

# FAMILY TRAVELLER

## MEDIA KIT 2021-22



# OUR MISSION

*Family Traveller* is the global voice of authority on family travel, providing inspiration, practical advice and planning tools to help families go further. The editorial is led by travel but touches on all areas of family life: fashion, beauty, health, auto, home, entertainment and more.



# WHO WE ARE OUR PRIMARY AUDIENCE

WOMEN 25-49  
WITH CHILDREN.

MOM SERVES AS THE  
FAMILY TRAVEL AGENT.



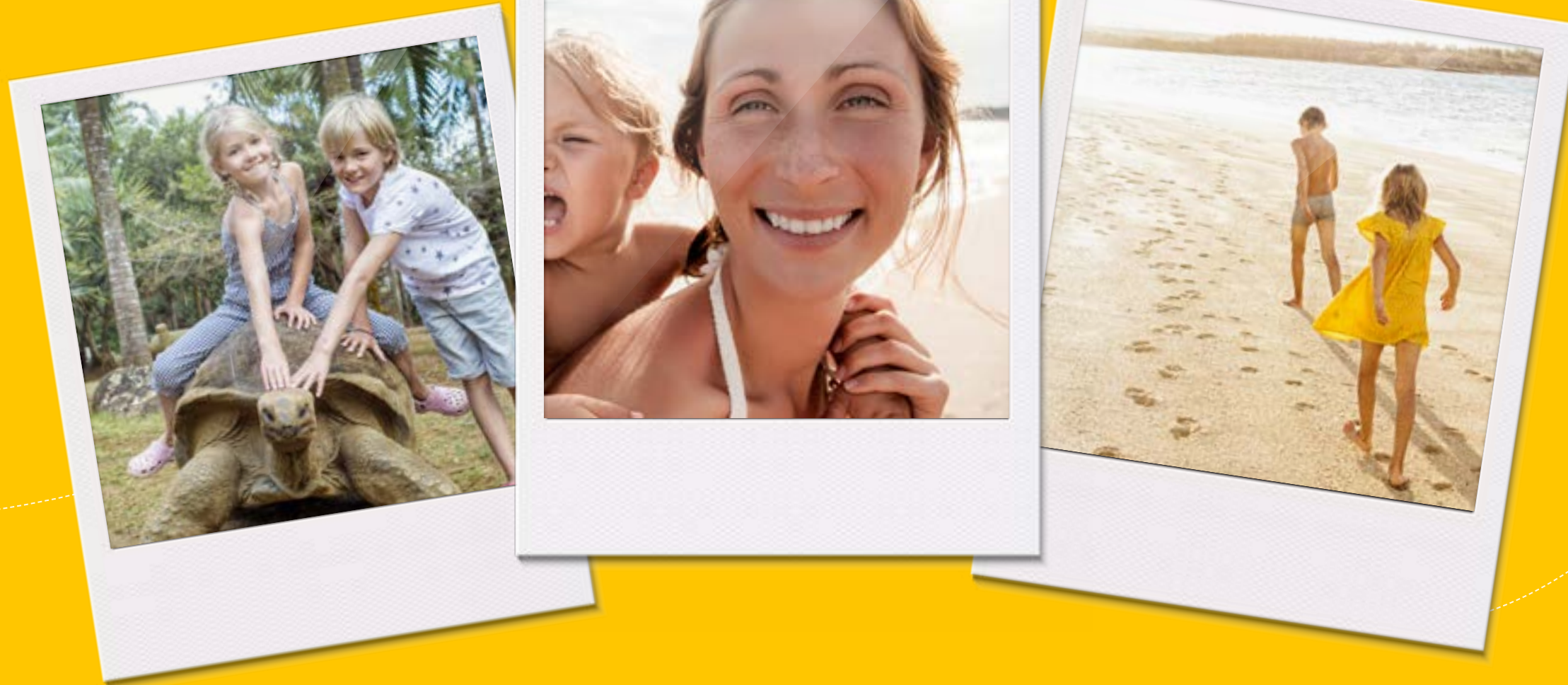
HOUSEHOLD INCOME  
\$100,000+.

THE MOST POWERFUL  
CONSUMER POPULATION  
BY A WIDE MARGIN.

