

Fodor'sTravel



2023 Media Kit

[fodors.com](https://www.fodors.com) | [flyertalk.com](https://www.flyertalk.com) | [wikitravel.org](https://www.wikitravel.org)

QUICK GUIDE: EXPERT TRAVEL SITES

Fodor's Travel

Fodor's paves the way for travelers, by providing the necessary tools and indispensable travel guidance through print, web, mobile, and social channels.



The most popular online community for frequent flyers who are passionate about airlines, hotel brands, credit cards, rewards programs, and all things travel.



The web's free, comprehensive, up-to-date, and reliable worldwide travel guide.



Travel

TRAFFIC

Monthly Traffic



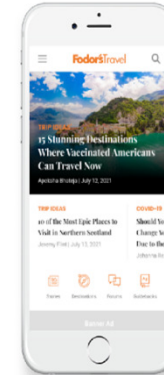
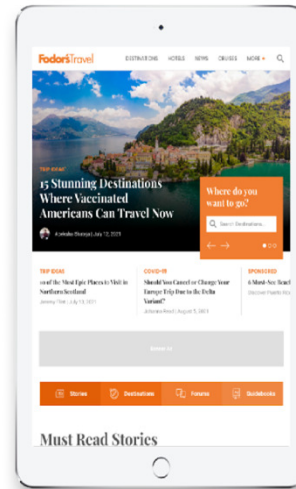
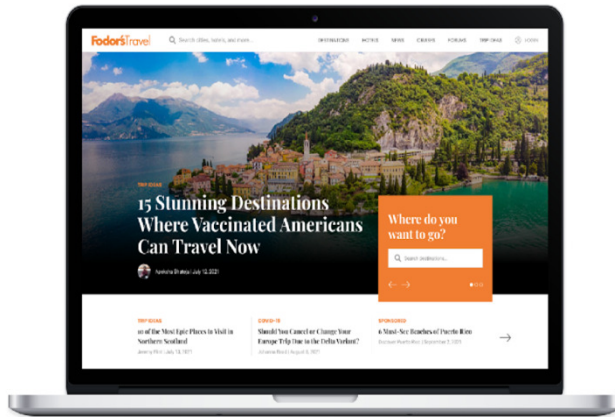
Fodor'sTravel

 **Wikitravel**
The Free Travel Guide

 flyertalk

Fodor's

ABOUT



INSPIRING

Fodor's tells travel stories that excite, inspire, and make our readers want to get out there.

LOCAL

500+ writers around the world with diverse backgrounds and perspectives provide up-to-the-minute local knowledge.

EXPANSIVE

With over 7,500 comprehensive destination guides and thousands of articles, Fodor's.com is a constantly expanding galaxy of travel inspiration and trip advice.

CURATED & RELEVANT

Up-to-date coverage of the constantly evolving travel space, highlighting trends, experiences, and expert opinions.

Fodor's

TRAFFIC

Monthly Traffic



2.1MM+
UNIQUE VISITORS



11.5MM+
PAGEVIEWS

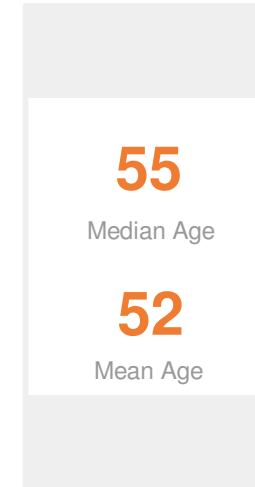
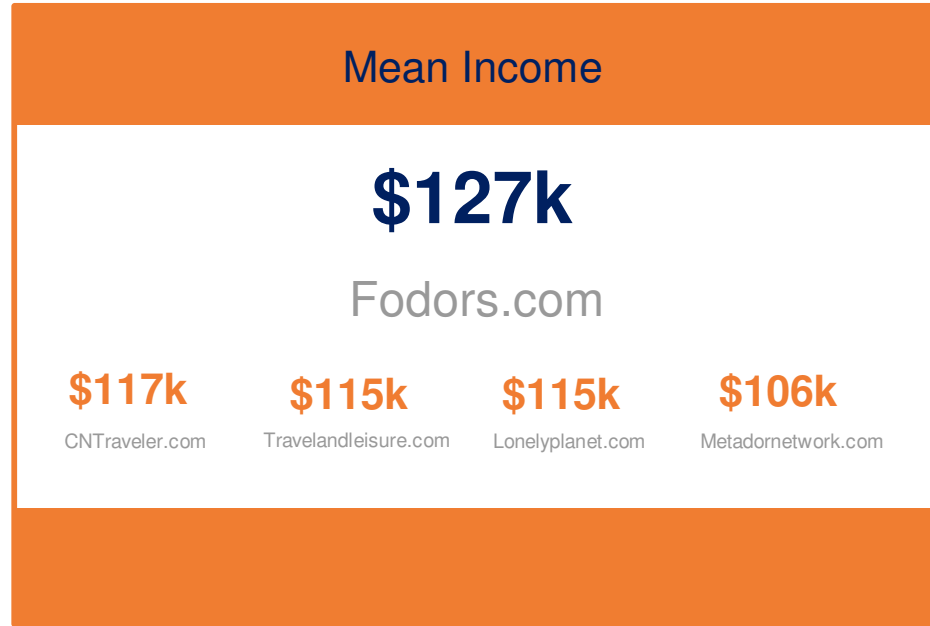
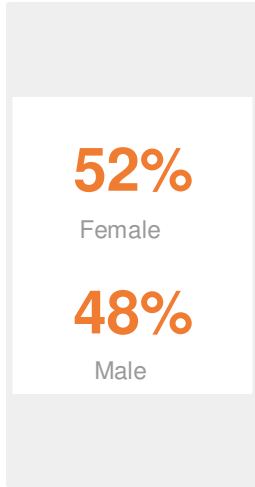


