

FAMILY TRAVELLER

WHO WE ARE

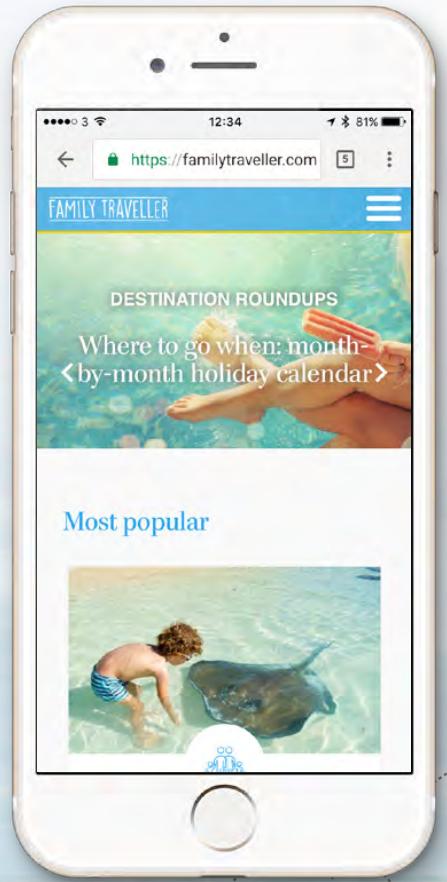
Family Traveller is a multi platform lifestyle brand which targets parents via inspiring content in order to maximise their precious time together

Our target audience is 28-50 affluent mothers with children aged 0-15 years

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

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

DIGITAL AUDIENCE



*familytraveller.com averages
350,000 sessions per month*

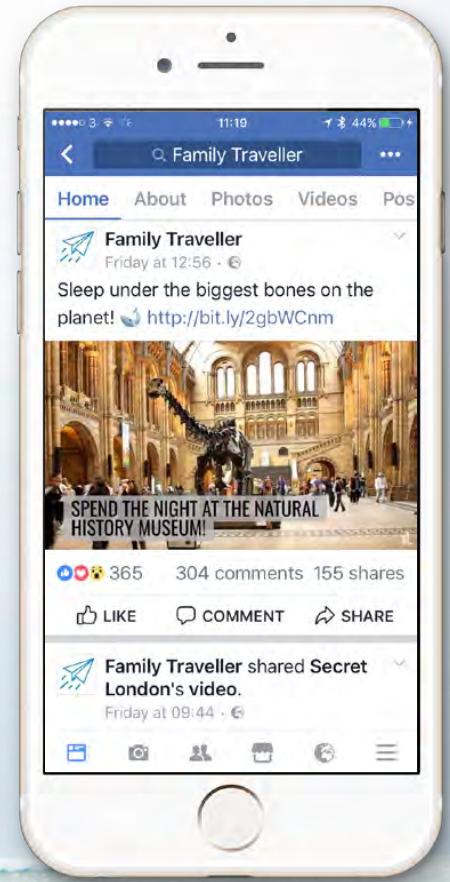
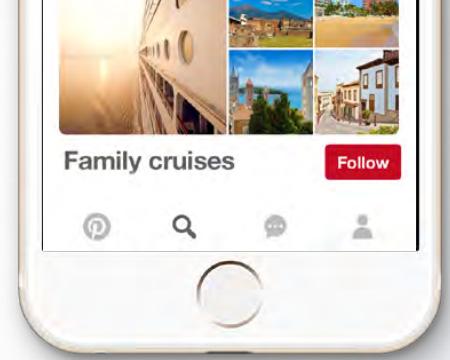
Average page views per session: 5.5