# THE MARKET

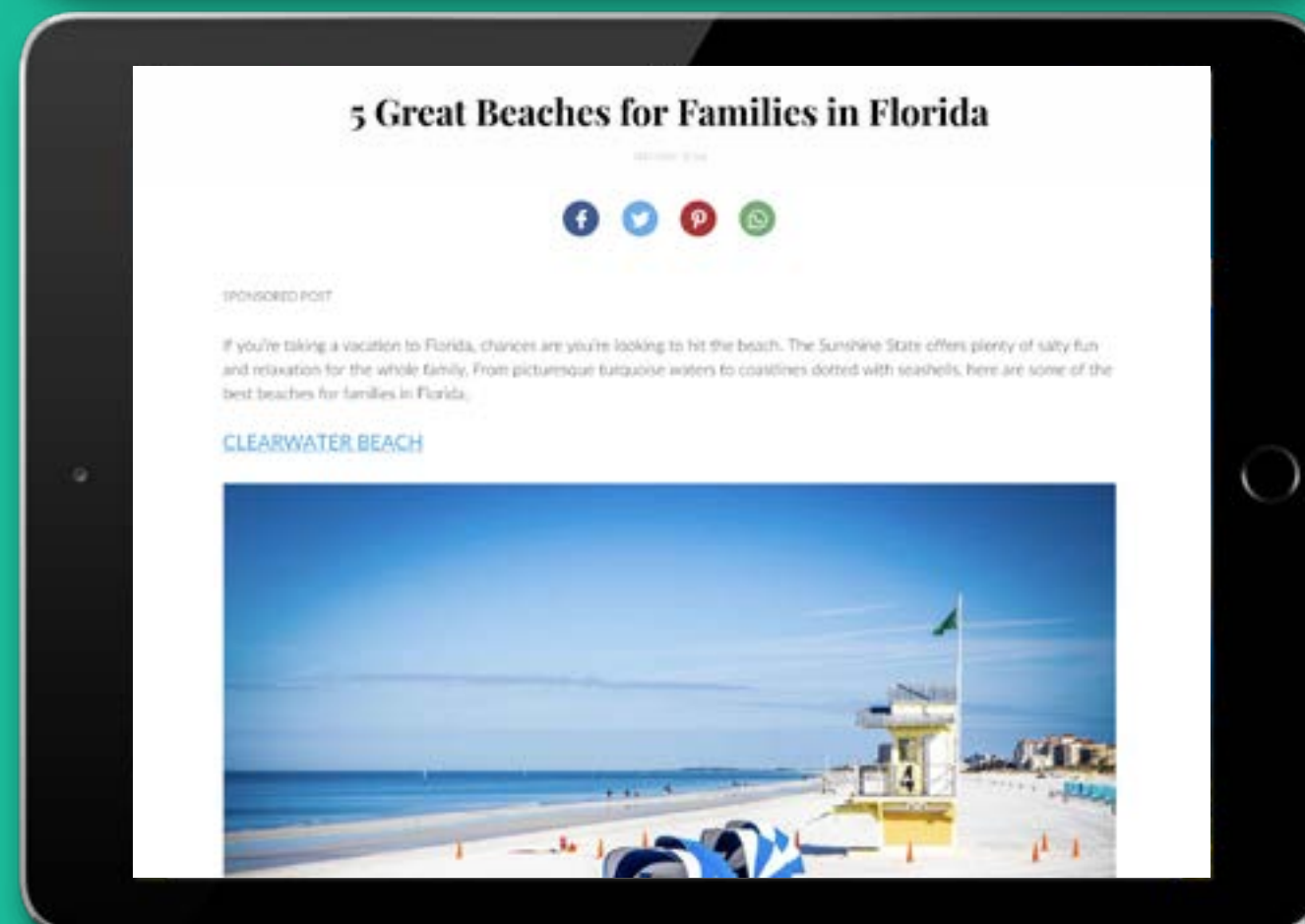
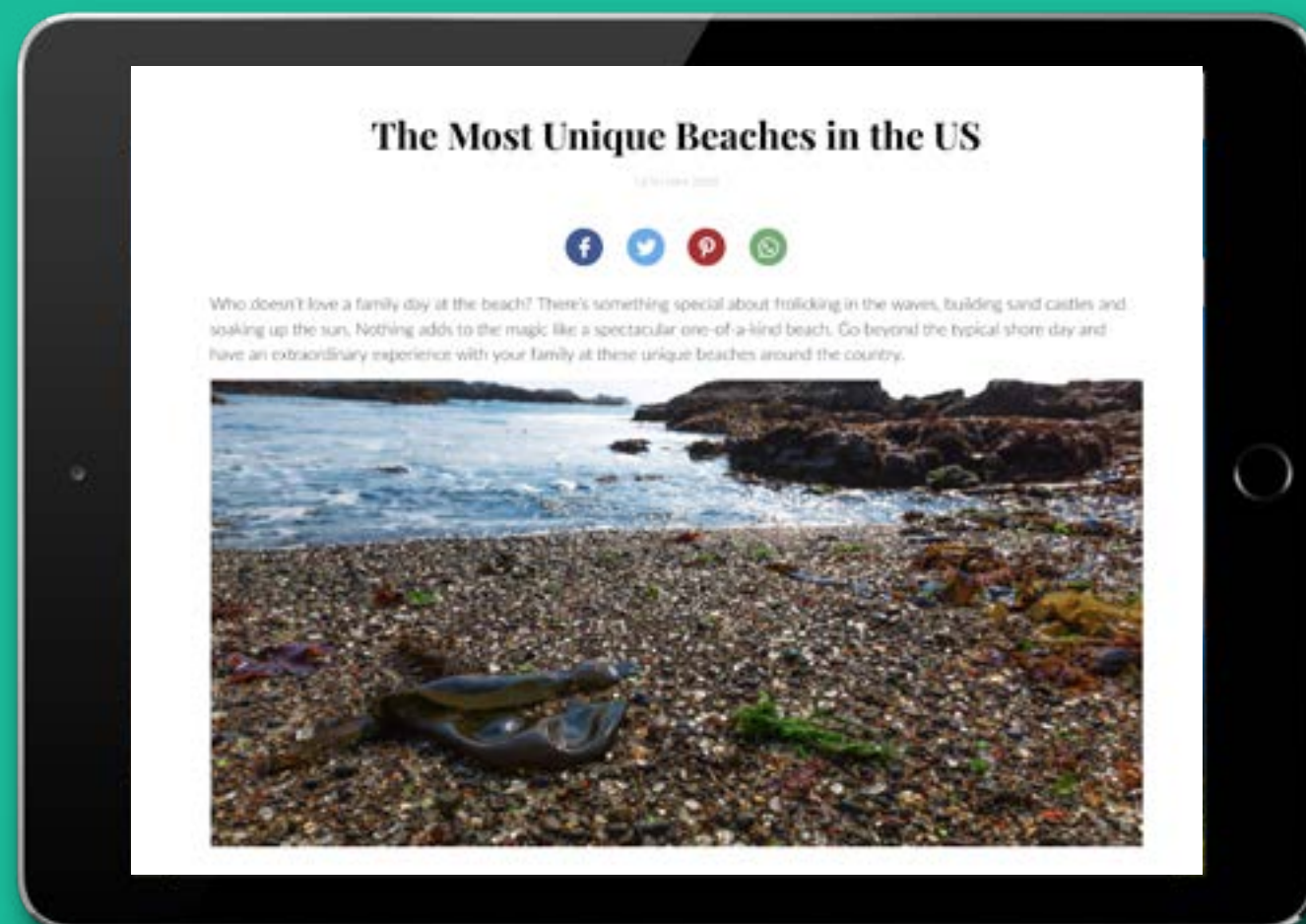
GLOBAL FOCUS ON  
THE FAMILY SECTOR  
IS ACCELERATING.

