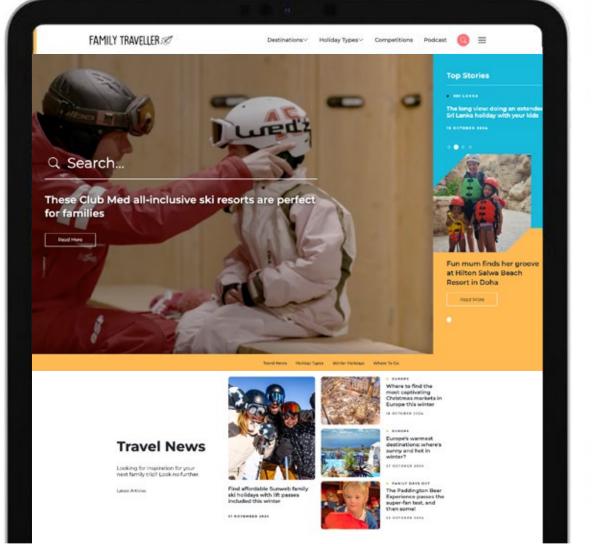
Family Traveller reaches 500,000 worldwide households per month across print, website, email and social media.

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



OUR CONTENT PLATEORMS

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



Destination Hubs





Emails



Has Intercontinental creates he Maldives' most familyriendly luxury holidays O DECEMBER 202

Mágazine UK only

Family Traveller

Interactive Quizzes

FAMILY TRAVELLER

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MOR



Social



Contests



Live Show





COMMERCIAI PARTNERS WE HAVE MORKED M

Scott Dunn

BRITISH AIRWAYS HOLIDAYS



ELEGANT RESORTS

TRA/ELBAG







Abu Dheabi B

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USA

Inna Maria Isl

Pensacola

greenbay

Brand USA

Panama City Beach

ANB

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BRITISH TRAVEL SOUTH VIRGIN ISLANDS

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California

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MISSOURI



KENTUCKY

ST.PETE CLEARWATER



DISCOVER.

AMELIA



OTTAWA

Florida Keys &KeyWest



BERMUDA

VISITFLORIDA.

GREECE

VisitMalta

Turkey



 (\mathbf{I}) INTERCONTINENTAL HOTELS & RESORTS

Hard Kock

WESTIN[®]

HOTELS & RESORTS

#

Beaches, Resorts Trans



SUNPRISE Resorts & Cruises





Holiday Inn





Marriott



THE RITZ-CARLTON®

5 SHANGRI-LA HOTELS and RESORTS







Jumeirah STAY DIFFERENT "







DCarnival













Homestay



NORWEGIAN

CRUISE LINE®







Cfteling







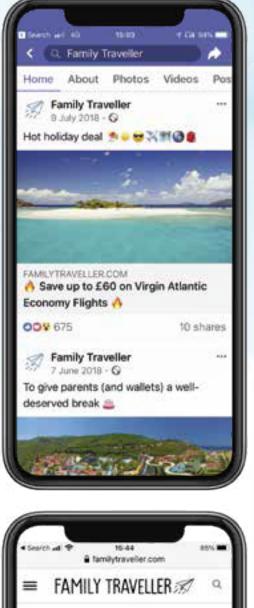




DIGITAL AUDIENCE

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%





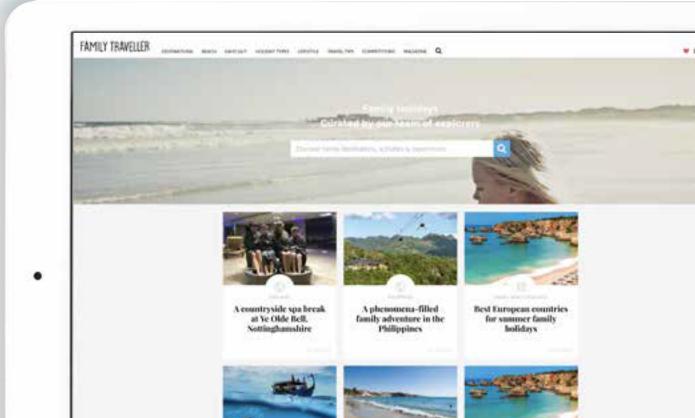
Family and travel are two of the most popular verticals for social media sharing

