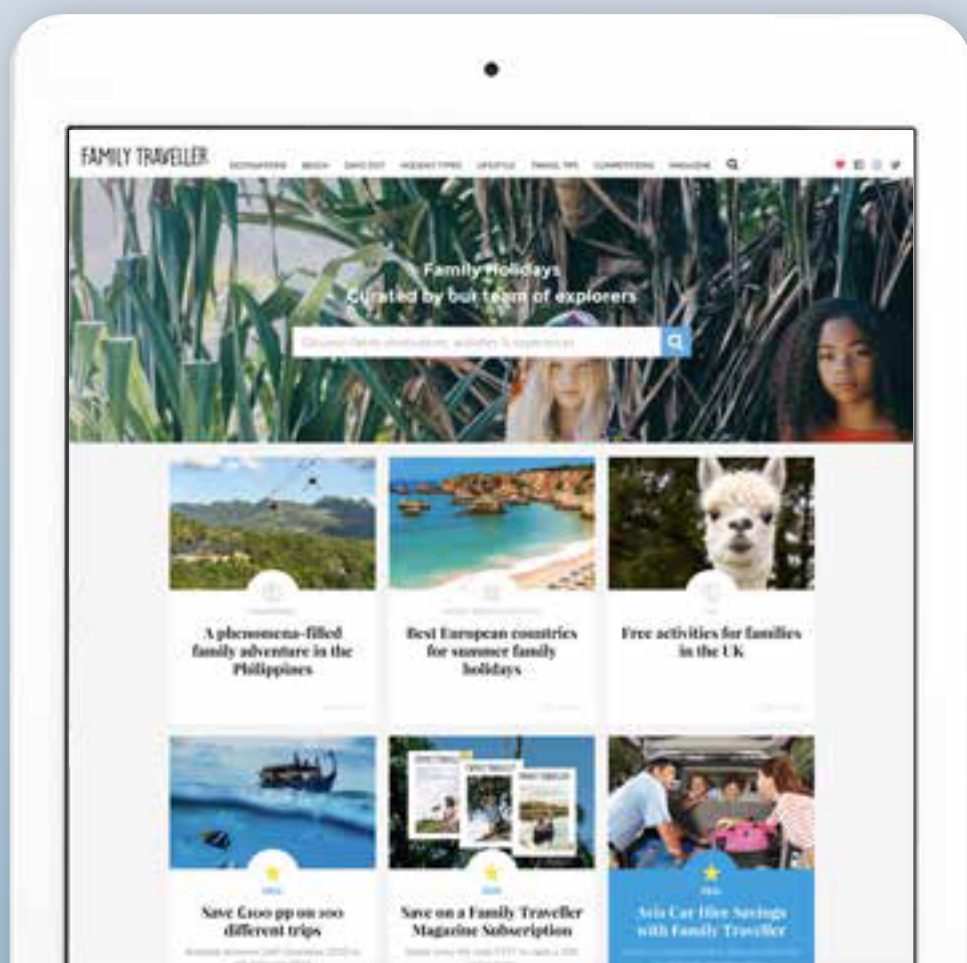


FAMILY TRAVELLER

UK, USA, GERMANY & ASIA

MEDIA PACK 2023



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



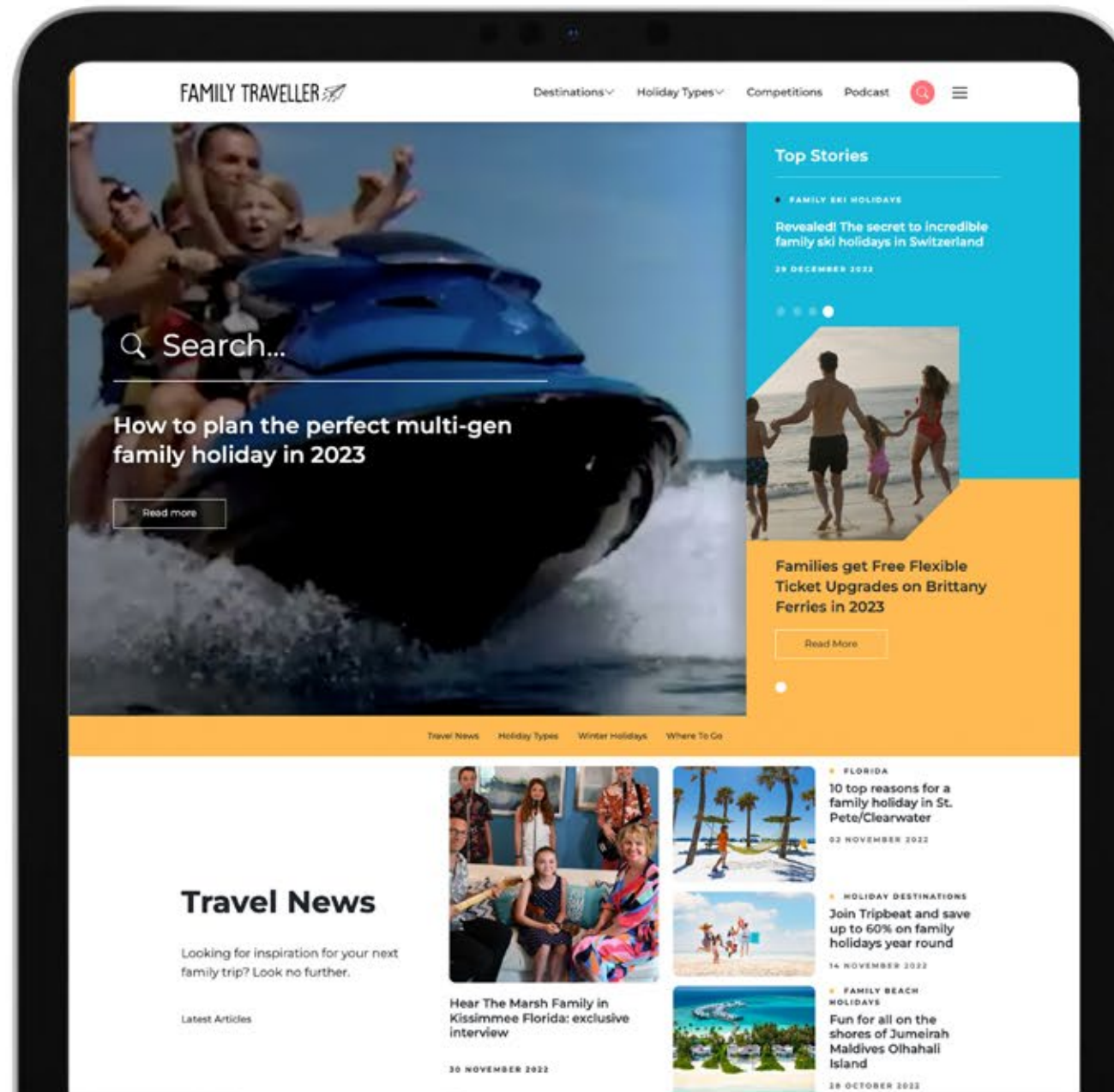
Family Traveller Magazine
UK only



Podcasts



Family Traveller Website
UK, USA, Germany & Asia



Destination Hubs