4.2
AVG. PVs/SESSION



Fodor's

AUDIENCE



92%
of Fodors.com visitors enjoy **North America Travel.**
(295 Comp Index UV)

User Insights
80%
of Fodors.com visitors enjoy **beach travel.**
(568 Comp Index UV)

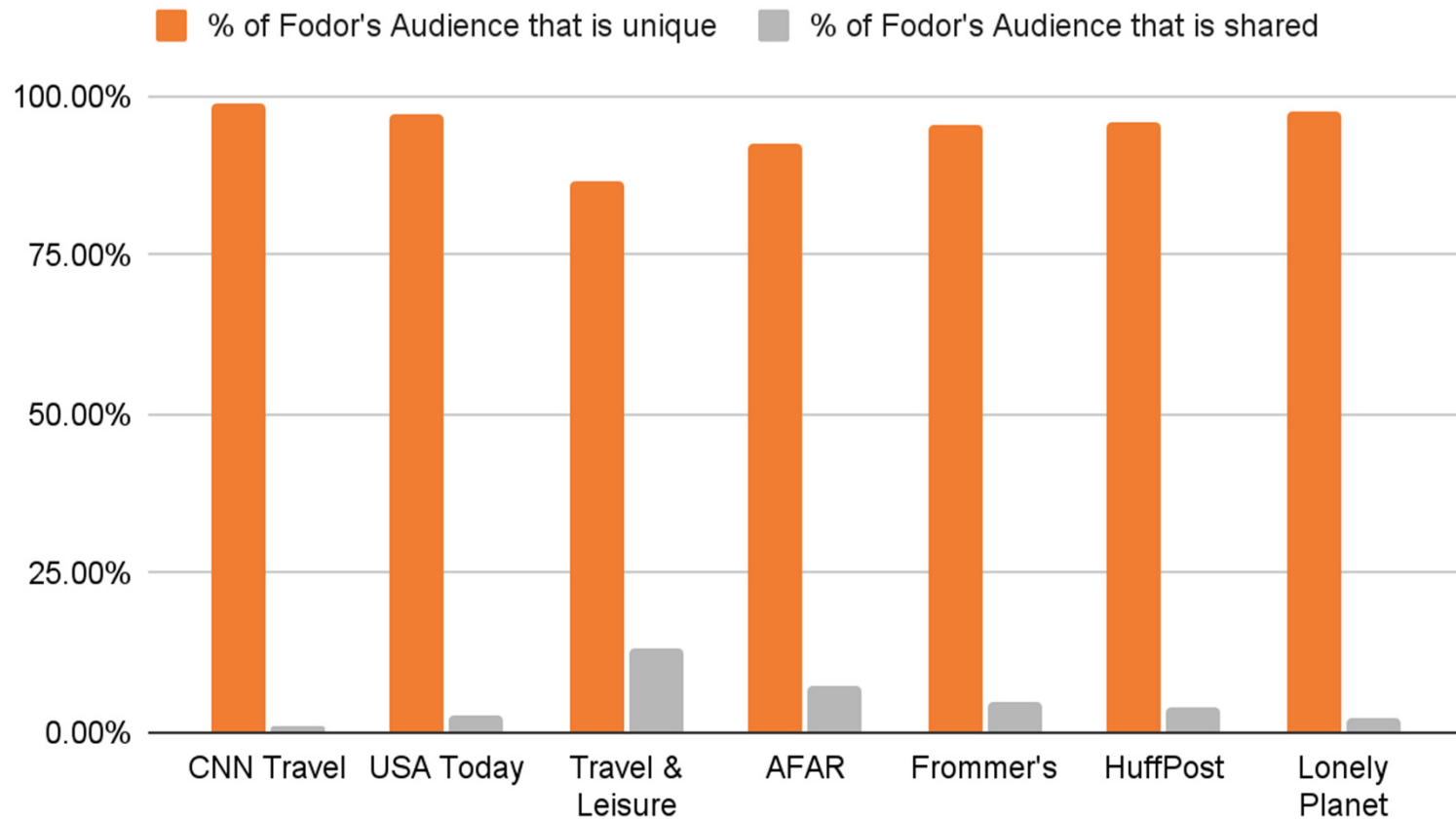
78%
of Fodors.com visitors enjoy **European travel.**
(451 Comp Index UV)



