

# 2017 WHERETRAVELER® MEDIA KIT

## The Explorer's Guide

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OUR MISSION: To help our audience have amazing travel experiences

[wheretraaveler.com](http://wheretraaveler.com)





Where® is a hub of news and activity that attracts passionate travelers from across the globe.

Readers come to Wheretraveler.com to be inspired for future travels and informed about in-destination travel options. They're excited to engage with travel brands and products that pique their interests.

The voice of travel since 1936, Where has been continuously publishing the most diverse and hyper-local print magazines and books while also adapting to the latest trends and platforms in the digital world. The brand has grown an authentic, engaged and passionate travel audience.

Where is a member of the Morris Media Network, home to the world's premier media brands. Driven to produce original, expert-driven content on topics about which we're passionate: travel, outdoors, women's lifestyle, local interest, western and equine.





## STATS

- Average users per month: 327K
- Average Pageviews per month: 1.2 MM
- Average 3 pages/user per month

## ENGAGEMENT

- 20% average growth month over month in 2016
- Reaching 1 Million+ users through social media channels
- Reaching 65K+ Avid travelers through emails and newsletters

## AUDIENCE

- 58% of audience is female
- 41% of traffic is mobile traffic
- 23% of audience is age 25-34; 23% of audience is 55-64;  
20% of audience 45-54; 14% of audience is 35-44
- 90% of online audience is from U.S.



## DIGITAL OPPORTUNITIES

Reach our highly desired audience through engaging content, digital advertising, email newsletters and integrated custom digital programs.

