



FAMILY 
TRAVELLER

WELCOME TO THE WORLD OF FAMILY TRAVELLER

The largest family travel media brand globally, *Family Traveller* has digital and print editions spanning the United States, the United Kingdom and Germany.

Family Traveller is the only multi-platform lifestyle brand completely focused on all things having to do with family-centric travel.

After a successful U.S. digital launch in the fall of 2017, *Family Traveller* will be producing a new print magazine for the U.S. market that will debut in spring 2018.

Across print, website, email and social media, *Family Traveller* reaches 500,000 U.S. households per month.

We provide inspiring content that inspires families to travel and helps them maximize their precious time together.



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 MARKET

Global focus on the **family sector** is accelerating representing **30%** of the travel industry

Family Travel in the USA is worth **\$200 Billion PA**

Family travel is growing **26% faster** than the travel industry as a whole



INDUSTRY COMMENTARY

TRAVEL WEEKLY NEWS & FEATURES VOICES RESOURCES
Millennial family travel a gold mine
By **Jamie Biesiada** / June 28, 2017



AREAS OF GROWTH

PORTRAIT of AMERICAN TRAVELERS
2017-2018

DURING A TRAVEL INDUSTRY SLOWDOWN

YOUNG FAMILIES

MILLENNIALS ARE THE ONLY GENERATION TO REPORT AN INCREASE IN INTENDED TRAVEL SPENDING (+8%)



MILLENNIAL FAMILIES
\$5,295
PAST 12 MONTHS

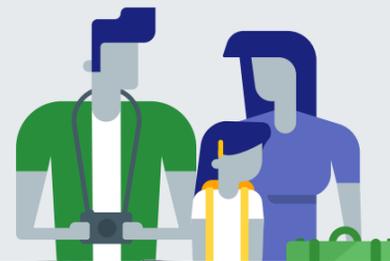
\$6,282
NEXT 12 MONTHS

19% INCREASE
COMPARED TO AVERAGE HOUSEHOLD VACATION SPEND IN NEXT 12 MONTHS AMONG ALL TRAVELERS
\$4,945

think with Google

Summer Travel Trends: What Search Activity Reveals About Consumers' Mindsets

Travelers are more willing to take the whole family on the road



Searches for family vacations, luxury travel, and couples travel and honeymoons grew at least 3X faster year-on-year than searches in the adventure travel and ecotourism categories.

Searches related to family vacations have shown the strongest growth year-on-year.⁶