Fodor's

AUDIENCE IS UNIQUE

Low Duplication with Other Travel Sites

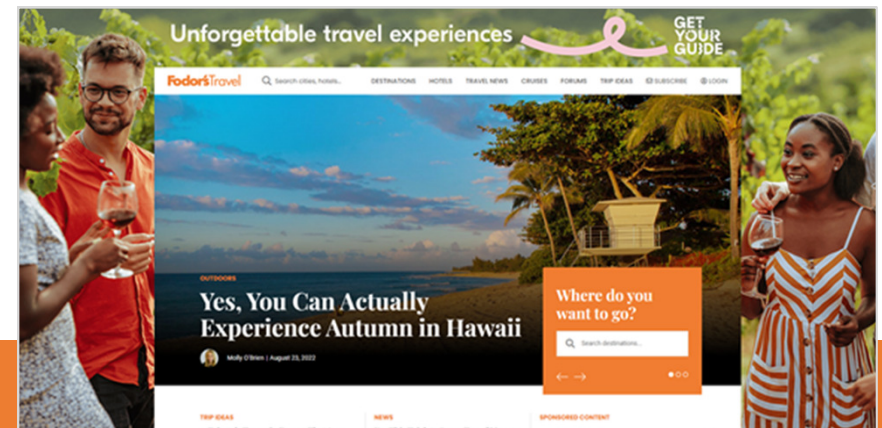
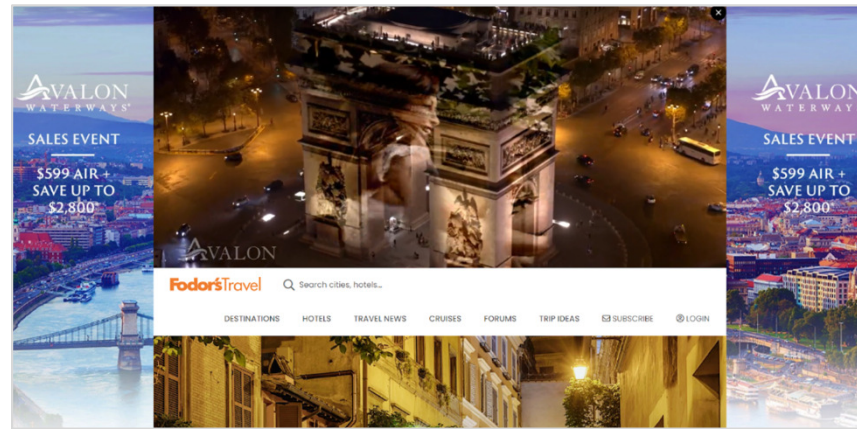


Fodor's

HIGH IMPACT OPPORTUNITIES

Our custom ad placements are designed to capture the attention of our audience and keep them engaged.

- Custom Video Header
- Sitewide Skins
- Section Sponsorships
- Ultimate Guide Sponsors



AVERAGE PERFORMANCE METRICS:

- **Video Completion Rate:** 62.8%
- **Impressions:** 530,978
- **Clicks:** 2,524
- **CTR:** .48%

Fodor's

NATIVE CONTENT

We'll work with your brand to create custom content that we'll integrate across our site.