Social



Emails



Contest



COMMERCIAL PARTNERS WE HAVE WORKED WITH



DIGITAL AUDIENCE

familytraveller.com averages 500,000 sessions per month

Average page views per session: 8

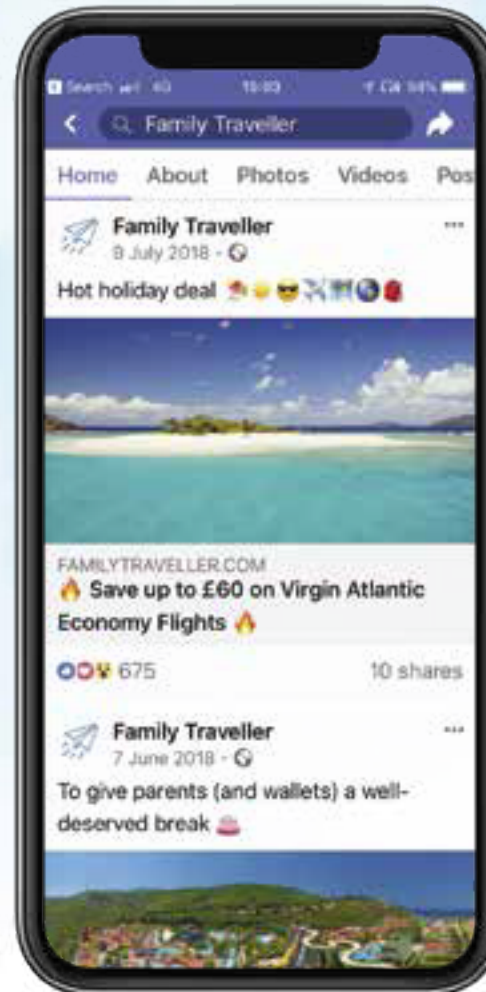
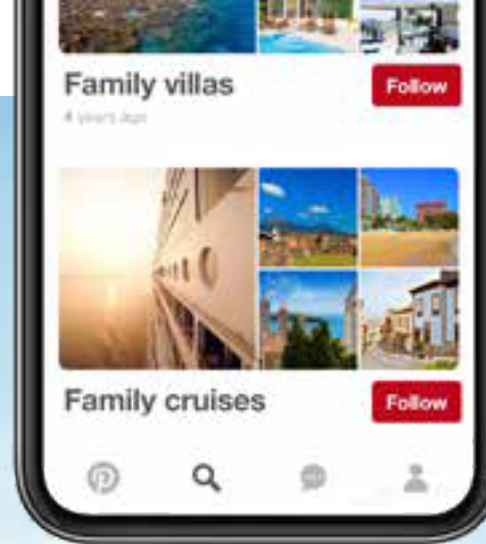
Ad impressions served: 5,000,000+ per month