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

Traffic: 70% mobile/tablet,
30% desktop

Average dwell time per session:
c. 3 minutes

Gender split:
68% female, 32% male



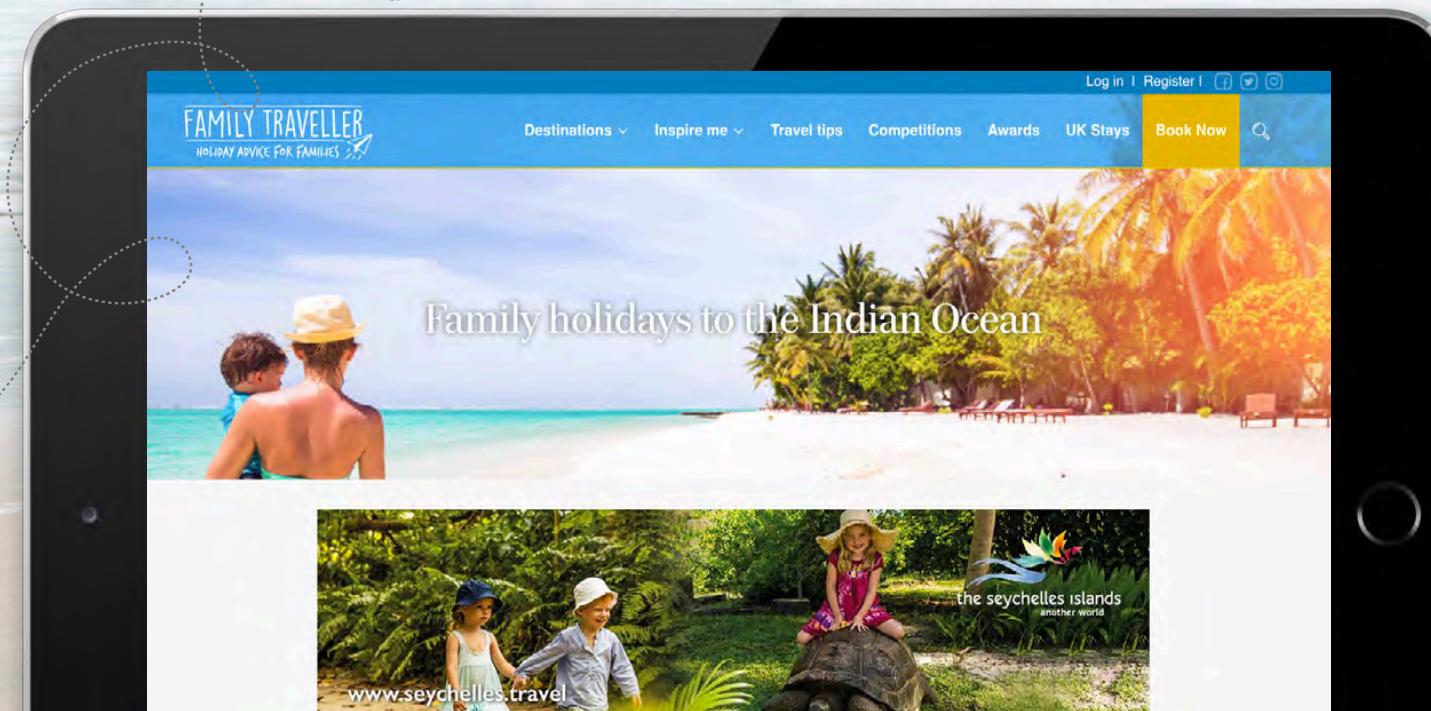
Family and travel are two of the most popular verticals for social media sharing