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

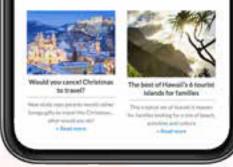
We offer brands the opportunity to engage with our readers by social media collaborations



DIGITAL OMAHR(]A



7 of the coolest glamping trends fo



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



From fair-fluing trips to festivals and multipenerational petaways, Amanda Statham evests 2020's hottest travel bronds and shares her definitive list of what to do and where to go with your brood this visar

A LOCAL DIVINE NO.

X

RDERS

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I. Off-radar adventures



8 teen-centric and cool cruise holidays

SAIL BEYOND

FAMILY TRAVELLER

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FAMILY TRAVELLER

DESTINATIONS BOACH DAVIDUT HEADIARTIMES LARSTING TRAVELTING EXPERITIONS HARDLINE Q

WIN a villa holiday for four in Akyaka, South West Turkey



On behalf of luxury villa holiday specialists. Oliver's Travely, we have the ultimate family villa break for four in the peaceful, bohemian town of Akyaka in Southwest Turkey,

Ergsy a one seenil stay (A Wasser Ers) a family friendly raci Indrone elle with private good and magnificent views of



FAMILY TRAVELLER LIVE 22-23 MARCH 2025, TWICKENHAM, LONDON

TWICKENHAM LONDON.



22-23 MARCH 2025



SPONSORSHIP OPPORTUNITIES

• Exclusive Headline Sponsor Arrival Experience Sponsor Official Car Partner
 The VIP Lounge • 'The Beach' a 100sqm Space on the

stadium concourse • Jumbotron Screens

- Seminar Theatre Sponsor
- The Pitch Pitchside takeover.

LIVE TRAVEL SHOW

The world's best destinations and hotels gathered at Allianz Stadium in Twickenham, London for an action-packed weekend in March 2025.

EXPECTED ATTENDEES

10,000 Families, c30,000 Attendees.

ACTIVITIES FOR ALL AGES

Entertainment activities ranging from soft play and face painting to thrill-seeker experiences including the first-ever zip line over Twickenham Stadium, bungee jumping, and abseiling.

BOOKING PLATFORM

- Data capture opportunities
- Stadium tour
 Adventure activities
 - Kids club Seminar seats
- Holiday booking advice sessions.

held in in conjunction with... SailawazeLIVE!

• 2 x Stage or (45 mins) • Storage

• WIFI • Tea/Coffee on stand Parkina

SILVER: £10,000

- 1 x Stage or F&B Demo slot (45 mins) • WIEL Parking
- 150 Free Tickets



PARTNER OFFER PROMOTIONS

Visitors will be able to book holidays with exclusive offers and discounts at over 50 exhibitor stands.

EXHIBITOR OPPORTUNITIES

PITCH: £25,000

24m² (6x4m) includes:

- F&B Demo slot
- 500 Free Tickets Unlimited 50% off Tickets
- Base Shell Scheme
- 3 x Plug Sockets Lighting
- Furniture

GOLD: £15,000 24m² (6x4m) includes:

- 2 x Stage or F&B Demo slot (45 mins)
- Storage
- WIFI
- Tea/Coffee on stand
- Parking
- 250 Free Tickets
- Unlimited 50% off Tickets
- Base Shell Scheme
- 3 x Plug Sockets
- Lighting
- Furniture
- TV Screen above Stand

BRONZE: £6,000

- Storage
- WIFI
- Parking
- 100 Free Tickets
- 250 50% off Tickets
- Base Shell Scheme
- 1 x Plug Socket