Forbes LOG IN

The new HP Elite x2
Cortana is your truly personal digital assistant.
Shop now

YOUR READING LIST
JUL 18, 2017 @ 04:12 PM 1,616

Move Over Gen X: Millennial Families Are Traveling Now More Than Ever



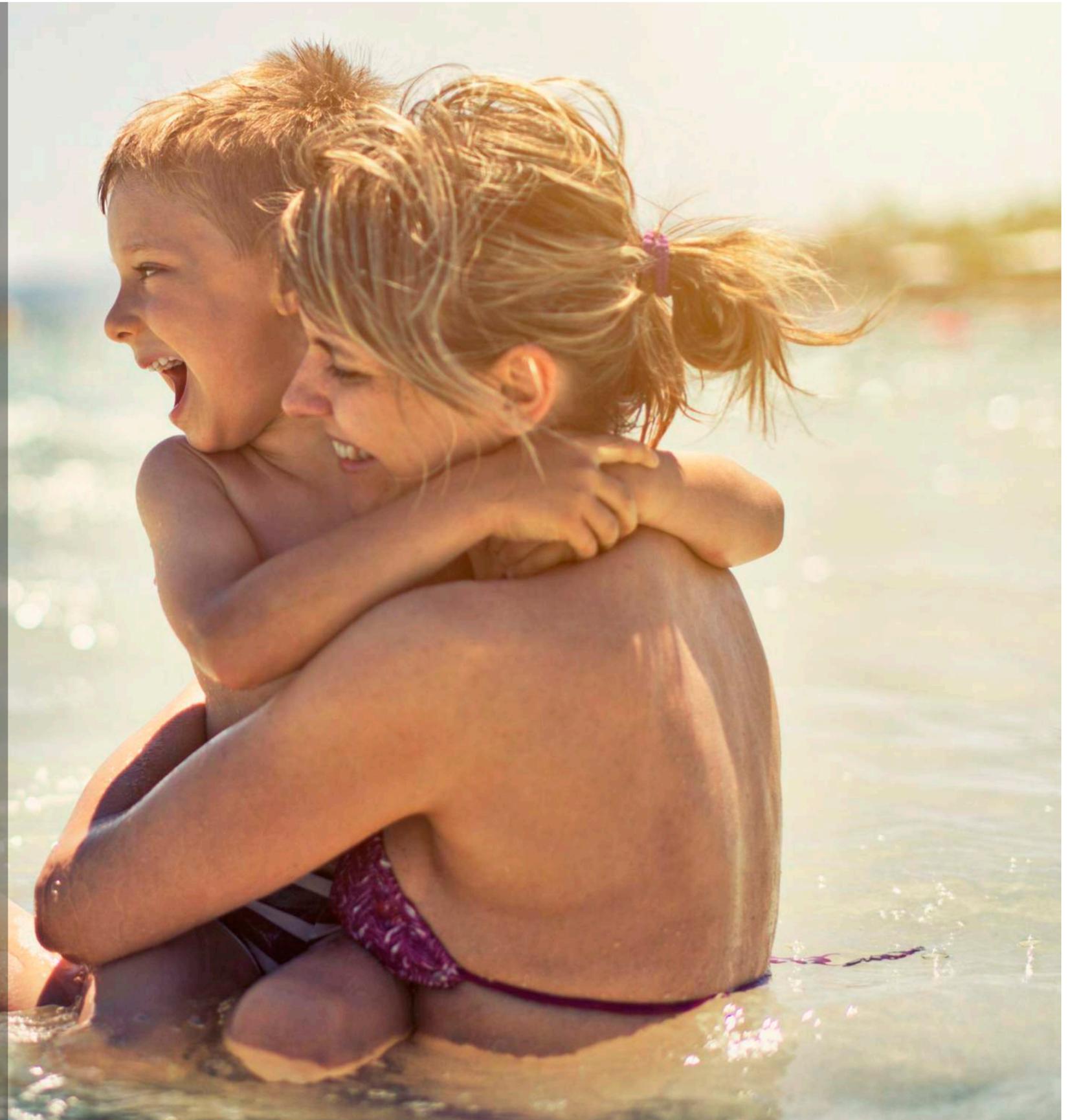
Brian Roberts, CONTRIBUTOR
FULL BIO

OUR PRIMARY AUDIENCE

Women 25-49 with children
Household income \$125,000+

The most powerful consumer
population by a wide margin

Mom serves as the
family travel agent



DIGITAL AUDIENCE

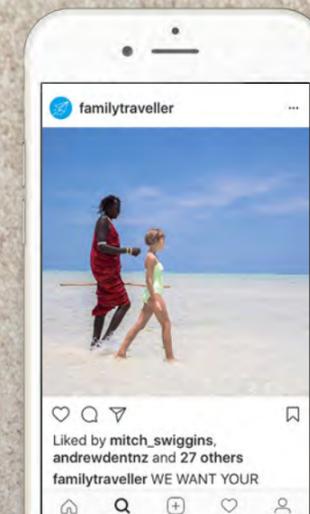
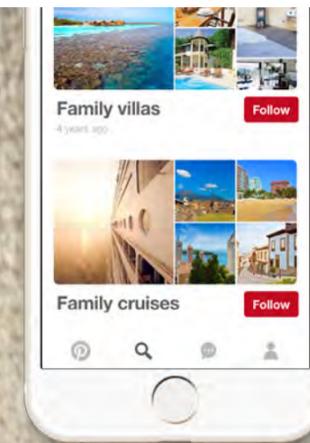


familytraveller.com averages 500,000 unique visitors per month (target 1 million by May 2018)

Average page views per session: 5.5

Ad impressions served: 6,000,000+ per month

Traffic: 70% mobile/tablet, 30% desktop



Average time spent per session: c. 3 minutes

Female/Male split: 68%/32%
Current bounce rate is 35%

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 750,000+

Our social audience is our most engaged traffic averaging 8.5 pages per session

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

OUR SENIOR TEAM



LISSA POIROT

EDITOR IN CHIEF, FAMILY TRAVELLER

Lissa Poirot is the Editor in Chief of *Family Traveller*. In this role, she oversees the U.S. edition of *FamilyTraveller.com*, social media and newsletter.