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%



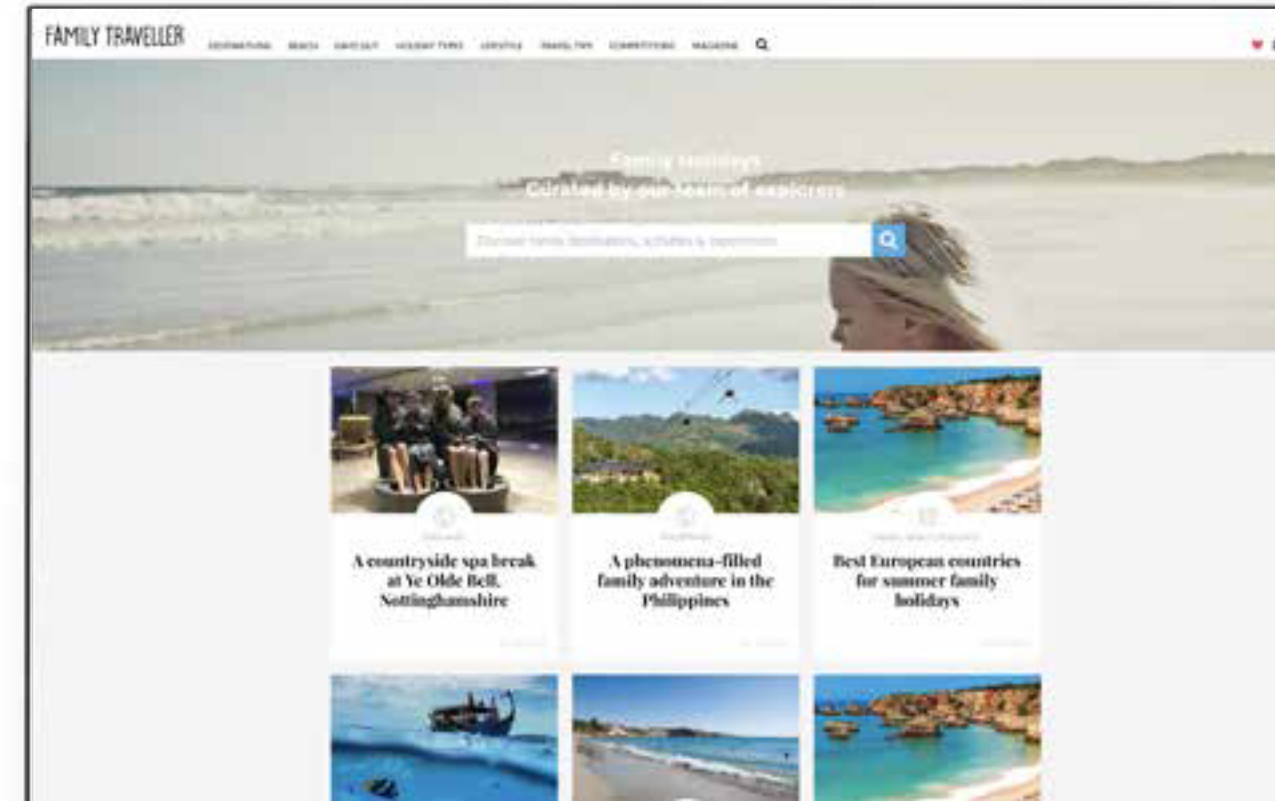
Family and travel are two of the most popular verticals for social media sharing