### Digital Advertising

- Display Banners: Share of voice by market
- Enhanced listings/Spotlights

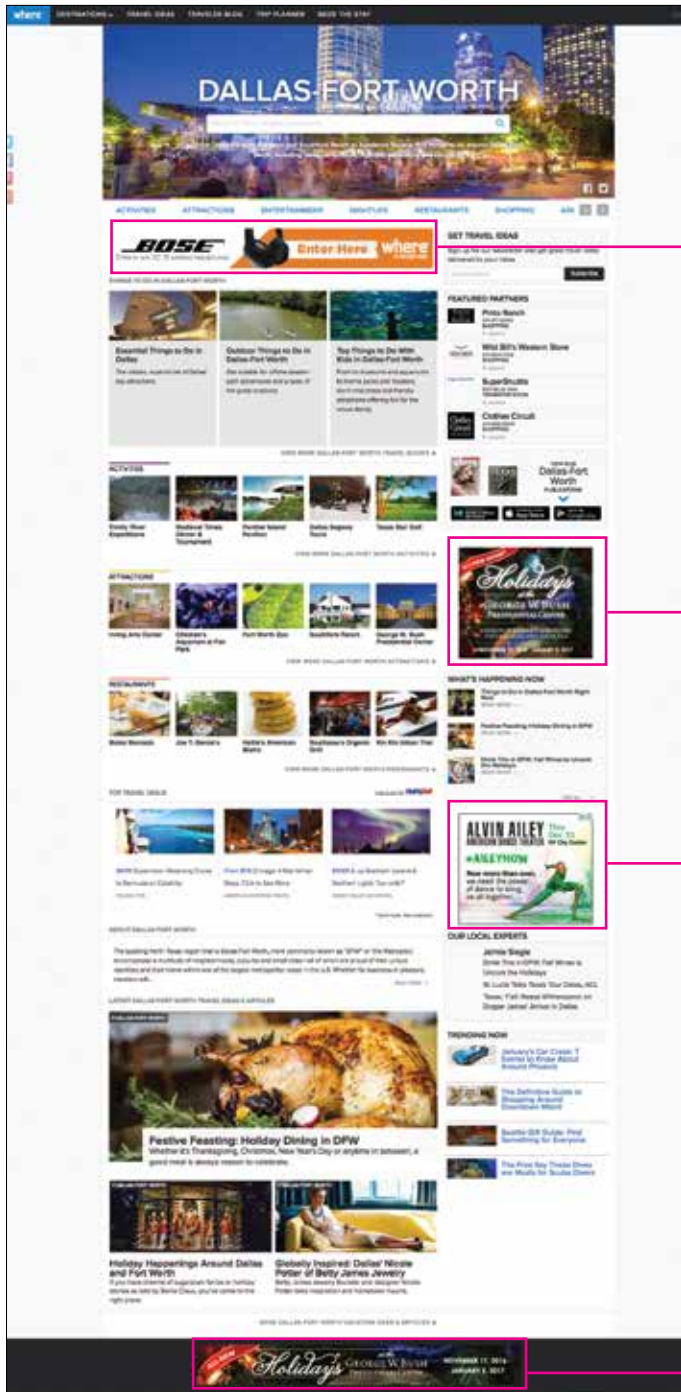
### Email Marketing

- Exclusive dedicated eblasts
- eNewsletters ads

### Native Advertising

- Custom content
- Digital Contest

By advertising on wheretraveler.com your brand is able to reach the most loyal audience in travel.



## DIGITAL ADVERTISING

Wheretraveler.com website advertising gets you in front of the most loyal audience in travel. Connecting you to affluent travelers who engage with the travel community.

- National media campaigns (3 market minimum) are sold on CPM basis
- Hyper local campaigns are sold & delivered on a SOV basis using a flat fee.

### BANNER 1 (top position): 300x250

- Responsive
- Per Market

### BANNER 2 (bottom position): 300x250

- Responsive
- Per Market

### BANNER 3 (top position): 728x90

- Desktop Only
- Per Market

### BANNER 4 (bottom position): 728x90

- Desktop Only
- Per Market

\* Banner 1 - Average YTD CTR of 0.38%

\*\* Overall average CTR is 0.21% which is in line with the industry benchmark of 0.23% CTR.

The screenshot displays the 'where.com' website interface. At the top, there's a navigation bar with 'where' logo and menu items like 'DESTINATIONS', 'TRAVEL IDEAS', 'TRAVELER BLOG', 'TRIP PLANNER', and 'SEIZE THE STAY'. Below this is a search bar and a 'Log in' button. The main content area is divided into several sections:

- Navigation:** A horizontal menu with categories: ACTIVITIES, ATTRACTIONS, ENTERTAINMENT, NIGHTLIFE, RESTAURANTS, SHOPPING, and AIR.
- Advertisements:** A large Bose advertisement with the text 'Enter Here where' and a smaller version below it.
- Travel Ideas:** A section titled 'GET TRAVEL IDEAS' with a sign-up form for a newsletter.
- Hotel Listing:** A prominent listing for 'Hilton New York Fashion District' featuring a large photo of a hotel room and a detailed description. The description mentions it's a newly built, modern hotel with four-star amenities and services, located in the heart of NYC's fashion epicenter.
- Sponsor Message:** A section titled 'SPONSOR MESSAGE' providing more details about the Hilton New York Fashion District, including its location, amenities, and contact information.
- Trending Now:** A section with two featured articles: 'The Ins and Outs of Inauguration 2017' and 'Speedy Spas: Enjoy Perpeting On-the-Go in...'
- Featured Partners:** A section listing several hotels and services, including 'Courtyard New York Manhattan / Upper East Side', 'The Manhattan at Times Square Hotel', 'NYLO New York City', and 'DoubleTree by Hilton Metropolitan Hotel'.
- Map:** A map of the Hilton New York Fashion District area, showing the hotel's location relative to nearby landmarks and transportation options.

## DIGITAL ADVERTISING (CONT.)

### Enhanced listing

Personalized message, photos, video and downloadable material will reach affluent and engaged consumers who look to wheretraveler.com for travel inspiration.

Placement:

- Runs on right hand rail of market page
- Rotates on homepage
- Rotates above the fold in each section under activities, attractions, entertainment, etc.

Enhanced listings are sold annually, at a flat rate, per market.

**where** SPONSORED NEWSLETTER



**Airport Rides Made Simple**

Phoenix Travelers...Want an easy way to grab a ride to or from the airport? SuperShuttle is making airport rides easy with a *new and improved* mobile app. The SuperShuttle app allows you to book in minutes and ensures a secured ride to or from the airport.