We generate significant engagement around our social media platforms

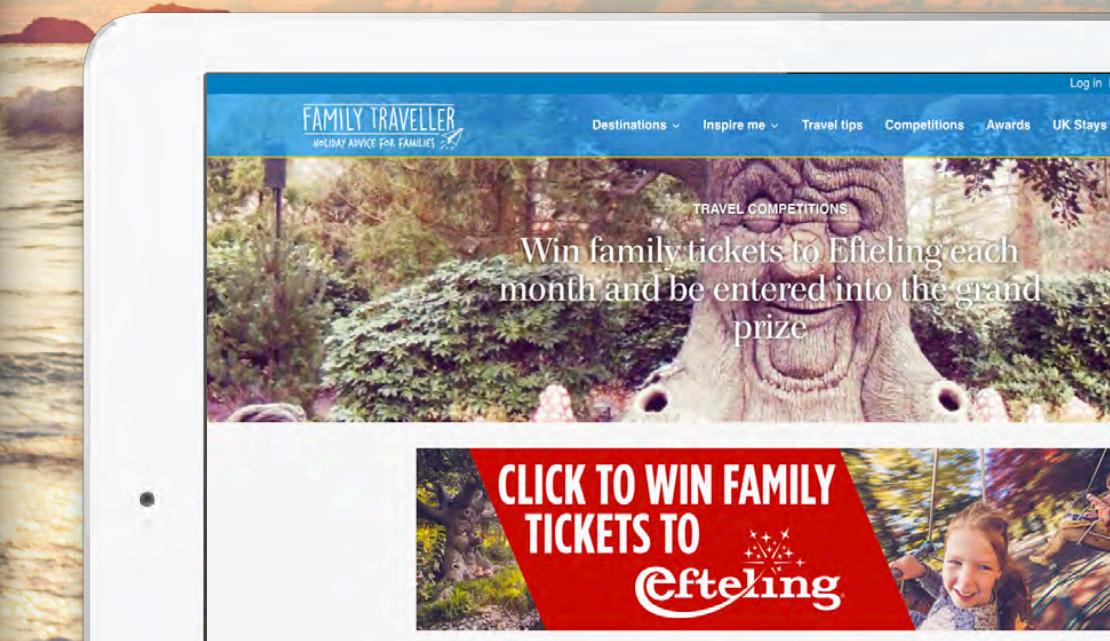
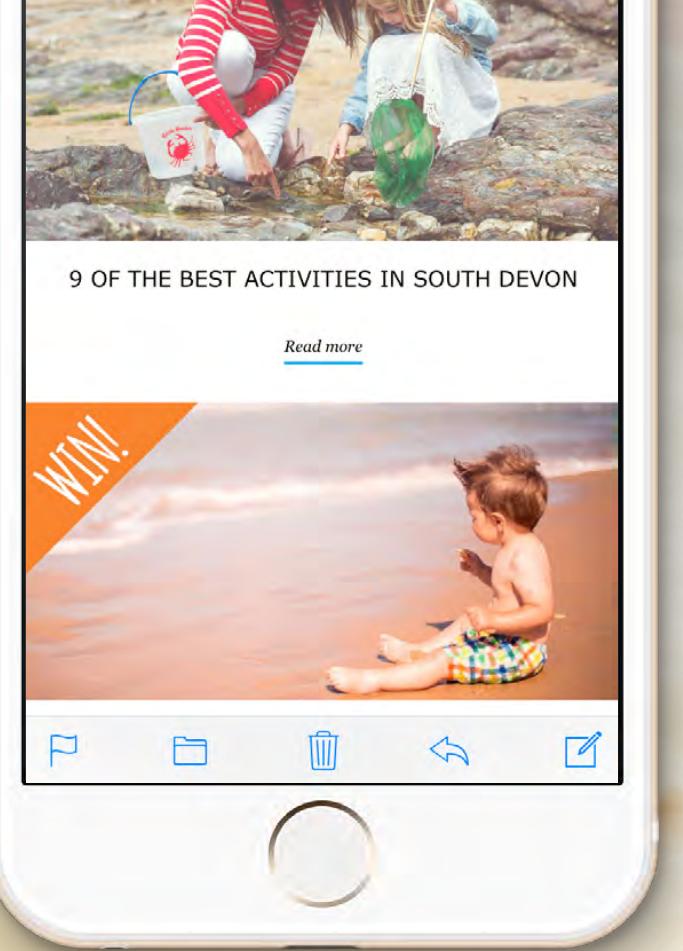
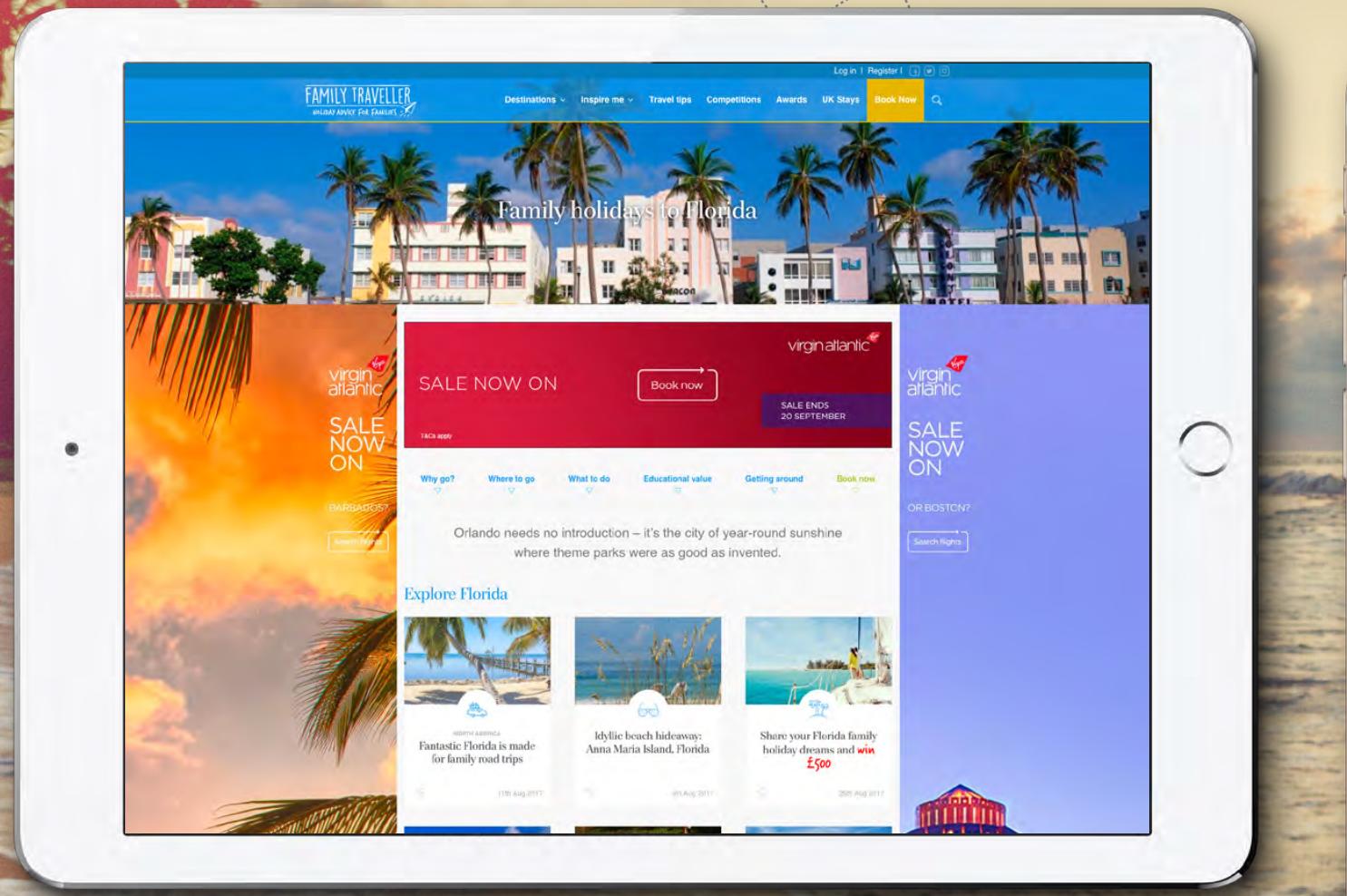
Our current social reach is 750,000+