Prior to joining *Family Traveller*, Lissa was the editor-in-chief of *Family Vacation Critic*. She has appeared often in *Parenting*, *ABC News* and *Today.com* and other media outlets, including radio, and has spoken at *The New York Times Travel Show*.

A leading travel expert, Lissa has traveled to more than 30 countries and most of the U.S., often with her two kids in tow. Her first-born's first airplane trip was at 6 months, and today her children are onto their second passports.



ANDREW DENT

CEO AND FOUNDER, FAMILY TRAVELLER

Andrew brings in over 20 years of marketing and publishing experience. He is a former marketing manager for Harrods and was Head of Promotions at News Corporation in London. Andrew has worked with many of the most famous brands and franchises in the world.

He has a wealth of experience and network in the media, marketing and publishing businesses, both in the UK and globally. Andrew is the driving force in the business and is relentlessly driven to measure and improve all metrics for success.



LAURA BEGLEY BLOOM

CHIEF CONTENT OFFICER, FAMILY TRAVELLER

Laura Begley Bloom is the Chief Content Officer of *Family Traveller*. In this role, she oversees the U.S. edition of the print magazine, sponsored content, and other multi-platform initiatives.

A leading travel expert, Laura is also a columnist for *Forbes*.

Prior to joining *Family Traveller*, Laura was the editor-in-chief of *Yahoo Travel* and the deputy editor of *Travel + Leisure*. She has appeared regularly on television, including *Good Morning America* and *NBC Today*, and has spoken at conferences hosted by the *Harvard Business School*, *The New York Times*, and the *NYU Hospitality School*.

Laura is also the mother of an intrepid 4-year-old who got her passport when she was 6-weeks-old and is an aspiring travel journalist herself.

SOME OF OUR BLUE CHIP ADVERTISING PARTNERS IN THE U.K.