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

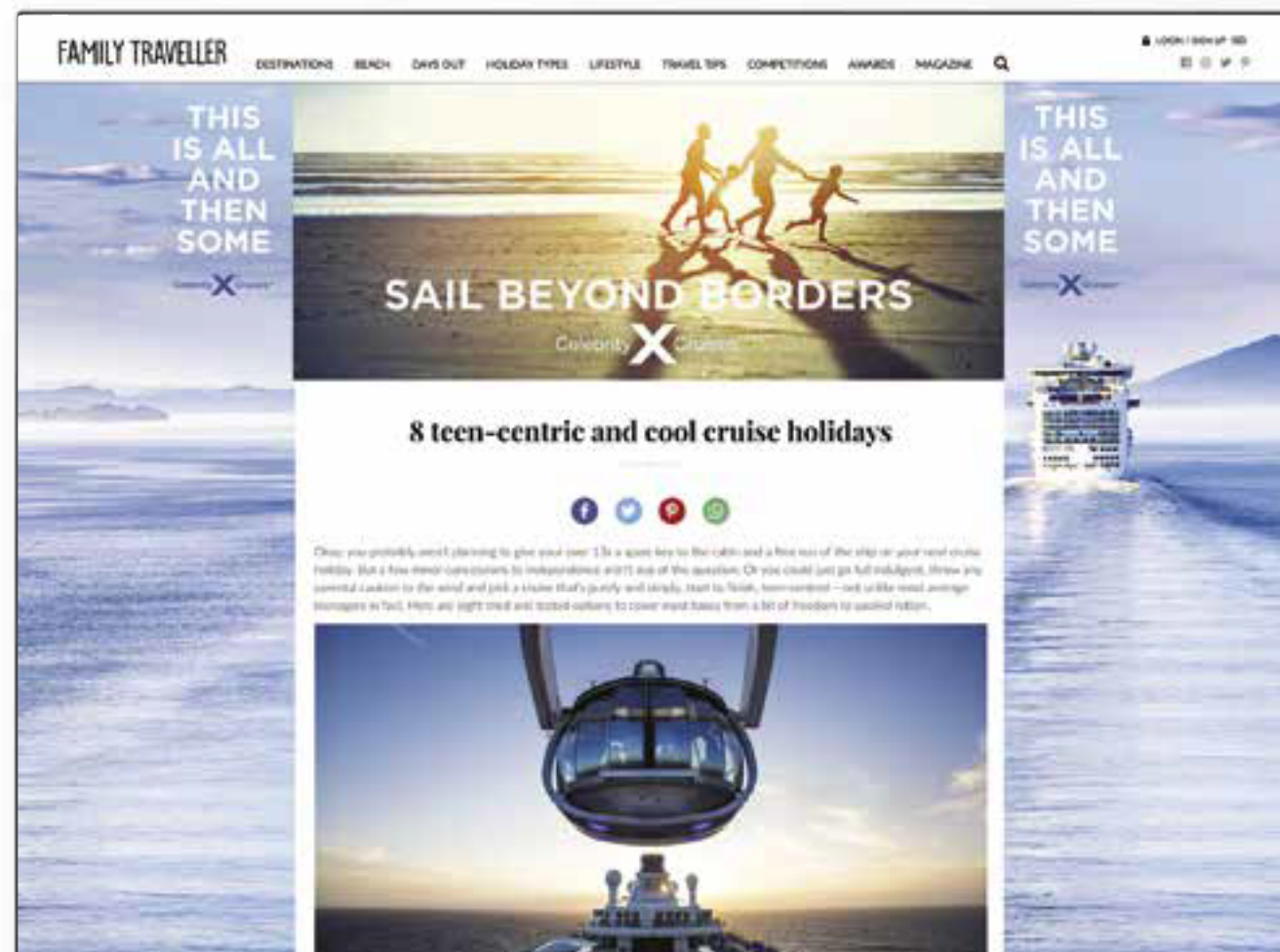