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



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

COMPETITIONS & DATA CAPTURE

Family Traveller generates impressive data results for partners

Competitions generate up to 20,000 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 £6,500 HOLIDAY
TO MAURITIUS
PLUS £200 TO SPEND
AT MONSOON

WIN WITH VITALIN HOLIDAYS

THE PRIZE

This is your chance to win a holiday to Mauritius with Vitalin Holidays! You will receive seven nights at Maritim Crystals Beach Hotel in a family room and a return flight for up to two adults and two children, including return flights, airport transfers and return private airport transfers, and £200 worth of Monsoon Kids clothing vouchers.

STYLISH KIDS ON HOLIDAY

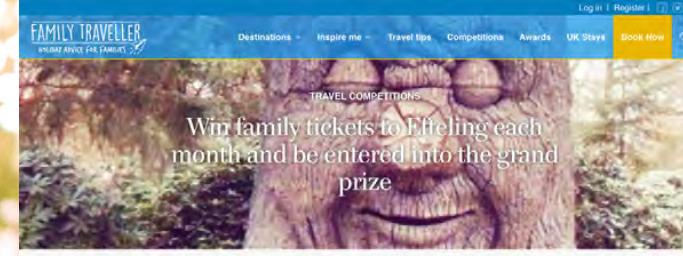
Monsoon has launched a new tween sub-brand called Storm by Monsoon, perfect for eight- to 14-year-old girls. The age-inclusive garments are ideal for the beach and stylish prom dresses in sateen fabric or print, while the denim daywear features a much-coveted jumpsuit.