FAMILY TRAVEL  
REPRESENTS 30% OF  
THE TRAVEL MARKET.



FAMILY TRAVEL IN THE  
U.S. IS WORTH \$200  
BILLION ANNUALLY.

FAMILY TRAVEL IS GROWING  
26% FASTER THAN THE TRAVEL  
INDUSTRY AS A WHOLE.



# DIGITAL

FAMILYTRAVELLER.COM  
AVERAGES 300,000 UNIQUE  
VISITORS PER MONTH

2 MILLION MONTHLY  
PAGE VIEWS

TIME ON SITE PER SESSION:  
2 MINUTES 45 SECONDS

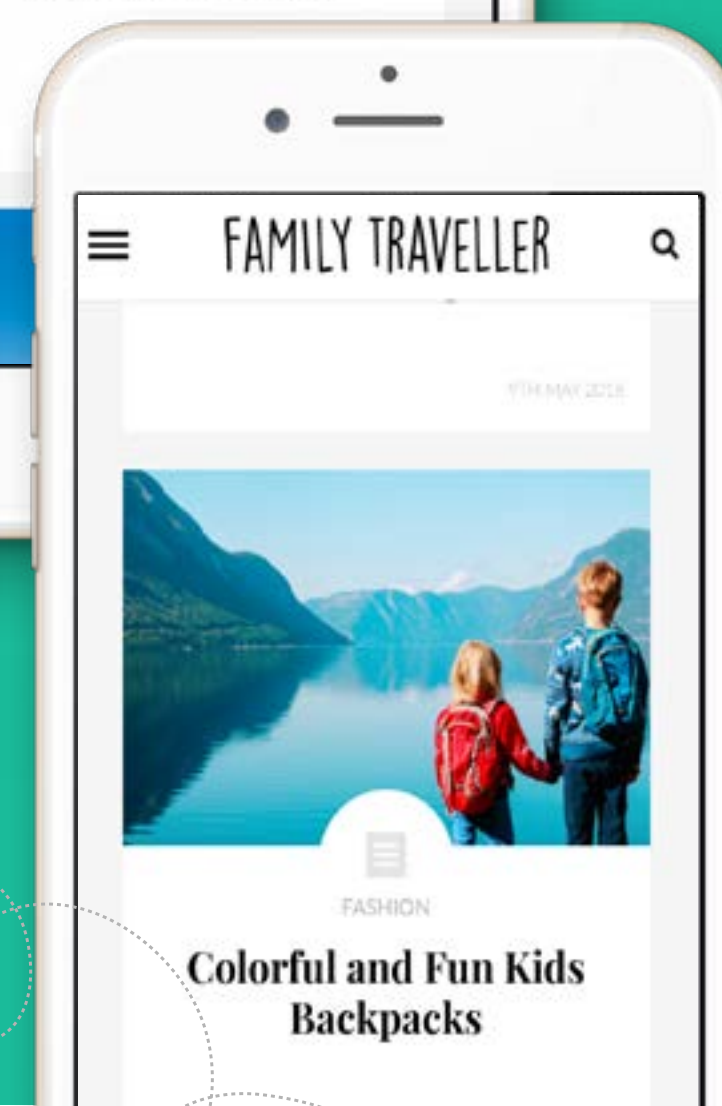
CLICK-THROUGH RATE: 0.25  
(3 X TIMES HIGHER  
THAN INDUSTRY AVERAGE)