Tour Operators

Club Med

Scott Dunn
ANYTHING ELSE IS JUST A HOLIDAY



Abercrombie & Kent

Thomas Cook

America
as you like it

KENWOOD
TRAVEL

James
VILLA HOLIDAYS

Destinations

VISITFLORIDA

California

BERMUDA

CAYMAN ISLANDS

COLORADO
SKI COUNTRY USA

Visit
Scotland
Business Tourism

Visit Wales

THE BEACHES OF
FORT MYERS
AND SANIBEL

Turkey

DUBAI

Cruise Operators

Disney
CRUISE LINE

Carnival

ROYAL
CARIBBEAN

NCL
NORWEGIAN
CRUISE LINE

X
Celebrity Cruises

MSC
CRUISES

P&O

Airlines

BRITISH
AIRWAYS

virgin atlantic

QATAR AIRWAYS

Emirates

SOUTH AFRICAN AIRWAYS
A STAR ALLIANCE MEMBER

norwegian.com

malaysia
airlines

Theme Parks

Disney

UNIVERSAL
Orlando
RESORT

THE WIZARDING
WORLD OF
Harry Potter
AT UNIVERSAL ORLANDO RESORT

Dubai Parks
AND RESORTS

PortAventura
WORLD

Travel Services

Hertz

AVIS

airbnb

Homestay
.com

RCI

AMERICAN
EXPRESS

MasterCard

Hotels

Hilton

INTERCONTINENTAL
HOTELS & RESORTS

Fairmont
HOTELS & RESORTS

Holiday Inn

Hard Rock

WESTIN
HOTELS & RESORTS

SHANGRI-LA
HOTELS and RESORTS

Automotive

TOYOTA

PEUGEOT

B M W

LAND
-ROVER

HYUNDAI

SEAT

Consumer

ESTÉE
LAUDER

BURBERRY
LONDON

ARMANI
JUNIOR

KODAK PIXPRO
DIGITAL CAMERAS

Panasonic

JO MALONE
LONDON

iCandy

CONTENT PLATFORMS

MAGAZINE



MAGAZINE



SPONSORED CONTENT



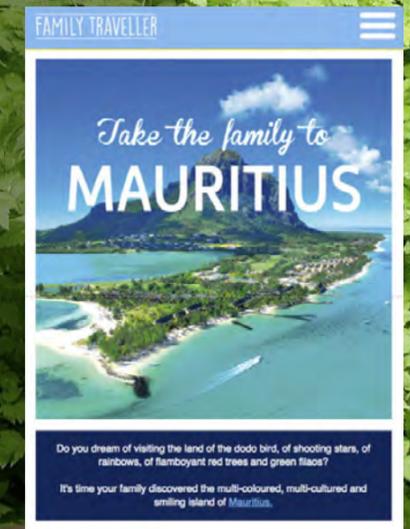
SOCIAL MEDIA



CONTESTS



EMAILS



SUPPLEMENTS



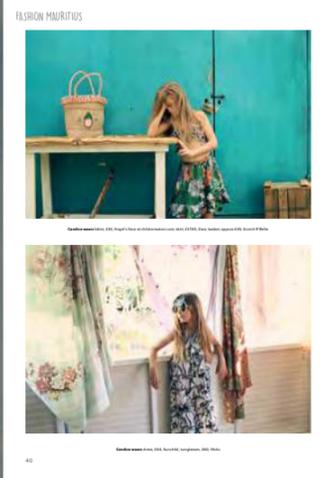
FASHION FORWARD



ISLAND GIRL

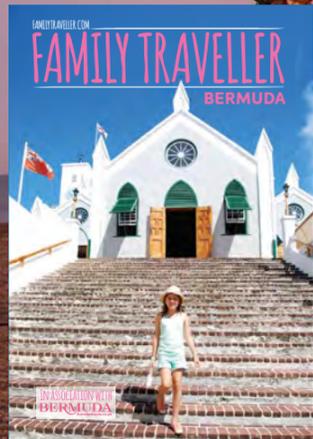
Family Traveller headed to the stunning Indian Ocean island of Mauritius for this issue's tropical urban shoot featuring eight ways to stay cool when the sun comes out

Gandice wears dress, (2-Byrs) £150, (6-14 yrs) £175, Stella Jean at childrensalon.com, shorts, £24.99, Sunnies, slides and hat, stylist's own



CONTENT EXAMPLES

PRINT SUPPLEMENTS



CHILDREN'S ENGAGEMENT

COMPETITION
CALLING ALL YOUNG TRAVEL WRITERS!

See your writing published in Family Traveller and win one of two family holidays to Ibiza worth £1,000

WINNERS

- Future flights from any major UK airport to Ibiza for a family of four
- Five nights' accommodation on a half board basis in an Ibiza Holiday Hotel
- Car rental from Ibiza airport
- Boat excursion
- Social cycling excursion
- Social bank excursion

ibiza for families

It's the perfect time to visit Ibiza. The island is a beautiful mix of sun, sea and sand, with a vibrant nightlife scene. It's a great place to relax and enjoy the sun with your family. The island is also a great place to explore, with a variety of activities for all ages. From the historic Dalt Vila to the beautiful beaches, there's something for everyone. Ibiza is a truly special island, and it's a great place to visit with your family.

HOW TO ENTER

Write a story about your family holiday to Ibiza. The story should be between 100 and 200 words long. It should be written in your own words and should be based on your own experiences. The story should be submitted to Family Traveller, c/o Kodak, 100 High Street, London, E14 4JF. The competition closes on 31st October 2017. The winners will be announced on the Family Traveller website.

COMPETITION
ENTER OUR KODAK YOUNG PHOTOGRAPHERS COMPETITION

There's more than £500 worth of Kodak Pixpro digital cameras up for grabs, to be won by your talented children – so pass them a camera and let their imaginations run wild

THE PRIZES

- 5-8 YEARS**
KODAK PIXPRO SI
worth £100
- 9-12 YEARS**
KODAK PIXPRO VPI
worth £150
- 13-16 YEARS**
KODAK PIXPRO SPX
worth £200

HOW TO ENTER

Go to familytraveller.com/youngphotographer and submit your child's best photograph. The competition is open to children aged 5-16 years old. The prizes will be awarded to the winners in each age group. The competition closes on 31st October 2017. The winners will be announced on the Family Traveller website.