READER OFFER

Book your Mauritius holiday with Virgin Holidays before 1st August for the chance to win £100 worth of Monsoon kids' clothing vouchers. We have eight lots of £100 to give away.

MONSOON

FOR A CHANCE TO WIN THIS LUXURY FAMILY HOLIDAY TO MAURITIUS AND MONSOON VOUCHERS, VISIT [VITALINHOLIDAYS.COM](#) OR CALL 0800 028 1000



New and exciting for 2017

2017 sees Efteling's turn 65 years old and they're celebrating by opening up a fantastic new ride called Symbolica, a whole new holiday village plus a brand new hotel.

Holiday Village Efteling Loonsche Land is set to open on 31 May 2017 and one lucky family is going to win the chance to visit this new phenomenon at the end of 2017, just as Efteling transforms into a mesmerising Winter Wonderland. The village is just a fifteen minute walk from the Efteling theme park entrance, situated on the edge of the Loonsche Land nature reserve. There are 65 holiday houses to choose from, furnished with natural materials and large enough to fit between six and 12 people.

The holiday houses comprise of tree rooms, high up enough to have a spectacular view across the nature reserve; water rooms, built on stilts in the lake and dune rooms, close enough to see the rabbits playing in the dunes. Choose any one of these holiday houses and you'll feel completely immersed in the magical land of Efteling and all that it has to offer.

Monthly draw:

Seven lucky families will win:
► One day entry into Efteling theme park for a family of four

The Grand prize:
One lucky family will win:
► 2 nights at the new Loonsche Land Hotel in a themed room
► Breakfast
► Three days park entry
► Return ferry crossing courtesy of P&O Ferries

Find out more about Efteling theme park
To be in with a chance, simply answer the question below.
Competition closes at midnight on Thursday 30 November 2017. Good luck!

Efteling Grand Prize Competition

Q: What is the name of the new hotel at Efteling in May 2017 *

Holiday Village Loonsche Land
 Hotel
 The Efteling Hotel
 Plopsa Hotel

Contact Email *

Title *
 Mrs
 Miss
 Mr
 Ms

Name *

Famil
Number of children *
 (Please enter a value between 0 and 12)

Address 1 *

Address 2

Town/City *

Postcode *

Country *
 United Kingdom
 Country

I agree to the [terms of entry](#) and the [privacy statement](#) and [conditions](#).

Please note my details offer and inspiration from our carefully selected partners.

By entering this competition, you're agreeing to our [terms of entry](#).

Prize provider's Terms and Conditions

SUBMIT



MAGAZINE COMMERCIAL OPPORTUNITIES

With an ABC figure of 59,557 we reach our audience through a blend of newstand, subscription and targeted free distribution. Our distribution partners have included *The White Company*, *Legoland*, *Boden* and *Ocado* and selected retailers including *Waitrose*.



DISPLAY ADVERTISING

Premium brand, tactical or contextual advertising sites



COMPETITIONS



ADVERTORIALS

Designed by our team with
approval from the client



ASK THE EXPERTS



NATIVE CONTENT

Co-funded sponsored editorial commissioned by clients



48 HOURS IN...



SUPPLEMENTS

24-48 page bespoke content

PRINT EDITORIAL SCHEDULE

WINTER ISSUE 24 THE INSPIRE ISSUE

Copy deadline 1 November, 2017
Advertisorial deadline 17 November 2017
Supplied advertisements 4 December 2017
Supplied inserts 5 December 2017
Publication 18 December 2017

IN FOCUS

UK AND EUROPE

Western Sweden, Denmark, Netherlands, Tuscany, France, river cruising, Cornwall, Scotland, Lake District and Wales

SPECIAL FEATURES

How to go on safari in the UK
Winnie the Pooh and Ashdown Forest

SKI

Ski by rail, Austria and France

DESTINATION FEATURES

North Carolina, Singapore, Thailand

TOP 10

Active family holidays

48 HOURS IN

Marseilles

FAMILY TRAVELLER AWARDS WINNERS

BEAUTY

KIDS FASHION

REGULAR COLUMNISTS

Mariella Frostrup, Simon Reeve, Dr Ranj

SPRING/SUMMER ISSUE 25 THE ISLANDS ISSUE

Copy deadline 1 March, 2018
Advertisorial deadline 12 March 2018
Supplied advertisements 29 March 2018
Supplied inserts 30 March 2018
Publication 9 April 2018