# TRAFFIC

70% MOBILE

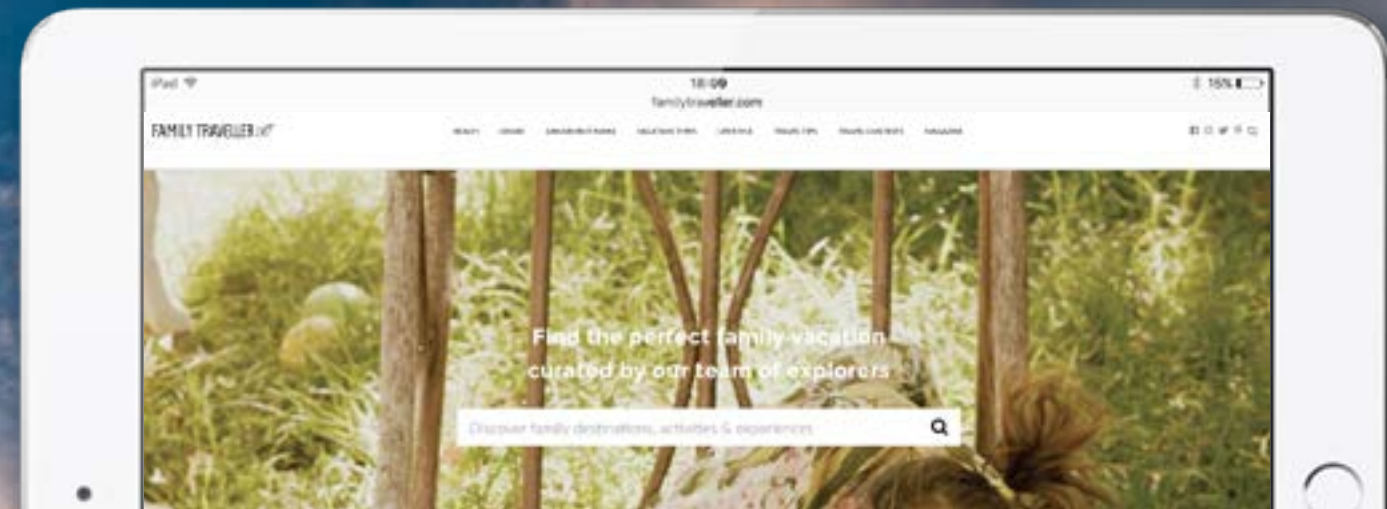
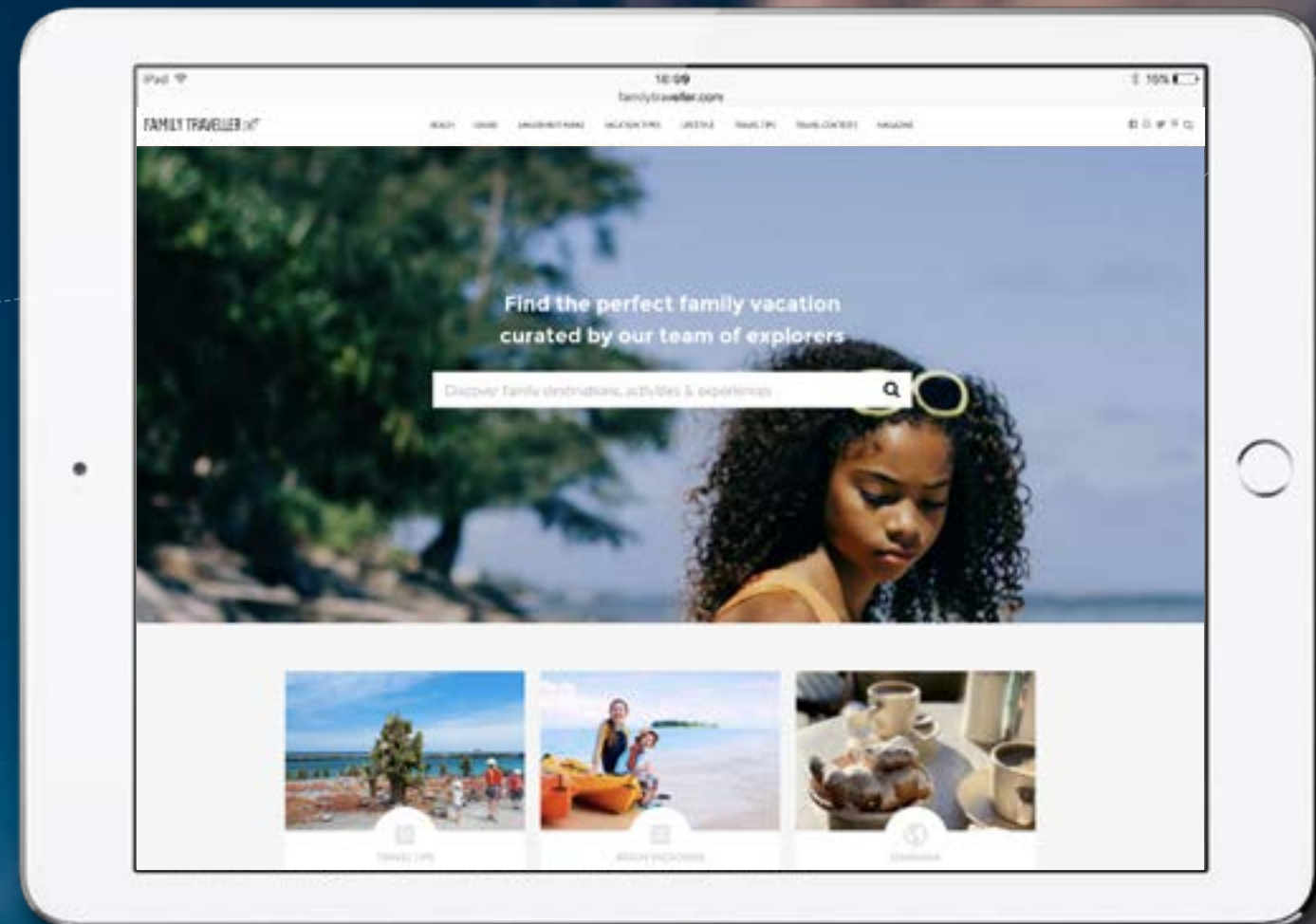
30% DESKTOP

