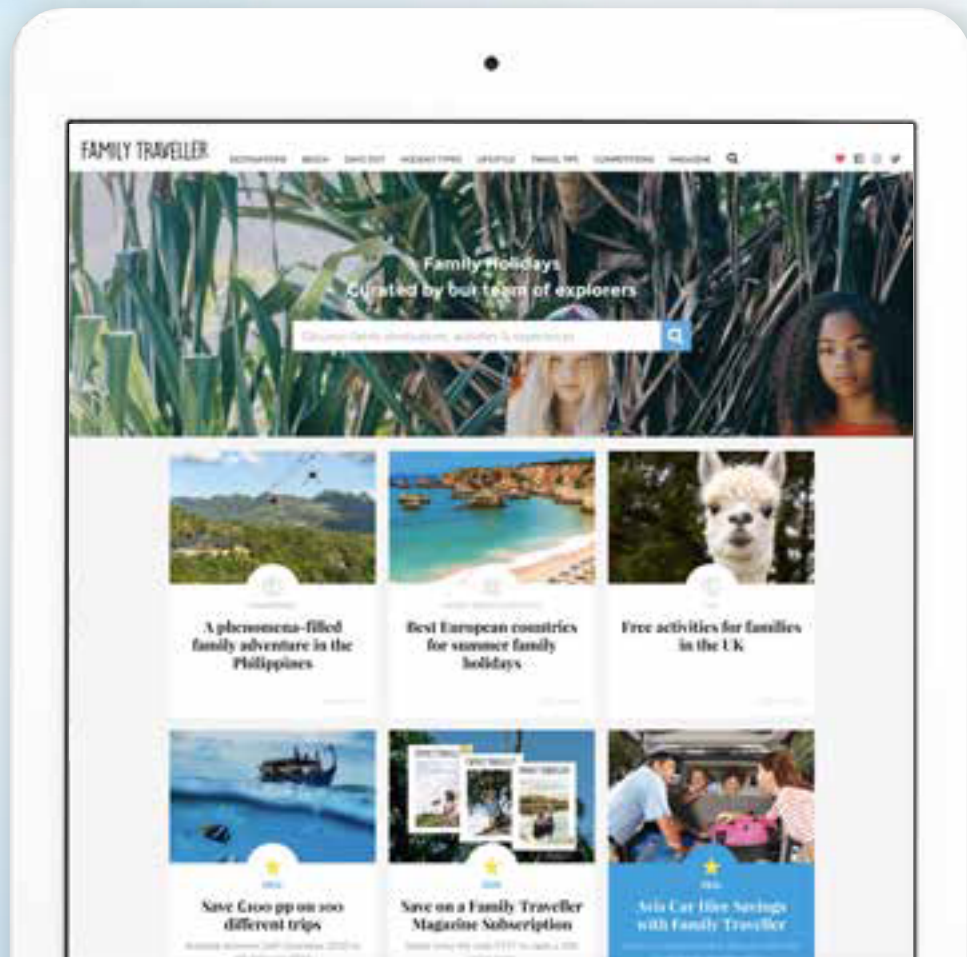


FAMILY TRAVELLER



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



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.



