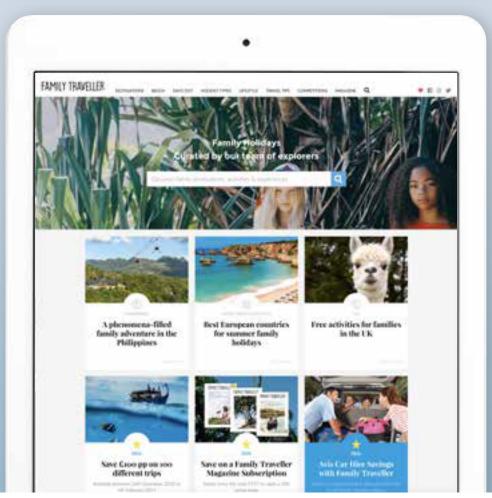
## FAMILY TRAVELLER UK, USA, GERMANY & ASIA MEDIA PACK 2023





READ MORE

### FAMILY TRAVELLER





## 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.

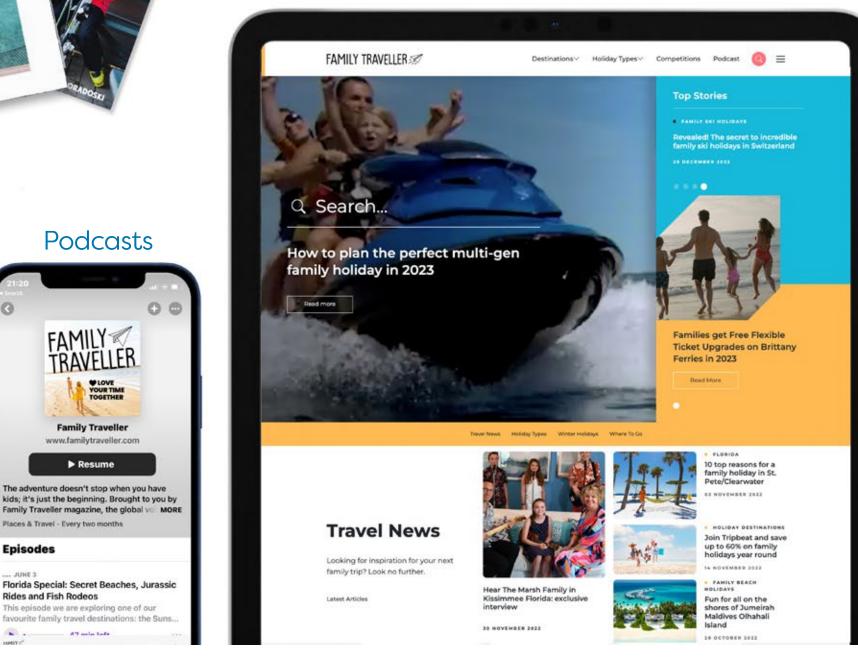
Family Traveller reaches 500,000 worldwide households per month across print, website, email and social media.

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



JUR CONTENT PLATEORMS

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



Family Traveller Magazine UK only F FAMILY TRAVELLER

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FAMILY TRAVELLER

**Family Traveller** 

www.familytraveller.com

▶ Resume

AT main lafe

Places & Travel - Every two month

**Rides and Fish Rodeos** 

Episodes

VOUR TIME

F FAMILY TRAVELLER

BIG WIDE WORLD

#### **Destination Hubs**



#### Social



#### Emails



. DEALS

20% Off and Exclusive Perks at Daios Cove, Crete

Enjoy savings and more at this luxury hotel with kids club. Book with Scott Dunn by 31st Jan

03 JANUARY 2023

#### MALDIVES

Has Intercontinental created the Maldives' most familyfriendly luxury holidays?

O DECEMBER 2022

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## COMMERCIAI PARTNERS WE HAVE MORKED M

#### Scott Dunn

BRITISH AIRWAYS HOLIDAYS 



ELEGANT RESORTS

TRA/ELBAG







Abu Dheabi B

JOLDU



USA

Inna Maria Isl

Pensacola

greenbay

Brand USA

Panama City Beach

**ANB** 

Pensacola

Sarasota

-**C** 

BRITISH TRAVEL SOUTH VIRGIN ISLANDS

9 bahamas

ANT GUA BARBUDA

California

JAMAICA IDME OF ALL RIGHT



MISSOURI



KENTUCKY

ST.PETE CLEARWATER



DISCOVER.

AMELIA



OTTAWA

Florida Keys &KeyWest



BERMUDA

VISITFLORIDA.