FEMALE/MALE SPLIT: 68% / 32%



# DIGITAL COMMERCIAL OPPORTUNITIES

- DISPLAY ADVERTISING
- DESTINATION CONTENT HUBS
- VIDEO CREATION AND INTEGRATION
- SPONSORED CONTENT (FASHION SHOOTS, DESTINATION GUIDES)
- CONTESTS
- DATA CAPTURE
- ON-SITE SURVEYS
- CHANNEL TAKEOVERS (E.G. BEACH, ADVENTURE, FLORIDA)
- AFFILIATE MARKETING
- BEHAVIORAL TARGETING
- GEO TARGETING





# CUSTOM NATIVE DIGITAL CONTENT

ALL NATIVE CONTENT IS BUILT ON  
GUARANTEED PAGE VIEWS

NATIVE CONTENT IS CRAFTED BASED THE  
ADVERTISER'S PREFERENCE AND DIRECTION

PRODUCTION PROCESS FROM START TO  
FINISH USUALLY TAKES 3-4 WEEKS

NATIVE CONTENT IS PROMOTED THROUGH  
OUR SOCIAL CHANNELS (IG, FB, PINTEREST)

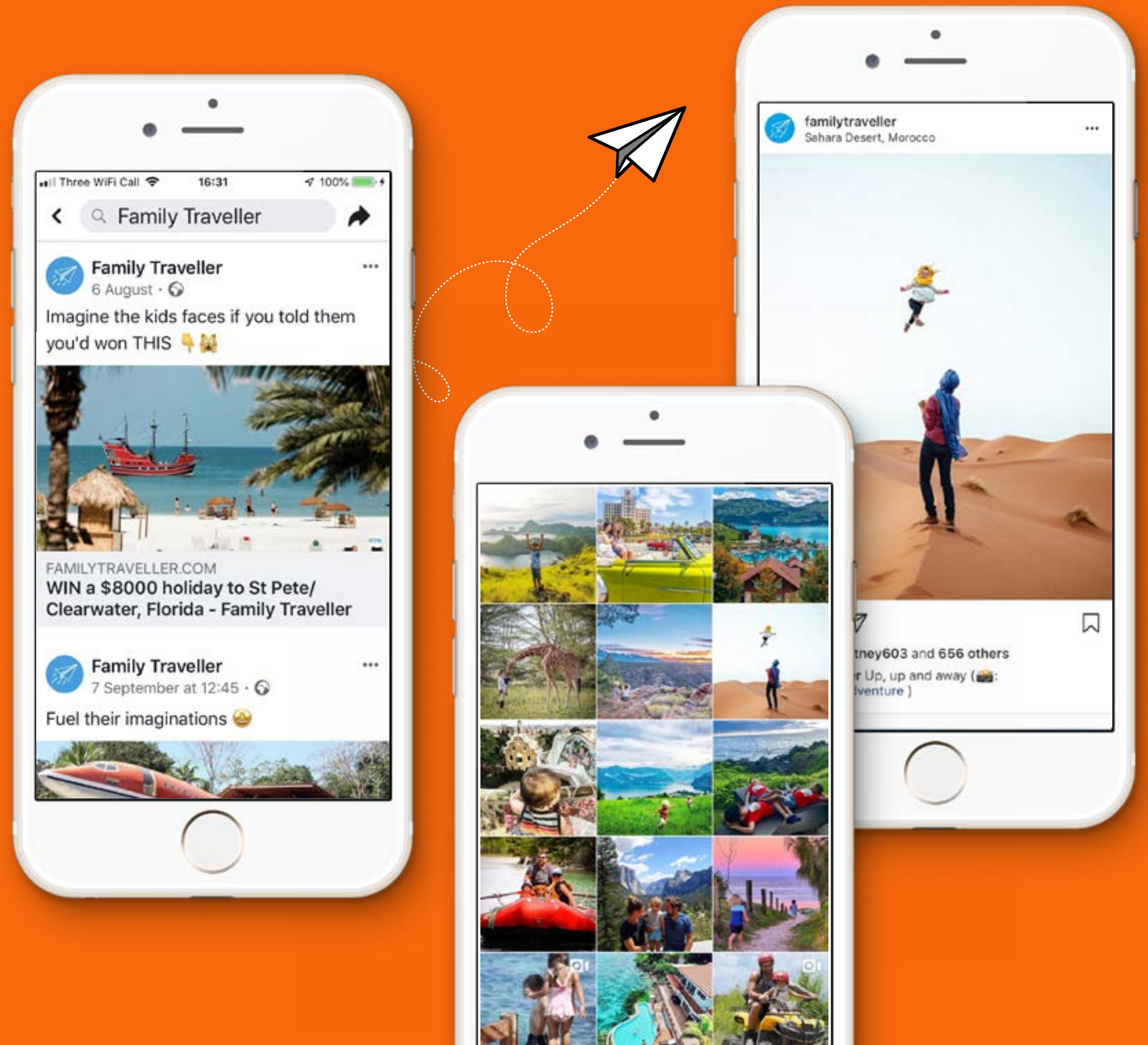
# SOCIAL

FAMILY AND TRAVEL  
ARE TWO OF THE MOST  
POPULAR VERTICALS FOR  
SOCIAL MEDIA SHARING.

CURRENT SOCIAL  
REACH: 700,000+.

OUR SOCIAL AUDIENCE  
IS OUR MOST ENGAGED:  
TRAFFIC AVERAGES 10+  
PAGES PER SESSION.

WE OFFER BRANDS  
THE OPPORTUNITY  
TO ENGAGE WITH OUR  
READERS BY SOCIAL  
MEDIA AND INFLUENCER  
COLLABORATIONS.



# EMAIL MARKETING

*FAMILY TRAVELLER'S* SUBSCRIBERS RECEIVE ONE EDITORIAL NEWSLETTER AND ONE DEDICATED EMAIL PER WEEK.

THE CURRENT DATABASE IS 200,000.

OPEN RATES AVERAGE 16% AND CLICK-THROUGH RATES 12%.

GEO- TARGETING CAPABILITIES AVAILABLE



FONTAINEBLEAU

CHECK  
RATES

MIAMI BEACH



THERE'S NO SUMMER LIKE A  
BLEAU SUMMER

THE ULTIMATE FAMILY VACATION DESTINATION

Plan ahead and get set for a tropical escape this season. From luxurious accommodations, distinctive dining and captivating activities, savor the magic of summertime at Fontainebleau. Launch the sunny season in full force with family packages and complimentary perks that makes travel much more fun this time of year!

EXPLORE SPECIALS



# PRINT EDITORIAL CALENDAR



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## Fall 2021

- **POST PANDEMIC TRAVEL**