IN FOCUS

ISLANDS

Isle of Wight, Greek Islands, Ile de Re, Skagen, Azores, Barbados, Puerto Rico, Hawaii, Nantucket, La Reunion, Maldives, Galapagos

LEARN TO SAIL

72 HOURS IN Manhattan

TOP 10

Island hopping holidays

YOUNG TRAVEL WRITERS COMPETITION

BEAUTY

KIDS FASHION

REGULAR COLUMNISTS

Mariella Frostrup, Simon Reeve, Dr Ranj

AUTUMN ISSUE 26 THE ADVENTURE ISSUE

Copy deadline: 1 August 2018
Advertisorial deadline: 6 August 2018
Supplied advertisements: 20 August 2018
Supplied inserts 21 August 2018
Publication: 4 September 2018

IN FOCUS

SKI

DESTINATION FEATURES

Japan, Peru, Sri Lanka, Queensland, Central America, Morocco surf and yoga

USA MUSIC TOURS

TOP 10

Mountains in summer

ACCESSIBLE FAMILY HOLIDAYS

BEAUTY

KIDS FASHION

REGULAR COLUMNISTS

Mariella Frostrup, Simon Reeve, Dr Ranj



RATE CARD

PRINT ADVERTISING

IFC DPS Inside front cover double page spread	£17,500
1ST DPS Inside front cover double page spread	£15,000
2ND DPS	£13,500
DPS ROM DPS run of magazine	£10,500
OBC Outside back cover	£14,000
IBC Inside back cover	£9,000

FRONT 1/3 FP

Front third full page

£8,000

FRONT HALF FP

Front half full page

£7,000

ROM FP

Run of magazine

£6,000

½ PAGE FEATURE

£3,500

½ PAGE ROM

£3,250

LOOSE INSERTS

£86 CPM

DIGITAL ADVERTISING

DISPLAY ADVERTISING (PREMIUM)

FROM £40 CPM

DISPLAY ADVERTISING (STANDARD)

FROM £30 CPM

ONLINE ADVERTORIAL

FROM £2,500

SOLUS EMAIL

FROM £50 CPM

READER SURVEYS

FROM £4 CPL

HOT DEALS (PREMIUM)

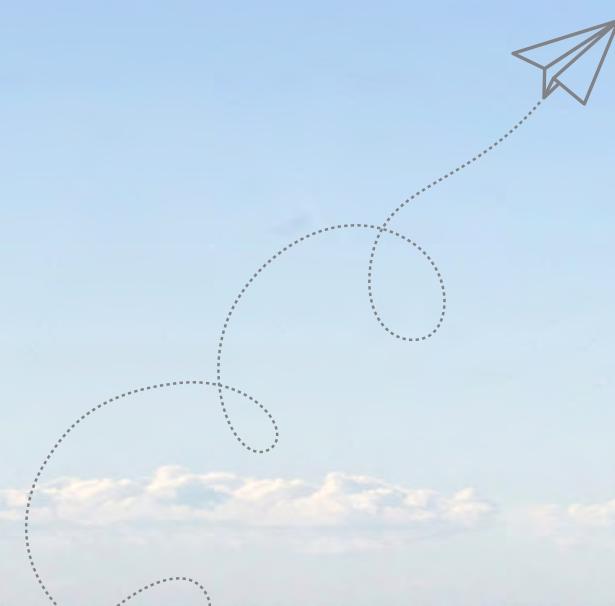
£1,500 PER WEEK

HOT DEALS (STANDARD)

£800 PER WEEK

SOCIAL MEDIA POST

£1,000



SPECIFICATIONS

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

MAGAZINE PAGE DIMENSIONS

DOUBLE-PAGE SPREAD

Trim: 297 x 420 mm

Bleed: 307 x 430 mm (5 mm bleed on all edges)

SINGLE PAGE

Trim: 297 x 210 mm

Bleed: 307 x 220 mm (5 mm bleed on all edges)

HALF-PAGE, VERTICAL

Trim: 105 x 297 mm

Bleed: 115 x 307 mm (5 mm bleed on all edges)

HALF-PAGE, HORIZONTAL

Trim: 148 x 210 mm

Bleed: 154 x 220 mm (5 mm bleed on all edges)

PRINT FILE CREATION

File must be submitted as single or double-page spreads.