CONTESTS

COMPETITION
WIN! A FABULOUS MEDITERRANEAN FAMILY CRUISE, WORTH £3,500

THE PRIZE

- Seven night Premium All Inclusive cruise on the Norwegian Cruise Line ship, the Norwegian Gem, exploring the western Mediterranean
- Travel insurance for the duration of the cruise
- Car rental from the cruise port
- Boat excursion
- Social cycling excursion
- Social bank excursion

WHAT PREMIUM ALL INCLUSIVE MEANS

- Seven night Premium All Inclusive cruise on the Norwegian Cruise Line ship, the Norwegian Gem, exploring the western Mediterranean
- Travel insurance for the duration of the cruise
- Car rental from the cruise port
- Boat excursion
- Social cycling excursion
- Social bank excursion

HOW TO ENTER

Write a story about your family holiday to the Mediterranean. The story should be between 100 and 200 words long. It should be written in your own words and should be based on your own experiences. The story should be submitted to Family Traveller, c/o Kodak, 100 High Street, London, E14 4JF. The competition closes on 31st October 2017. The winners will be announced on the Family Traveller website.

SPONSORED CONTENT

CANADA
Family Holidays from £999 pp
BOOK TODAY

9 of Canada's greatest family adventures

It's time to take the fun of a family adventure holiday seriously, welcome to Canada. You'll find a wide range of activities to suit all ages and interests. From the historic streets of Toronto to the beautiful beaches of the Great Lakes, there's something for everyone. Canada is a truly special country, and it's a great place to visit with your family.

FOR A FULL ITINERARY AND MORE INFORMATION ABOUT NORWEGIAN CRUISE LINE'S CRUISE PROGRAMME, CALL 0131 241 2100 OR VISIT MTCOLIE.COM

SPONSORED POST

Family Traveller (Default)
Sponsored

Cool points guaranteed 😊

FAMILYTRAVELLER.COM
Kid-friendly and very cool, Hard Rock's new Riviera Maya resort doesn't miss a beat

961 198 comments 48 shares

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

Contests/data capture

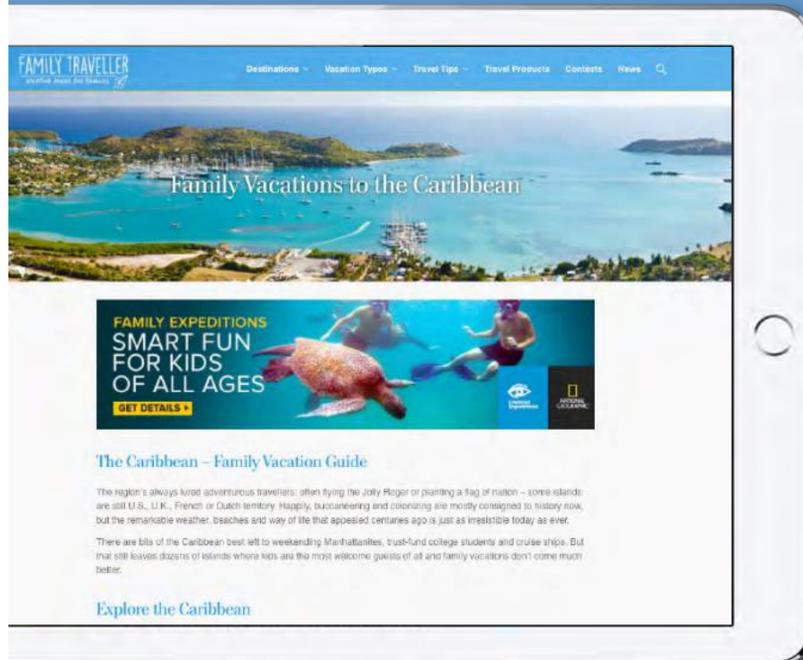
Affiliate marketing

On site surveys

Channel takeovers

Behavioral targeting

Social media posts



MAGAZINE COMMERCIAL OPPORTUNITIES

We reach our audience through a blend of newstand, subscription and targeted free distribution. Our distribution is 100,000. Average HHI \$100,000+