- Built to your goals and KPI's
- Brands can provide content or have our team of writers build a custom piece
- Campaigns run for 30 days and include promotion in our newsletter and social media



SPONSORED CONTENT

11 Top Things to Do Across the United States This Fall

By GetYourGuide | December 5, 2022

[f](#) [t](#) [in](#) [p](#) [e](#)



Autumn in America means taking full advantage of some serious "bucket list" experiences and "fall" really hard for fall. From experiencing fall foliage to wandering spooky guided tours, there are ample

GetYourGuide
381,530 likes
The world is WAITING
Like Page Share

GetYourGuide
last Wednesday
It's Beginning to look a lot Like Christmas 🎄
This cozy, Christmassy, little town is perfect for a weekend getaway 🍂
Explore it like we did! Enjoy our 2-hour walking tour strolling through the charming old town. 📍 [Town](#)

Tweets from @GetYourGuide

GetYourGuide
@GetYour... · Sep 27
#RethinkingTourism at GetYourGuide means innovating new ways to empower experience creators and allowing them to focus on what they do best: creating world-class experiences. 🌟 Proud to be on this journey with our passionate team! #WorldTourismDay



AVERAGE PERFORMANCE METRICS:

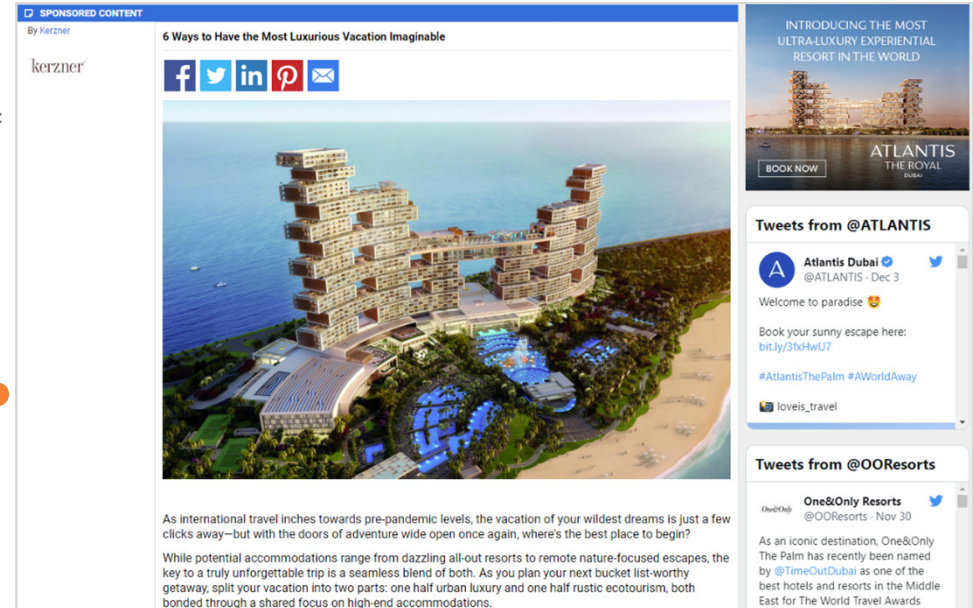
- **CTR:** 0.68%
- **CTA Rate:** 6.77%
- **Engagement Rate:** 73.01%
- **Time on Content:** 74 seconds

FlyerTalk

NATIVE CONTENT

We'll work with your brand to create custom content that we'll integrate across our site.

- Built to your goals and KPI's
- Brands can provide content or have our team of writers build a custom piece
- Campaigns run for 30 days and include promotion in our newsletter



AVERAGE PERFORMANCE METRICS:

- **CTR:** 0.52%
- **CTA Rate:** 10.99%
- **Engagement Rate:** 86%
- **Time on Content:** 92 seconds

Fodor's


DEDICATED EMAIL

The best way to reach an engaged travel audience and get immediate results from our members.

- Reach highly-engaged readers with a dedicated email
- Generate leads, conversions, and engagement
- Dedicated email list with 700k subscribers

Trouble Viewing [Click here](#)

Fodor'sTravel
PRESENTS



GET YOUR GUIDE

Paris is a city for foodies, art lovers, and shoppers alike. Whether you're traveling on a budget or happy to splash some cash, a trip to Paris offers a wealth of unforgettable experiences.


GetYourGuide is your expert to all the best tours, tickets and attractions in the city. Not just the main sights, but also for the hidden gems. Avoid the tourist traps, and check out some of the lesser known nooks and crannies in this beautiful city with their [top 9 things to see and do](#).

GetYourGuide offers unforgettable experiences in Paris and all over the world. Enjoy top rated tours and activities with skip-the-line tickets and over 2 million trusted reviews.

Trouble Viewing [Click here](#)

Fodor'sTravel
PRESENTS

OFFER ENDS
FEB 28



ROCKY MOUNTAINKEEP

**SAVE UP TO
\$825**
PER COUPLE
WHEN YOU BOOK RISK FREE TODAY
AND TRAVEL THIS SPRING OR FALL.*

**It's time to make memories
that last a lifetime.**

Take in the Canadian Rockies or American Southwest like never before. Sit back and

AVERAGE PERFORMANCE METRICS:

- **Open Rate:** 24%
- **CTR:** 0.40%

Fodor's

NEWSLETTER

Fodor's offers daily newsletters anticipated throughout the week by our readers to help stay up-to-date with everything going on each day.