Single page is A4, 210mm x 297mm plus a 3mm bleed

Double page spread is A3, 420mm x 297mm plus a 3mm bleed

All files should be in CMYK and have all fonts & high-resolution matter, such as images and logos, embedded

All images contained in the file must be 300dpi when 100% in size

INK DENSITY

COVER/TEXT SECTION

As Family Traveller is printed on a coated stock, the maximum UCR density should not exceed 320%.

BLEED ALLOWANCE

Bleed advertisements should include a 5mm bleed on all edges

COLOUR PROOFING

All advertisements should be proofed using Fogra profile 39L that is tailored for our coated stock

DIGITAL FILE DELIVERY

Digital files can be sent to the us via our FTP delivery site

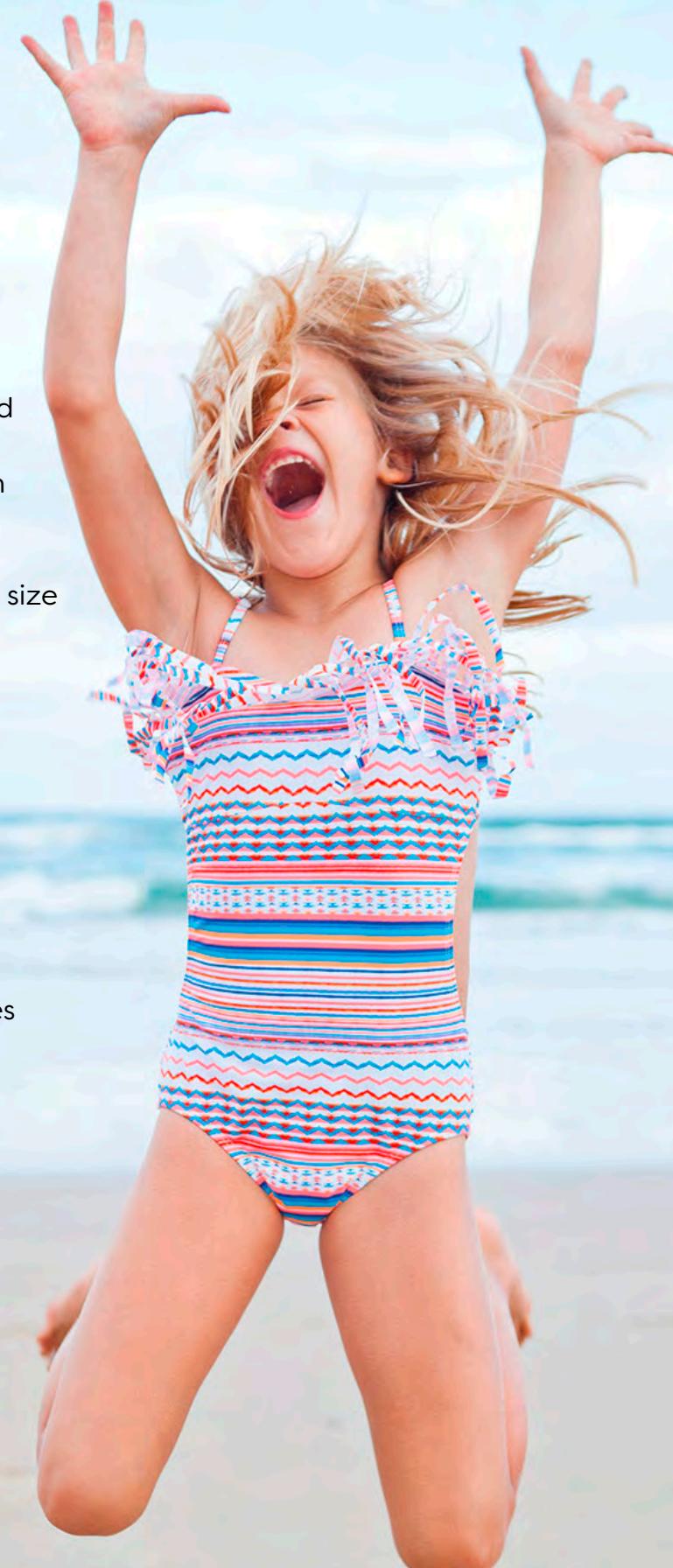
Address: remote.know-solutions.com

Port: 21

Protocol: FTP

Username: famtrav-media

Password: FT20AA9



TALK TO US!

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