DISPLAY ADVERTISING
Premium brand, tactical or contextual advertising sites



SPONSORED CONTENT
Designed by our team with approval from the client



NATIVE CONTENT
Co-funded sponsored editorial commissioned by clients



SUPPLEMENTS
24-48 page bespoke content



CONTESTS



ASK THE EXPERTS



RICH CONTENT



AWARDS SPONSORSHIP

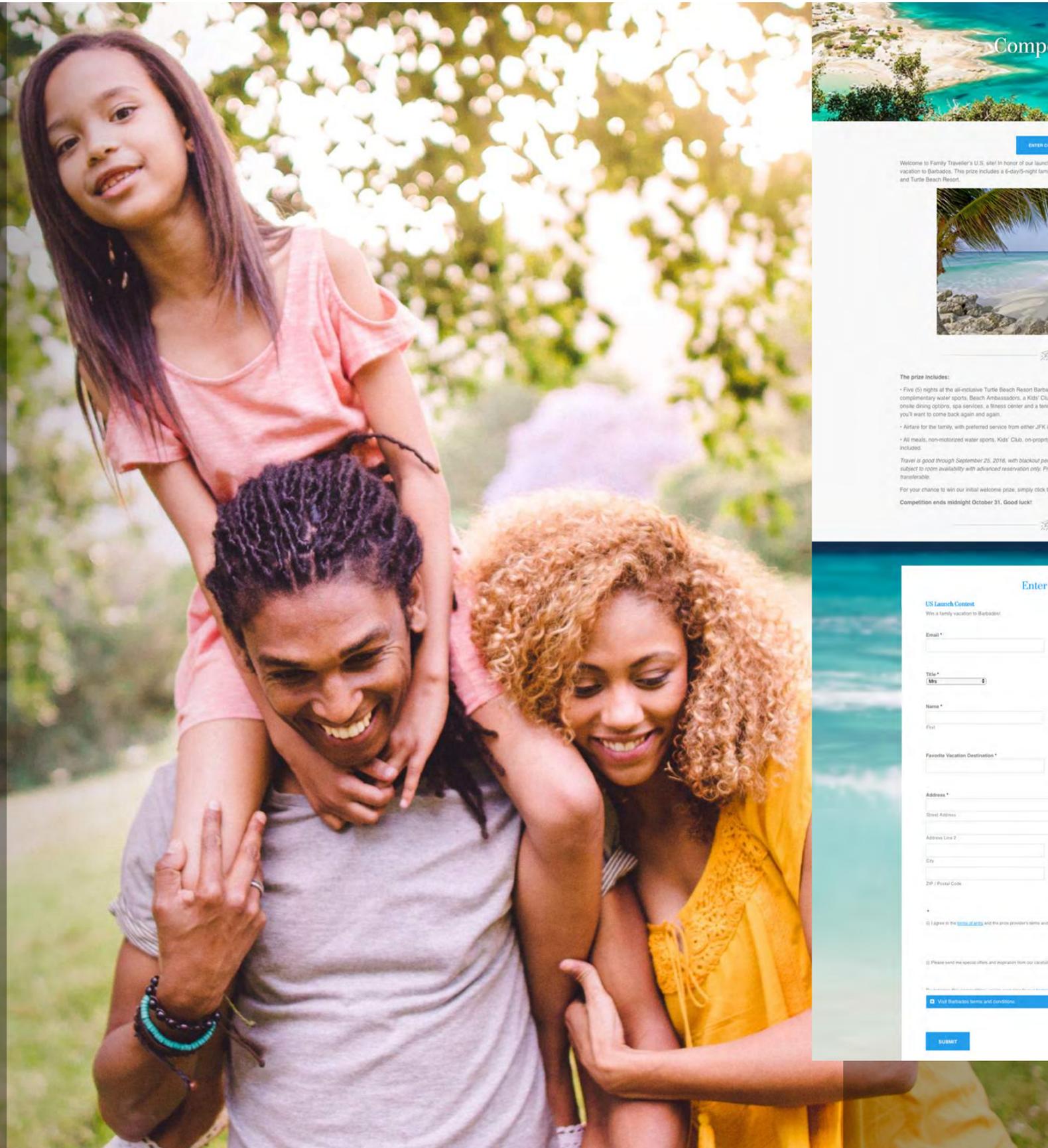
CONTESTS & DATA CAPTURE

Family Traveller generates impressive data results for partners

Contests generate up to 20,000 entries. Opted in data shared with partners

Contests are promoted across all Family Traveller platforms

Market research can be conducted via the entry mechanic



ENTER CONTEST

Welcome to Family Traveller's U.S. site! In honor of our launch we're offering one lucky family the trip of a lifetime with a vacation to Barbados. This prize includes a 6-day/5-night family vacation for four to Barbados, courtesy of Visit Barbados and Turtle Beach Resort.