- We send 10 newsletters per week, highlighting our award-winning editorial stories.
- As an added benefit with newsletter inclusions we offer geo-targeting capabilities!


Trouble Viewing [Click here](#)

INVITATION TO AWE-SOME
SALES EVENT
\$599 AIR + SAVE UP TO \$2,800*

Powered by Livestorm

AVALON
WATERWAYS

Fodor's Travel
TODAY'S DEPARTURE



A Five-Night Truffle Hunting Holiday in Tuscany is \$999

[READ MORE](#)

100% SOV Banner ads flex units throughout
(728x90 and 300x250 Desktop / 320x50 Mobile)

TODAY'S DEPARTURE

- Sends daily Monday – Friday (extra afternoon editions sent Tuesday-Thursday)
- **List Size:** 521k
- **Average Open Rate:** 24%

WORTH EXPLORING (PASSPORT)

- Sends every Saturday
- **List Size:** 647k subscribers
- **Average Open Rate:** 24%

Fodor's

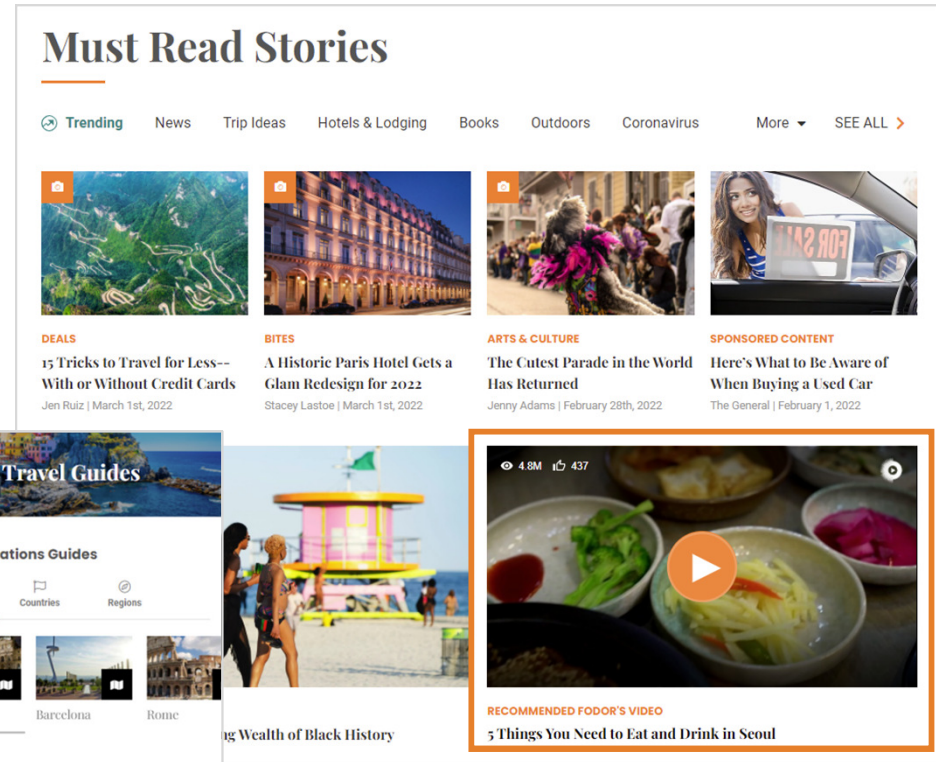
PRE ROLL ADS

If you're interested in video marketing, Pre-roll is a great marketing opportunity for brands, can overcome the initial barriers to entry, and can leverage the space against other competitors.

Pre-roll ads can vary in duration, typically between 15 to 60 seconds.

Ad sizes:

- 640x480v
- 340x250v



AVERAGE PERFORMANCE METRICS:

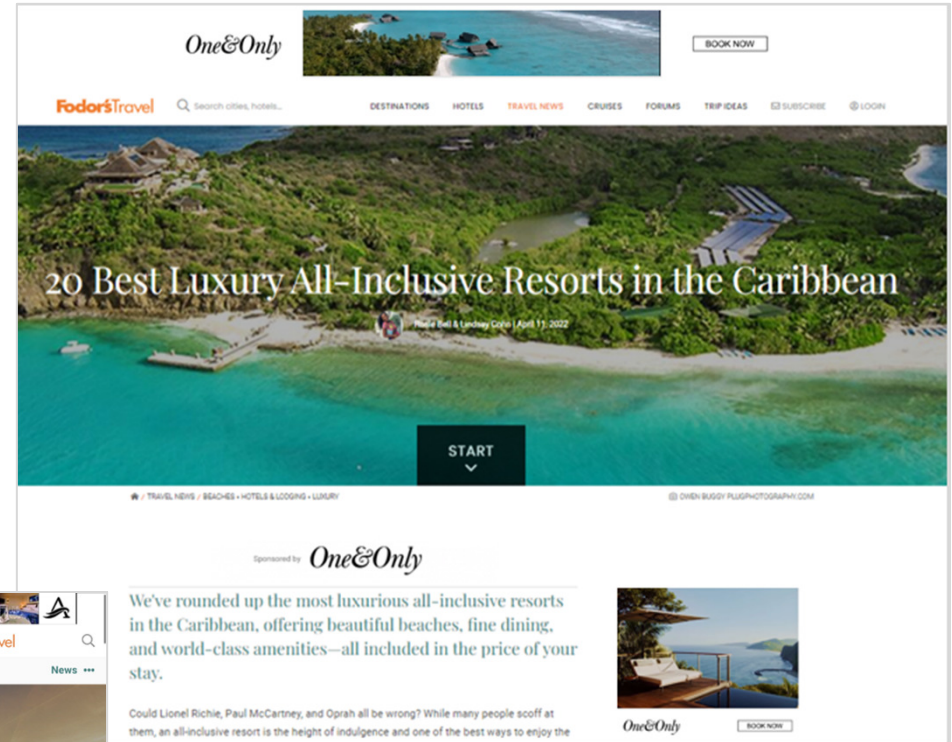
- **Video Completion Rate: 86%**

Fodor's

CONTENT SPONSORSHIP

Sponsor content that aligns with the category or theme of your campaign.

- 100% SOV of chosen content channel(s) with custom brand logo placement
- Trip ideas including: Beach Vacations and Road Trips, Budget Travel
- Content categories including: Art & Culture, Foodies, Dining, Hotels and Outdoor Adventures



AVERAGE PERFORMANCE METRICS:

- **Impressions:** 2.6M
- **Clicks:** 1,160
- **CTR:** 0.05%

Fodor's

INSTAGRAM TAKEOVER



Capture the attention of our 188K+ followers with an engaging influencer marketing campaign to highlight your region. We'll work with our network of influencers to create a custom campaign for you, including dedicated **Insta-stories** and “**swipe up to read**” features.



AVERAGE PERFORMANCE METRICS:

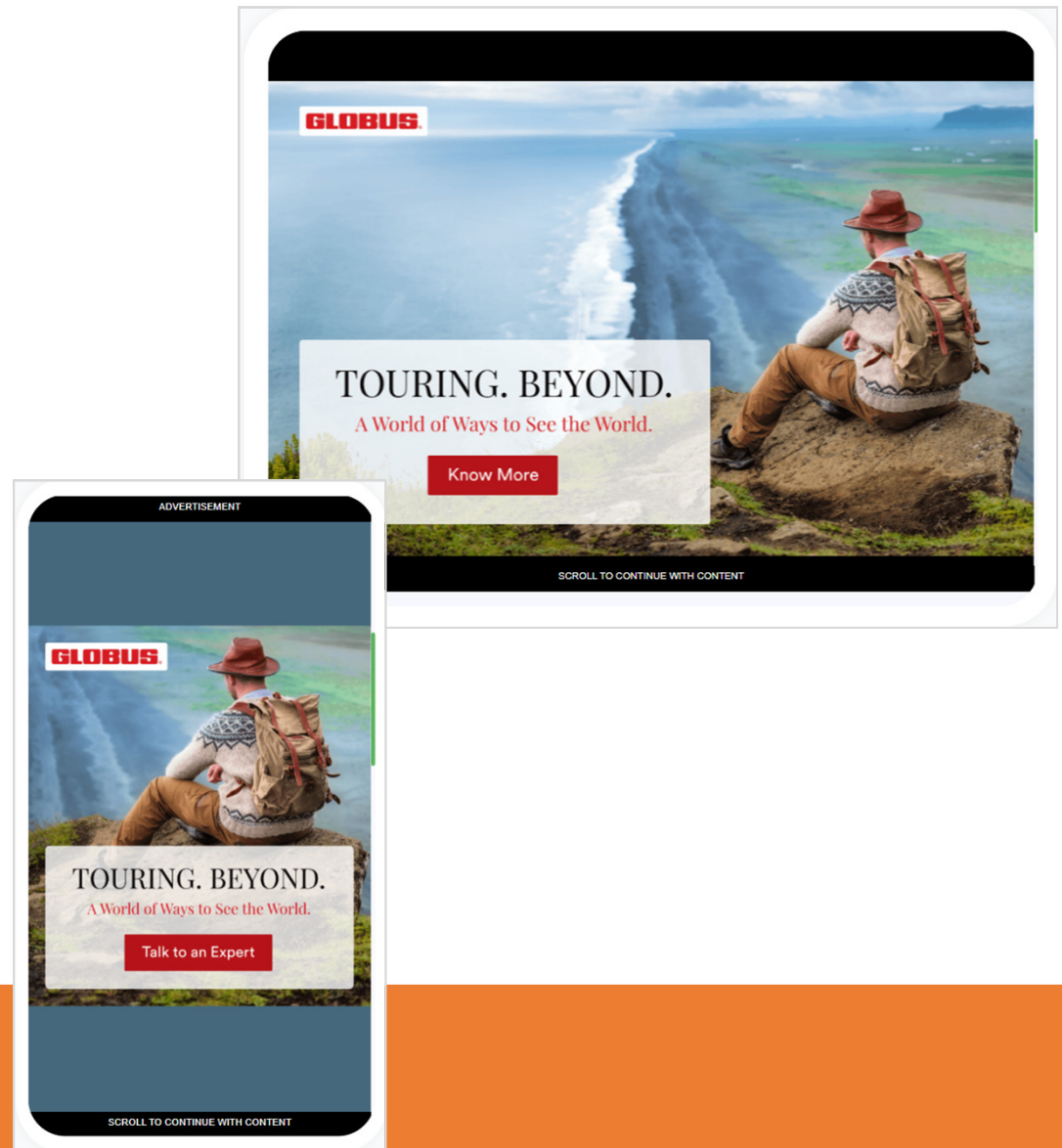
- **Top Cities:** New York, Los Angeles, London, Chicago, Toronto
- **Shared stories:** 2,500 impressions per story
- **Reel engagement rate:** 1.77%