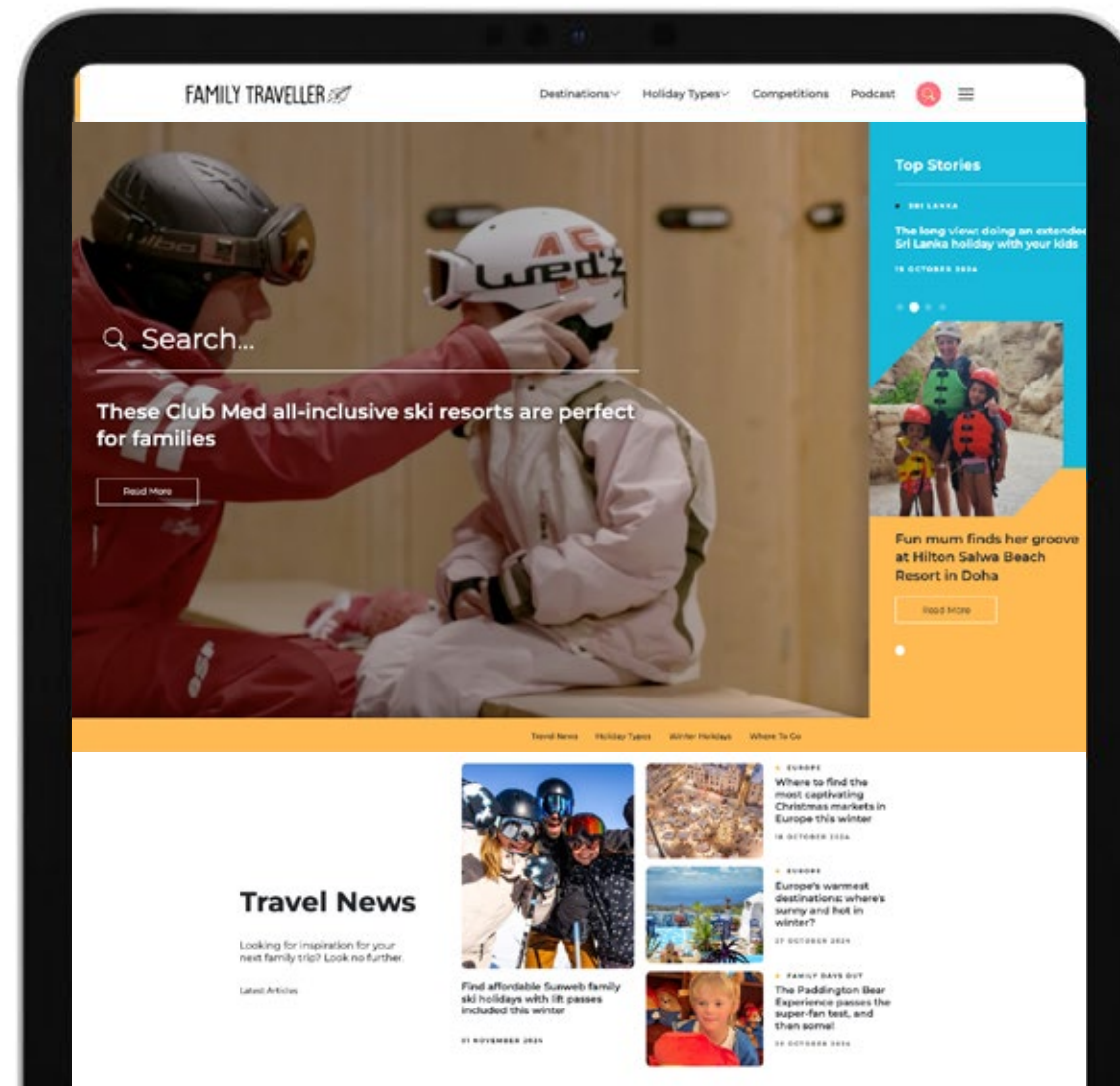
OUR CONTENT PLATFORMS



Family Traveller Magazine

UK only

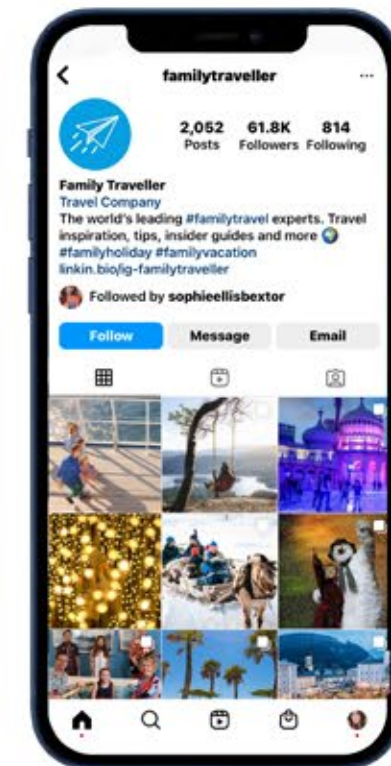
Family Traveller Website
UK, USA, Canada, Germany & Asia