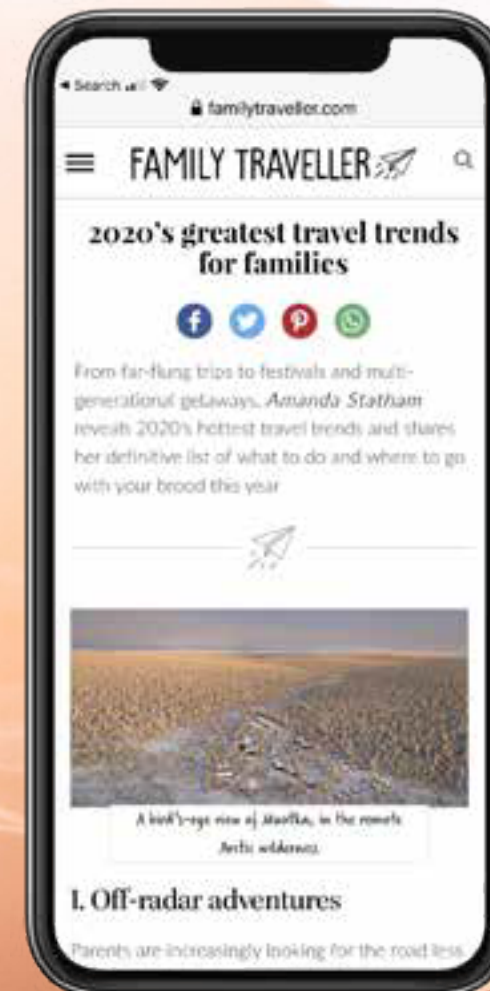
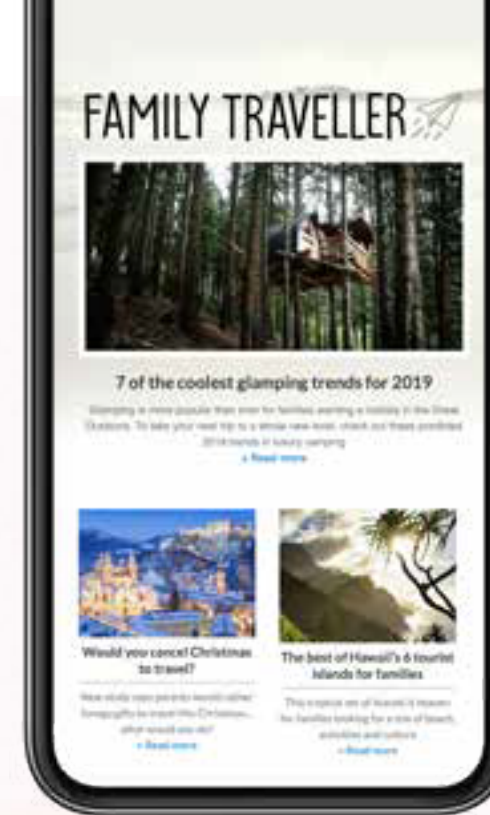
Affiliate marketing