The prize includes:

- Five (5) nights at the all-inclusive Turtle Beach Resort Barbados. The resort offers exciting daily programs, complimentary water sports, Beach Ambassadors, a Kids' Club and playground, freshwater swimming pools, diverse dining options, spa services, a fitness center and a tennis court. Like the turtles for which the hotel was named, you'll want to come back again and again.
- Airfare for the family, with preferred service from either JFK in New York, or FLL in Fort Lauderdale.
- All meals, non-motorized water sports, Kids' Club, on-property cultural and sporting activities and nightly entertainment included.

Travel is good through September 25, 2016, with blackout periods December 18, 2017 through January 7, 2018. Offer is subject to room availability with advanced reservation only. Prize cannot be exchanged for cash or other items and is non-transferable.

For your chance to win our initial welcome prize, simply click the button below.

Competition ends midnight October 31. Good luck!

Enter Here

US Launch Contest
Win a family vacation to Barbados!

Email *

Title *
Mrs

Name *
First Last

Favorite Vacation Destination *

Address *
Street Address
Address Line 2
City State ZIP / Postal Code

I agree to the [terms of entry](#) and the prize provider's terms and conditions.

Please send me special offers and inspiration from our carefully selected partners.

Visit Barbados terms and conditions.

SUBMIT



2018 EDITORIAL CALENDAR

LAUNCH ISSUE FEBRUARY/MARCH 2018

THE LAUNCH ISSUE

Welcome to the U.S. edition of Family Traveller, which encourages families to “go further.” There’s nothing like travel to create lasting memories that have a profound impact on children and their families. Whatever you’re looking for — beaches, cities, small towns, adventure, culture, history, hotels, food, shopping — you’ll find it here. We want families to love their time together.

Mexico

A Family Cruise

Secret Beaches

Florida Special

Quit Your Job and Take Your Kids
Around the World

Galapagos

The British Countryside

Farm-to-Table Food

Young Photographer’s Contest

Ask the Experts

Learn to: Speak Another Language

Home Rentals: Cozy Cabins

Babymoon: Palm Springs

48 Hours In: Bermuda

In Focus: Europe, with stories on
Paris, Tuscany, Denmark, and more

Fashion: Cool Backpacks

Fashion on Location: Miami

Beauty: Winter Beauty Tips and Products

SPRING ISSUE MAY/JUNE 2018

THE ESCAPE ISSUE

In this inspiring issue, we will look at how families can escape, whether it’s a small town in your own backyard, a cruise vacation, or an all-inclusive getaway. We will also provide the tips and inspiration you need to make sure your next family vacation is a memorable one.

Great Small Towns of America

Top Summer Cruise Vacations

Best All-Inclusive Resorts for Families

Top Summer Road Trips and Travel Games

A Luxury Tour of Disney World

Summer in the UK

Iceland

Young Writer’s Contest

Ask the Experts

Home Rentals: California

Babymoon: Kauai

Learn to: Cook

How To: Plan a Family Reunion

Escape Package: Family travel writers, influencers
and tastemakers tell where they go to escape

48 Hours In: New York City

In Focus: Islands

Plus: Fashion on Location, Summer Beauty

Tips and more

SPRING ISSUE MAY/JUNE 2018

THE BEST OF ISSUE

The Best Of Issue will introduce the first-ever Family Traveller Best Of Awards. In this wanderlust-inducing issue, we will also motivate families to seek out the best that travel has to offer.

