

FAMILY TRAVELER

IN ASSOCIATION WITH



FAMILY TRAVELER

IS COMING TO AMERICA!

After its highly successful launch in Europe, the multi-media brand exclusively dedicated to family travel will make its U.S. debut September 1, 2017. Led by a renowned team of industry insiders and experts, **Family Traveler's** magazine, website, and social media channels will inspire its readers with beautifully produced, first-hand experience content and practical tips to make traveling with children easier and more rewarding.

We invite you to partner with us and show your support for growing the family travel market in the U.S. with a charter marketing package that is available for a limited time. By working with **Family Traveler**, you gain access to:

- **The \$200 billion U.S. family travel market representing over 30% of the total U.S. leisure travel market**
- **An audience of highly passionate and engaged consumers actively seeking information on family travel**
 - **Beautiful and usable content for your individual marketing efforts**
 - **A 100,000 circulation magazine aimed directly at the market's core demographic**
- **Family Travel 360: Market research, events, media outreach and travel agent programs via the Family Travel Association**

FAMILY TRAVELER MEDIA PACKAGE INCLUDES



MAGAZINE

Full-page 4C Ad in launch issue

Issue Date: January, 2018
(Dec. 11, 2017 on-sale)

Option to upgrade to premium position

Circulation: 100,000 direct distribution to targeted households

DIGITAL

Campaign to run September - December, 2017
Estimated Average Monthly Unique Visitors: 500,000

- 2 x Sponsored content articles, with video integration and call to action
- 2 x features in editorial newsletter
- 2 x Facebook posts, reach 500,000
- 2 x Instagram posts
- 400,000 banners (100,000 per month)
- 1 x Co-branded email

PACKAGE PRICE: \$27,500 MEDIA VALUE: \$50,000

FTA MEMBER PRICE: \$25,000



FOR MORE INFO PLEASE CONTACT: ANDREW DENT andrew@family-traveler.com