GREECE

VisitMalta

Turkey



 $(\mathbf{I})$ INTERCONTINENTAL HOTELS & RESORTS

Hard Kock

WESTIN<sup>®</sup>

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

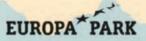
**CRUISE LINE®** 







Cfteling







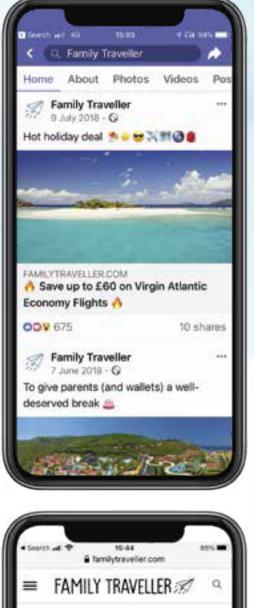




## DIGITAL AUDIENCE

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%





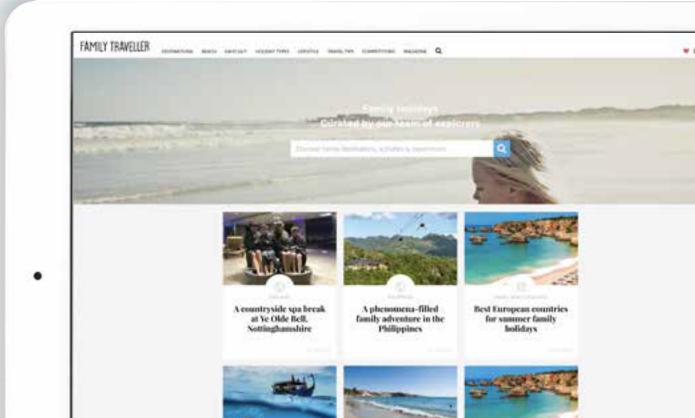
Family and travel are two of the most popular verticals for social media sharing

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

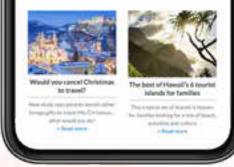
We offer brands the opportunity to engage with our readers by social media collaborations



# DGTAL OMAHR()



7 of the coolest glamping trends for 201



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 **Behavioral targeting** Social media posts



From far-flung trips to testivals 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

E G # 5



I. Off-radar adventures

SAIL BEYOND

FAMILY TRAVELLER

SOM - X -

8 teen-centric and cool cruise holidays

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FAMILY TRAVELLER

DESTINATIONS BOACH DAVIDUT HEADIARTHEE LARDING TEAMETHEM HADDINE 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 PODCAST

12 magazine-style podcasts per year + 12 specials

Expected downloads 10,000 per episode

Evergreen content

Available in-flight on Singapore Airlines and Cathay Pacific

Costs from \$10,000 including production and distribution

Audio file avaible for client use on their own channels

#### 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?

#### 0000

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.



- + M----



Campetition closes (Spin-on Thursday 18)







#### to great be believed

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## PRINT COMMERCIAL OPPORTUNITIES

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



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



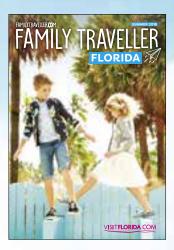
48 HOURS IN ...

#### TWO ISSUES IN 2023

SPRING/ SUMMER: (print deadline May 10th) AUTUMN/ WINTER: (print deadline Sept 10th)

Distributed via our partner, Waitrose

#### WAITROSE & PARTNERS





#### SUPPLEMENTS 24-48 page bespoke content



#### AWARDS SPONSORSHIP

#### LAUNCHING MARCH 2023



FAMILY TRAVELLER

Discover more

HOLIDAY - DESTINATIONS

Destinations - Holiday Types - Competitions Podcast 🙆 📃

#### **Family holidays to Asia**

#### **Explore Asia**





Top 12 destinations in Asia andpicked for inforgettable famil

Luxury family holidays are child's play at Jumeirah



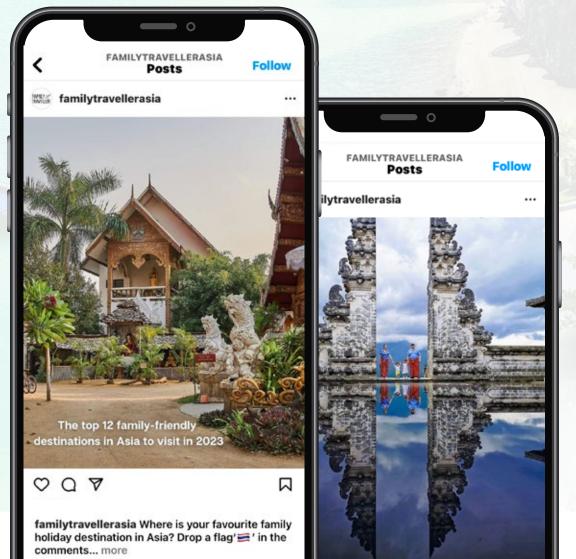


Incredible early booking offers on Scott Dunn fan holidays 2023



FAMILY ASIA

Targeting affluent expat and national families based in Singapore, Hong Kong, South Korea, Vietnam, Malaysia.



# TRAVELLER



## GLOBAL RATE CARD

#### NATIVE CONTENT:

x1 Territory: \$5,000 (UK/USA/DE/Asia) x2 Territories: \$8,000 x3 Territories: \$10,000 x4 Territories: \$12,000

#### SOCIAL POSTS:

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

#### SOLUS EMAILS:

from \$4,000

#### PODCAST:

\$10,000 Global reach or territory specific

#### BANNERS: \$25 CPM

HOME PAGE TAKEOVERS & HERO VIDEO: \$5,000

#### 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 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

## TALK TO US

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