On site surveys

Channel takeovers

Behavioral targeting

Social media posts



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 available 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

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 how Michigan's natural beauty has shaped the state's history.

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



PRINT COMMERCIAL OPPORTUNITIES

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

TWO ISSUES IN 2023

SPRING/
SUMMER:
(print deadline
May 10th)

AUTUMN/
WINTER:
(print deadline
Sept 10th)

Distributed via our
partner, Waitrose

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...

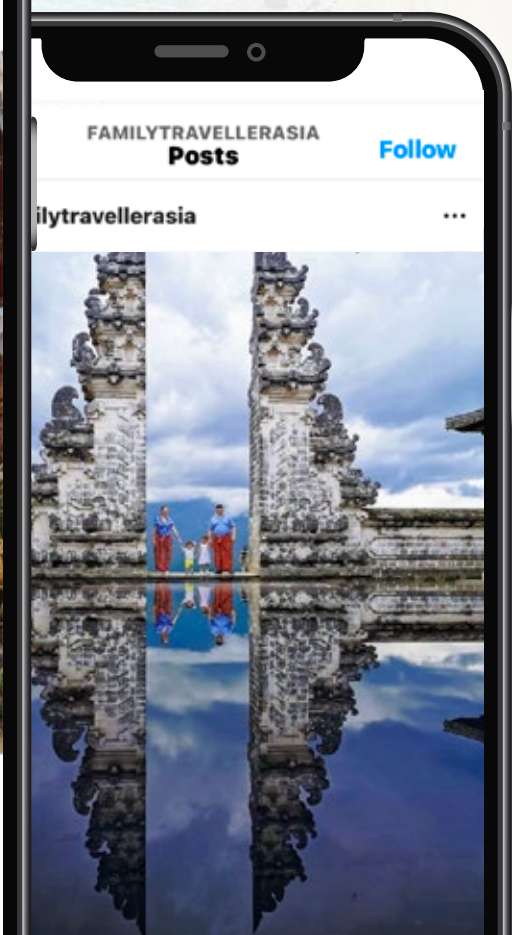
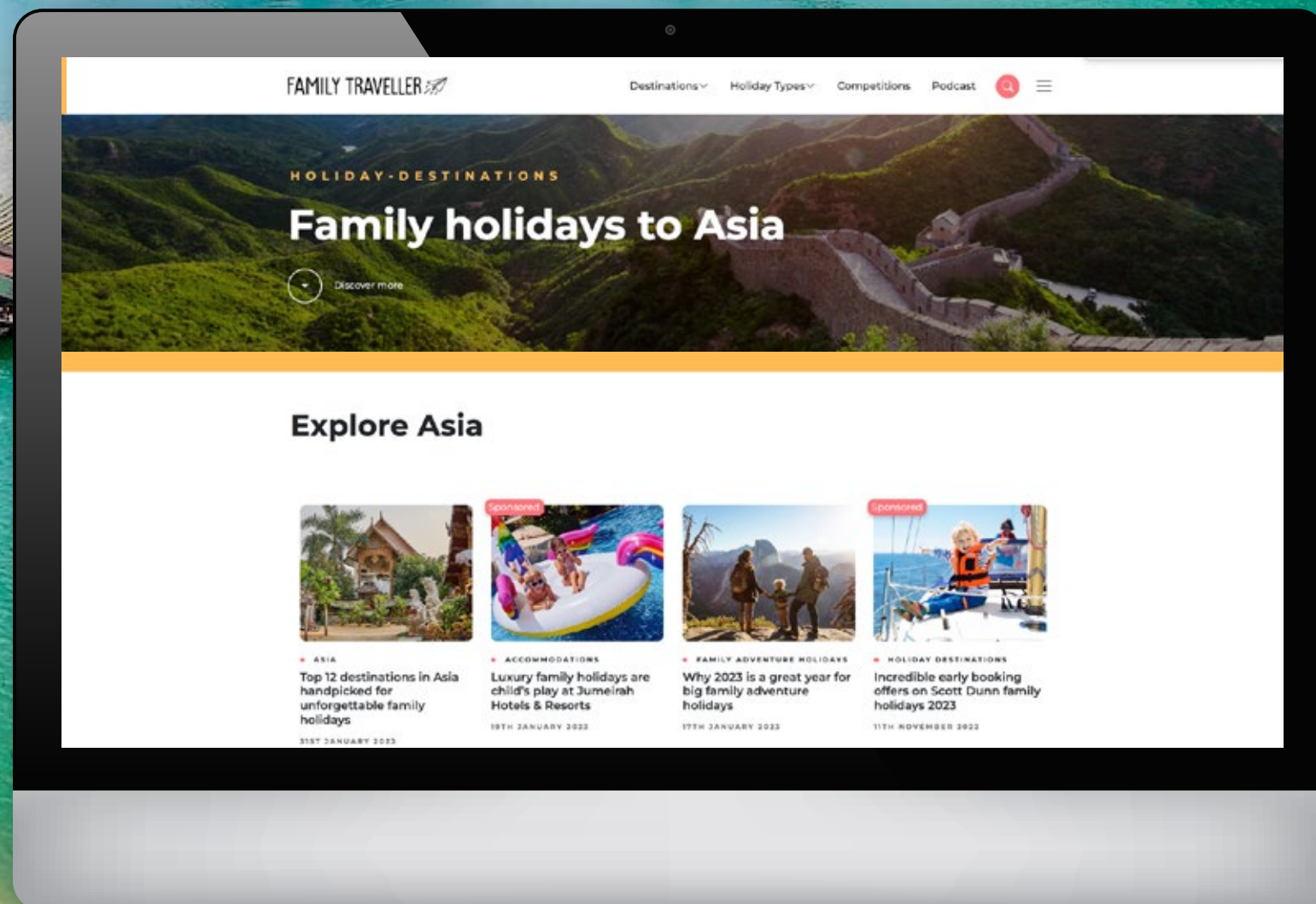


AWARDS SPONSORSHIP

LAUNCHING MARCH 2023

FAMILY TRAVELLER ASIA

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



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 persona profiles.

Targeted via geography
and demographic interests
of agreed personas

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 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.

DIGITAL FILE DELIVERY

Digital files can be sent to the us at

printads@familytraveller.com

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