FAMILY TRAVELLER BEST OF AWARDS 2018
The Most Amazing Fall Road Trips for Families

Best of Canada

Undiscovered Florida: Beyond Miami and
Orlando Winter Travel Planning Guide:
Skiing and more

Ask the Experts

Home Rentals: Caribbean

Babymoon: Arizona

Learn to: Ski

How To: Plan a Cruise Vacation

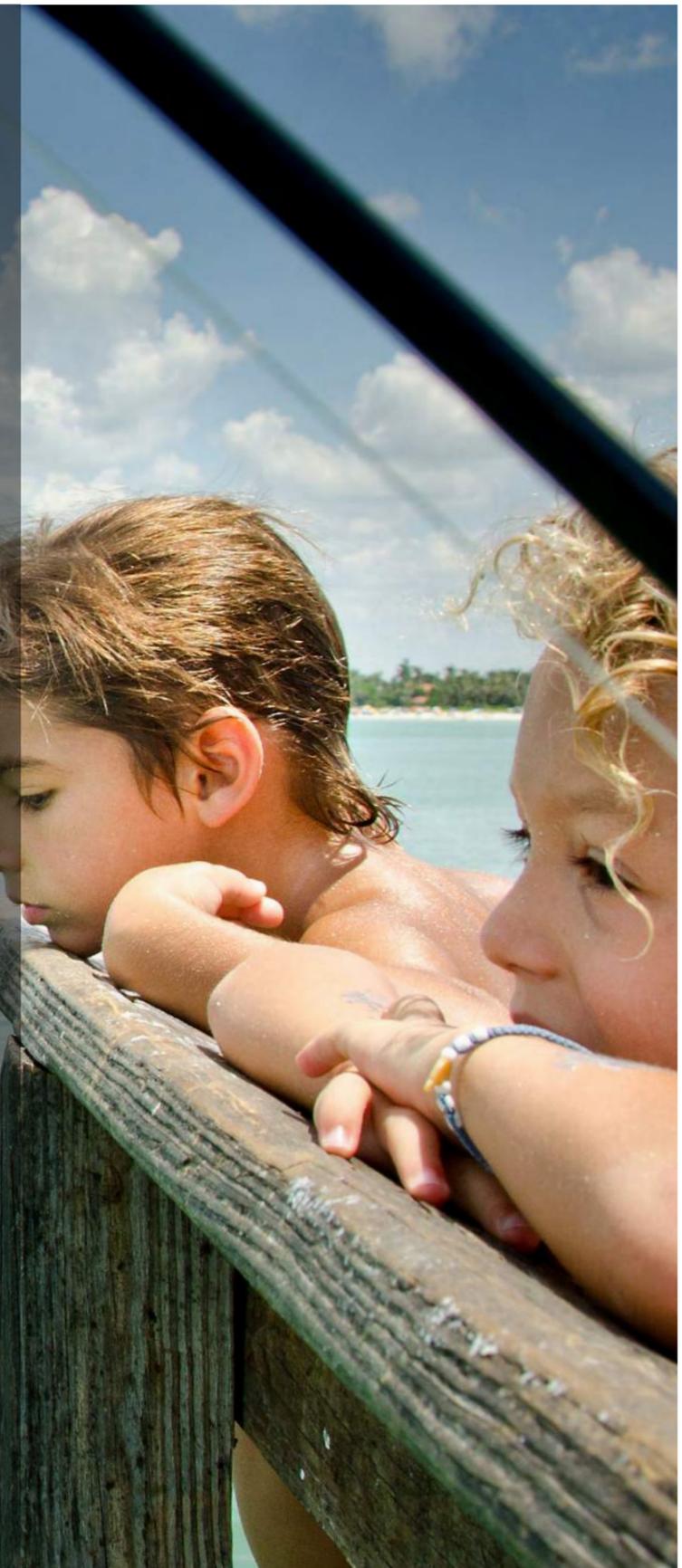
Culture/Museums: San Francisco

Best Of Package: Family travel writers,
influencers and tastemakers share their
favorite trips around the world

48 Hours In: London

In Focus: Mexico

Plus: Fashion on Location,
Beauty Tips and more



RATE CARD

DIGITAL ADVERTISING

Display advertising	from \$20 CPM
Sponsored content	From \$5,000
Partner email	From \$50 CPM
Reader surveys	From \$5 CPL

PRINT ADVERTISING

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

TALK TO US!

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