App Features Include:

- Member sign-in
- Faster booking for Shuttle, Black Car, and SUV
- Secure billing memory
- Access to Trip History
- Ability to earn airline rewards
- Interactive map

SuperShuttle provides transportation to and from both Phoenix Sky Harbor and Phoenix-Mesa airports. **Book** with just a click of a button!

**Save 10% Instantly!**

When you book an airport ride on the SuperShuttle App.

Coupon Code: **APPS**

**GET THE APP >**



**SuperShuttle**

GET SOCIAL WITH WHERE®



## EMAIL MARKETING

Our email marketing capabilities offer a direct and effective way to reach our audience of passionate travelers. Reach a targeted audience interested in city specific content OR reach our global list of 65,000+ savvy travelers; choose the method that works best for you and get the results you want.

### Exclusive Dedicated eblasts (aka Sponsored Newsletter):

- Our exclusive dedicated eblasts give partners the opportunity to send a unique message to our subscribers. Available for market or global subscribers
- Sold at a flat rate, per market, per send, 100% SOV

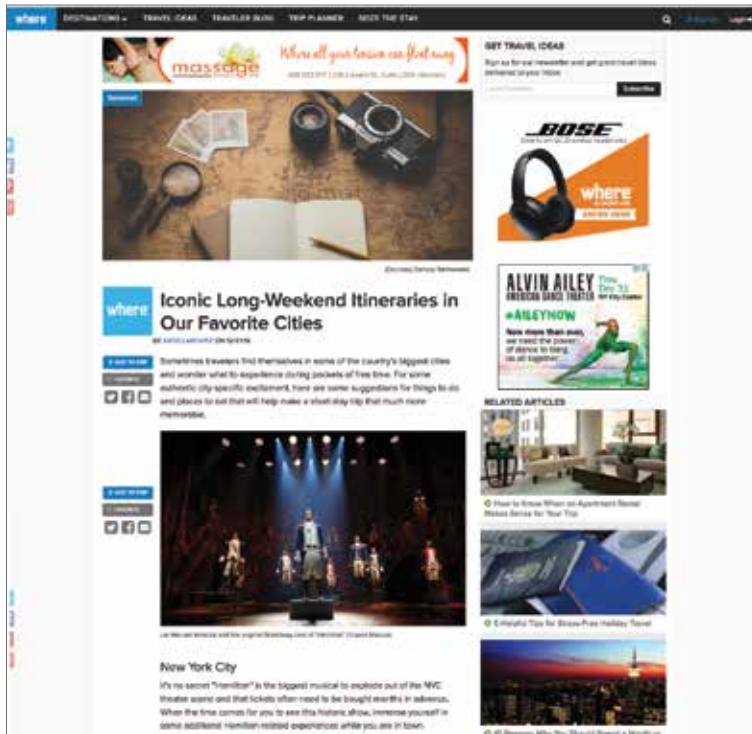
### eNewsletter Display ads:

- Present your brand along with hyper-local OR globally curated travel content.
- Sold weekly, at a flat rate, per market, also available for our global enewsletter

\*Average market effective rate: 10.25%

\*\*Average global effective rate: 15.5%

\*\*\*List count, open rates and CTR vary per market. Contact your rep for more information and details.



## NATIVE ADVERTISING

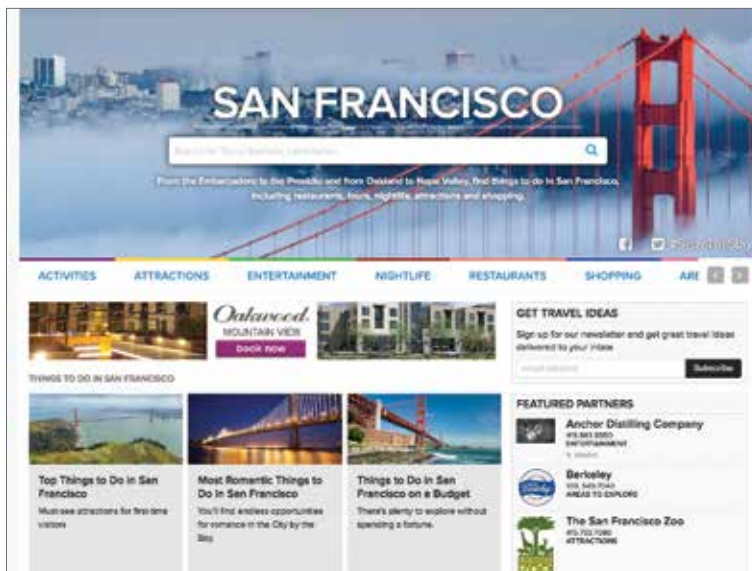
From hyper-local and regional content to full scale campaigns, we have the ability to craft authentic and inspiring content that conveys your messaging and distribute that message to informed, engaged and passionate travelers.