Fodor's

INTERSCROLLER

An in-article ad unit that captures viewers as they enjoy reading the latest Fodor's travel tips and ideas.

- This custom unit reveals itself as the user scrolls the page and takes up the height of the screen.
- As users will continue to scroll past the ad, the article content will appear creating a seamless branding experience.



AVERAGE PERFORMANCE METRICS:

- **Impressions:** 107,464
- **Clicks:** 656
- **CTR:** 0.61%

Fodor's

SPIN CUBE UNIT

A neat and a simple ad format that utilizes the 300x600 unit and illuminates 3D cube rotation.

- The cube has 4 images each on its 4 sides which are displayed one at a time when the cube spins around a full 360 degree.



AVERAGE PERFORMANCE METRICS:

- **Impressions:** 146,384
- **Clicks:** 216
- **CTR:** 0.15%

FlyerTalk

TRAFFIC

Monthly Traffic



1.2MM+
UNIQUE VISITORS



9.6MM+
PAGEVIEWS

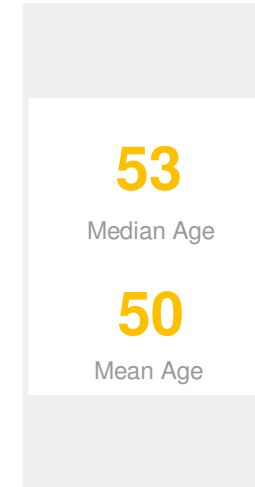
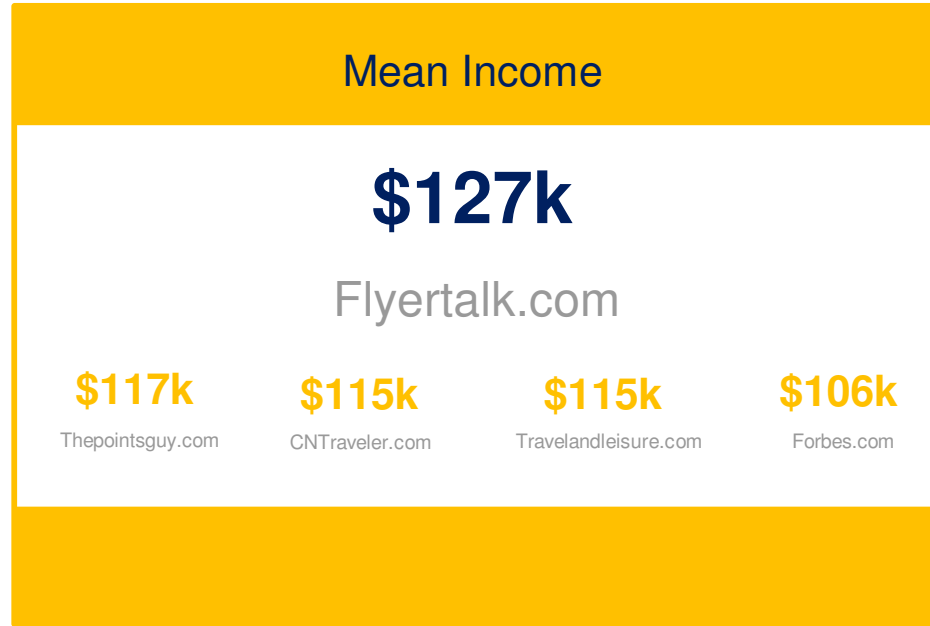
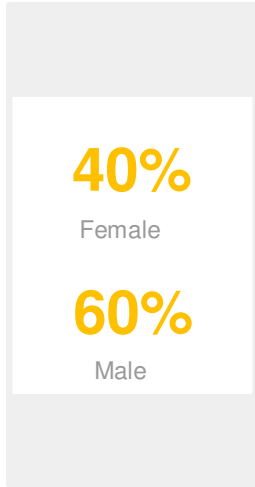