Destination Hubs



Social



Live Show



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

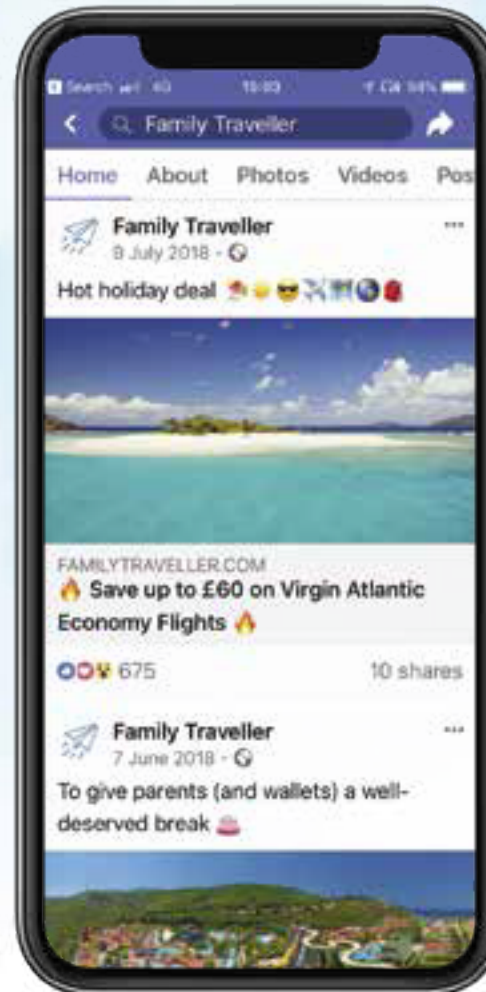
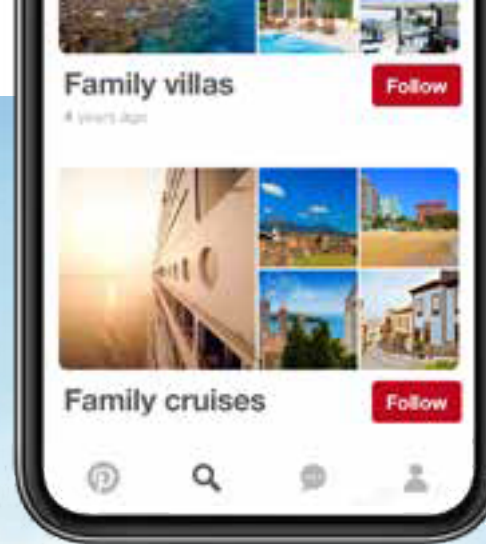
Ad impressions served: 5,000,000+ per month

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%



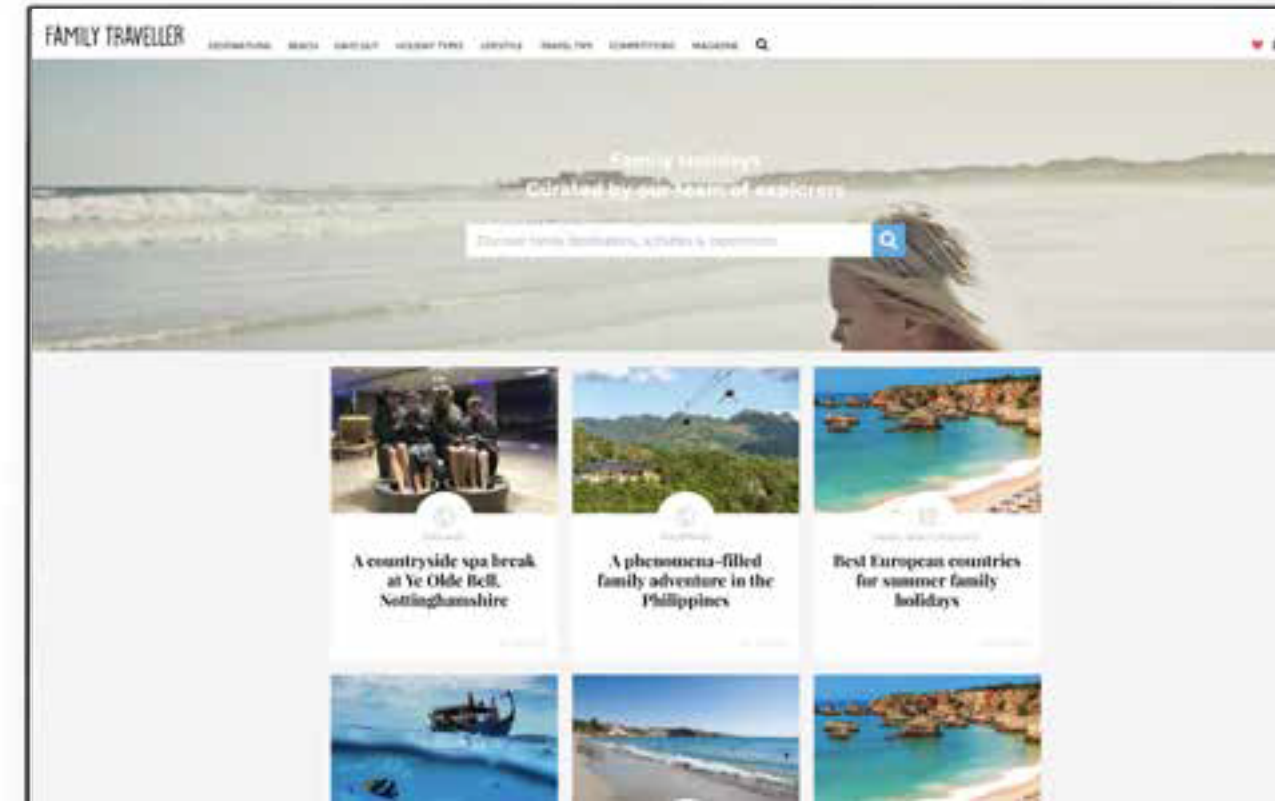
Family and travel are two of the most popular verticals for social media sharing