### Regional Packages:

- 4 Market Minimum
- 1 Article
- 1 Dedicated Email
- Fixed Home Page Post
- 2 Social Media Posts

### National Packages:

- National Site Exposure
- 3 Articles
- 3 Dedicated Emails
- Fixed Home Page Post
- 6 Social Media Posts







## CONTEST PACKAGE

### National Package Includes (2-month run):

- WhereTraveler.com ROS display ads
- Weekly Dedicated eBlasts
- Weekly Newsletter Display Ads
- Weekly Social Media Posts
- Logo Inclusion in all material
- Dedicated HTML Landing Page
- Added Value: Print ad inclusion

Total Value: **\$100,000**

Total Investment Per 2 Month Campaign: **\$25,000**

### Contest Landing Page:

- Second most visited page on WhereTraveler.com
- Monthly Average pageviews: 138K
- Monthly Average sessions: 697K
- Monthly Average users: 173K

### Deliverables:

- CTR Banners
- Email Open Rates
- Subscriber Database

Emails Delivered (sent)	Email Unique Clicks	Ad Server Impressions
1.8 Million	22k	200k

Social Media Impressions	Unique Users	User Submissions
50k +	14k	140k

\*\* Results are based on a 2 month period and vary per contest. Reach and impressions are not guaranteed to be exact. Above results are based on average results and will also be contingent upon partner's marketing promotion.



## RATES

### Digital Advertising:

BANNER 1 (top position): 300x250

BANNER 2 (bottom position): 300x250

BANNER 3 (top position): 728x90

BANNER 4 (bottom position): 728x90

### Enhanced listings/Spotlights:

Enhanced listing are sold annually, flat rate, per market.

## EMAIL MARKETING

### Market:

1. Exclusive Dedicated eblast: this is a a one time send to the city specific list - Rate (per city per send)
  - 8K + emails : \$1,000
  - 5-8K emails: \$750
  - <5K emails: \$600
2. eNewsletter display ad: display ad to be included in our weekly newsletter - Rate (per send per ad)
  - 8K + emails : \$800
  - 5-8K emails: \$650
  - <5K emails: 500

### Global: 65K+ emails

1. Exclusive Dedicated eblast:
  - Rate (per send): \$1,500
2. eNewsletter display ad: display ad to be included in our weekly newsletter (goes out every Saturday)
  - Rate (per send, per ad): \$900



## SPECS

### DIGITAL ADVERTISING

#### **BANNERS 1 and 2:**

- 300x250 (40K jpeg)
- URL for Ad

#### **BANNERS 3 and 4:**

- 728x90 (40K jpeg)
- URL for Ad

#### **ENHANCED LISTINGS/SPOTLIGHT:**

- LOGO: high resolution jpeg
- 5 (horizontal) images: high resolution jpeg
- Copy: up to 200 words
- URL
- Video (optional): .mp4, .flv or embedded code.

#### **EMAIL MARKETING**

Exclusive Dedicated eblasts:

- 160 x 600 Banner ad or image (static 40k jpeg)
- 390 x 104 Header image (static 40k jpeg) - plain image preferred
- Subject line of email
- 100 words max copy (text file)
- URLs for copy/ad

eNewsletter display ad:

- 640x280 (40K jpeg)
- URL for Ad

\*All material must be submitted 5 working days prior to deployment date for setup, testing and approval. Ad material submission should be coordinated with your Account Rep.