- 16m² (4x4m) includes: • Unlimited 50% off Tickets
 - Base Shell Scheme
 - 1 x Plug Socket
 - Lighting

FAMLYTRAVELER $)) (\Delta S)$

- 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 £10,000 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



WIN A FAMILY HOLIDAY TO MICHIGAN WORTH £4,000

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



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 Michiean all at once.

ime and Michigan all a toree. For a different sort of Michigan adventure, each to one of the state's many beaches for unning, swimming, boating, fishing, and much nore. These freshwater beaches provide endless njoyment for the whole family. Or head to one of he many nature centres and recreation areas to walcome hand are activities and areasing and helps.



COMPETITION

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HERE FRAME IN

WIN a family holiday to Amelia Island in Florida worth 66.000?

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All yestion in process and benefit and of Particle and Particle and based based on the area of the United States have been as which anymous facilities and a basis sector.



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Campetition closes (Spin-on Thursday 18)







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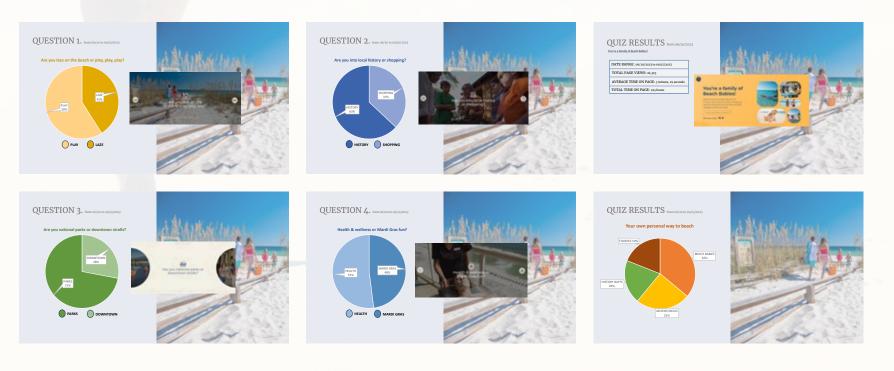
INTERACTIVE QI

- A bespoke digital engagement tool
- Fun and interactive
- Show the breadth of your destination, resort, cruise
- Costs from £10,000
- Including technical and design production, promotion and datacapture



RESULTS: Visit Pensacola Autumn 2023

People completed Quiz: 50,463, Total time engaged with Quiz: 1,261 Hours Data capture: 22,456







TAKE 룲

PRINT COMMERCIAL OPPORTUNITIES

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

THREE ISSUES IN 2025SPRING
(APRIL)AUTUMN
(SEPT)WINTER
(DEC)



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



COMPETITIONS



ASK THE EXPERTS



48 HOURS IN ...

Distributed via our partner: WAITROSE





SUPPLEMENTS 24-48 page bespoke content



AWARDS SPONSORSHIP

GLOBAL RATE CARD

NATIVE CONTENT:

x1 Territory: £4,000 x2 Territories: £6,000 x3 Territories: £8,000 x4 Territories: £10,000

SOCIAL POSTS:

£2,500 boosted against client persona profiles. Targeted via geography and demographic interests of agreed personas

SOLUS EMAILS: from £3,500

PODCAST:

£10,000 Global reach or territory specific

BANNERS: £22 CPM

HOME PAGE TAKEOVERS & HERO VIDEO: £6,000

Headline Partner £40,000 Supporting Sponsorships from £8,000

INTERACTIVE QUIZ: From £10,000

FAMILY TRAVELLER EXCELLENCE AWARDS:

PRINT: (UK ONLY)

Issue Presenting Partner: £40,000 Single Pages: £3,000 Double Pages: £6,000 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 FILES 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 CRFATION

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.

DIGITAL FILE DELIVERY

Digital files can be sent to the us at printads@familytraveller.com

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