We generate significant engagement around our social media platforms

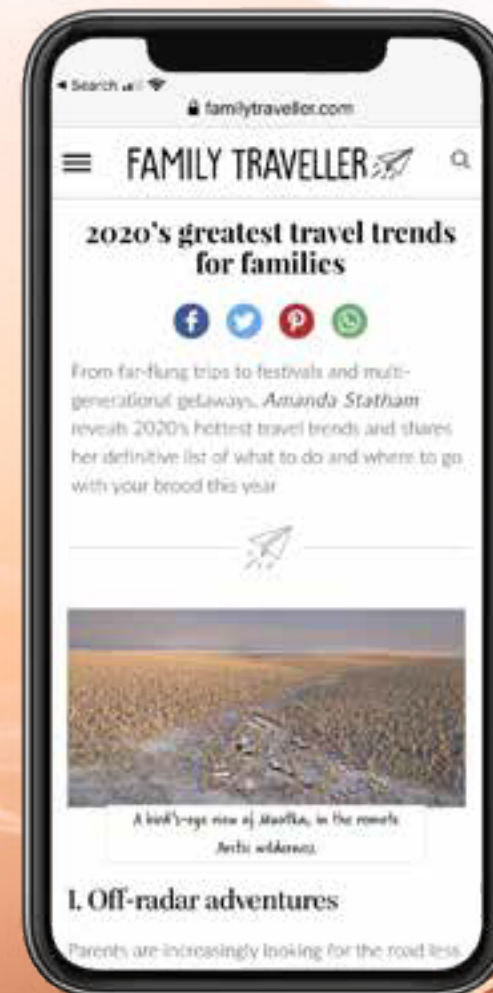
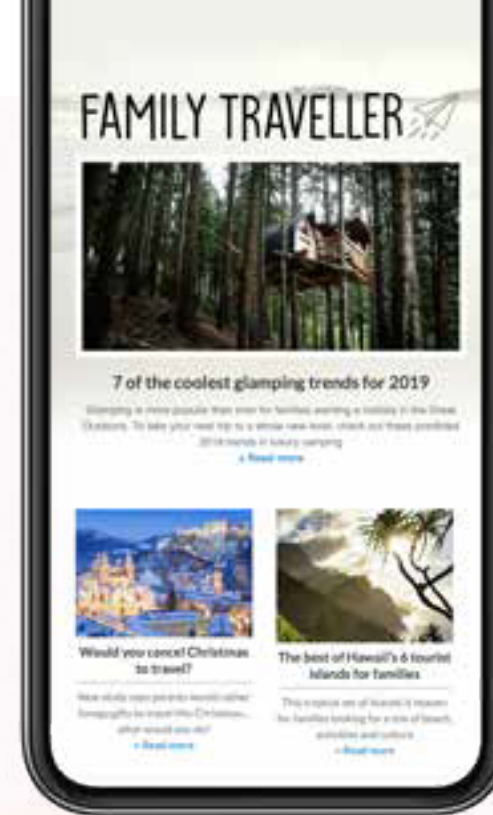
Our current social reach is 1,000,000+