- **MULTI GENERATIONAL TRAVEL**
- **TOP SUSTAINABLE RESORTS**
- **BACK TO CRUISE SPECIAL**
- **TRAVEL SOUTH FEATURE**
- **SKI USA**

## Spring 2022

- **BEST ALL INCLUSIVE HOTELS**
- **MEXICO SPECIAL**
- **EUROPE WITH TEENAGERS**
- **ADVENTURE FAMILY TRAVEL**

## IN EVERY ISSUE

**IN THE MIX:** The latest travel news and trends

**COLUMNS:** Thoughts on travel from influencers and experts

**FIRST TIMER'S GUIDE:** A destination deep dive for beginners

**DRIVING:** The best new cars and road trips

**SUSTAINABLE TRAVEL:** How to save the planet

**FIRST CLASS:** An inside look at a luxury experience

**FASHION AND BEAUTY:** Seasonal style and beauty tips for kids and moms

**IN FOCUS:** Spotlighting one travel theme or destination in multiple ways

**WORLD VIEW:** A celebrity traveler closes out every issue

## DISTRIBUTION

**50,000 COPIES DIRECT TO CONSUMER**



# RATE CARD

## DIGITAL ADVERTISING

|                     |               |
|---------------------|---------------|
| Display advertising | from \$25 CPM |
| Native content      | From \$5,000  |
| Partner email       | From \$50 CPM |
| Reader surveys      | From \$5 CPL  |
| Social posts        | From \$2,500  |
| Chanel takeovers    | From \$5,000  |

## PRINT ADVERTISING

|                                   |          |                      |          |
|-----------------------------------|----------|----------------------|----------|
| Opening spread<br>Cover 2, Page 1 | \$50,000 | Cover 3<br>Full page | \$10,000 |
| 2nd spread<br>Pages 2+3           | \$25,000 | Cover 4<br>Full page | \$25,000 |
| Spread, ROB<br>Run of book        | \$15,000 | Page first 33%       | \$10,000 |
|                                   |          | Page first 50%       | \$8,000  |
|                                   |          | Page ROB             | \$6,000  |



# TALK TO US!

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