4.2
AVG. PVs/SESSION



FlyerTalk

AUDIENCE



People who travel for business are:

99x

more likely to visit FlyerTalk.com (9877 Comp Index UV)

User Insights

People who enjoy budget travel are:

23x

more likely to visit FlyerTalk.com (2301 Comp Index UV)

People who enjoy day trips are:

12x

more likely to visit FlyerTalk.com (1208 Comp Index UV)



Wikitravel

TRAFFIC

Monthly Traffic



1.1MM+

UNIQUE VISITORS



3.3MM+

PAGEVIEWS



1.3

AVG. PVs/SESSION

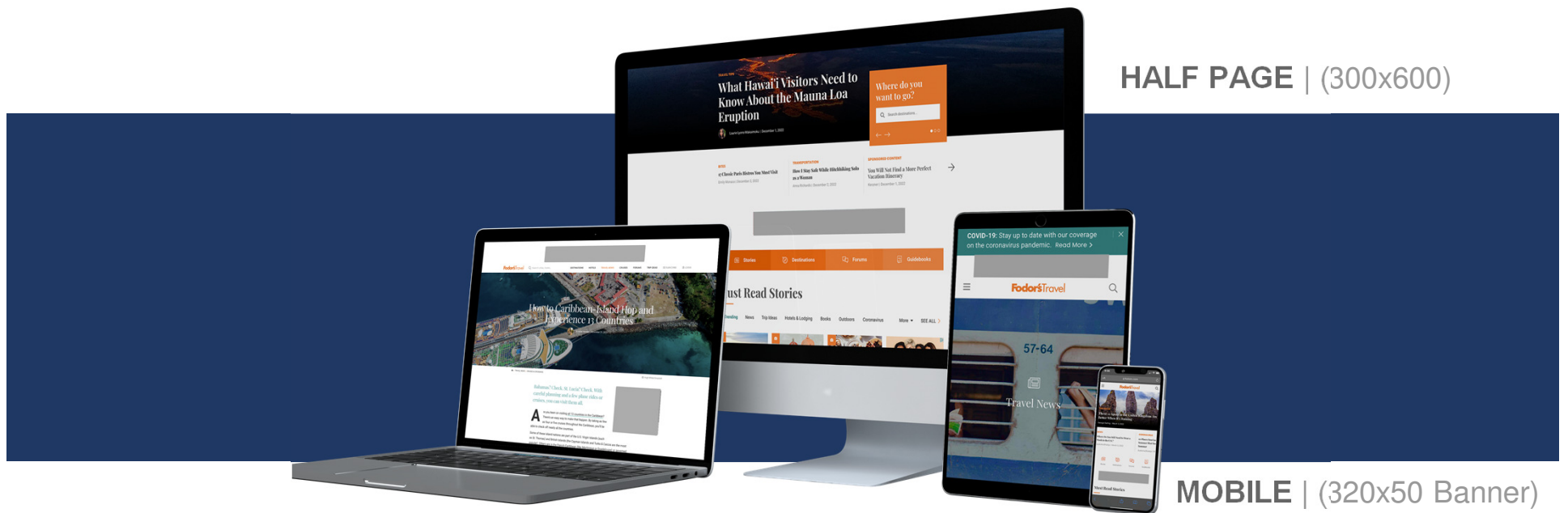


Travel

DISPLAY ADS

LEADERBOARD | (728x90)

HALF PAGE | (300x600)



MOBILE | (320x50 Banner)

MEDIUM RECTANGLE | (300x250)



Contact Us

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