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

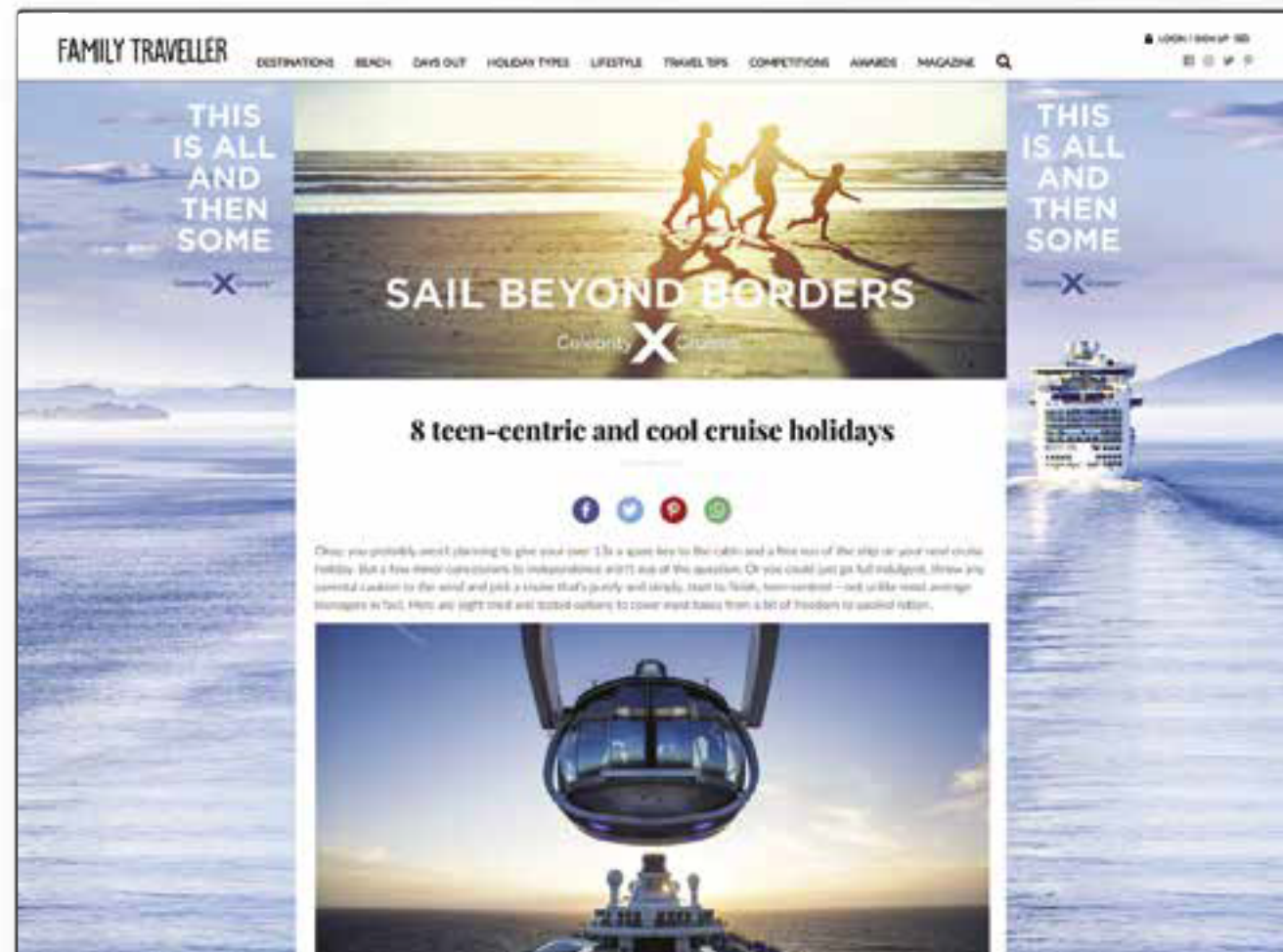
We offer brands the opportunity to engage with our readers by social media collaborations



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 LIVE

22-23 MARCH 2025, TWICKENHAM, LONDON



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.

PARTNER OFFER PROMOTIONS

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

EXPECTED ATTENDEES

10,000 Families, c30,000 Attendees.

EXHIBITOR OPPORTUNITIES

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 conjunction with...

SailawazeLIVE!

TWICKENHAM
LONDON.

FAMILY
TRAVELLER *Live*

22-23 MARCH 2025



Allianz Stadium

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.

PITCH: £25,000

24m² (6x4m) includes:

- 2 x Stage or F&B Demo slot (45 mins)
- Storage
- WIFI
- Tea/Coffee on stand
- Parking
- 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

SILVER: £10,000

16m² (4x4m) includes:

- 1 x Stage or F&B Demo slot (45 mins)
- WIFI
- Parking
- 150 Free Tickets
- Unlimited 50% off Tickets
- Base Shell Scheme
- 1 x Plug Socket
- Lighting

BRONZE: £6,000

9m² (3x3m) includes:

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

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 £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

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 £10,000
- 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



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

Distributed via our partner:

WAITROSE
& PARTNERS



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

INTERACTIVE QUIZ:

From £10,000

FAMILY TRAVELLER EXCELLENCE AWARDS:

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

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 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.

DIGITAL FILE DELIVERY

Digital files can be sent to the us at

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TALK TO US

