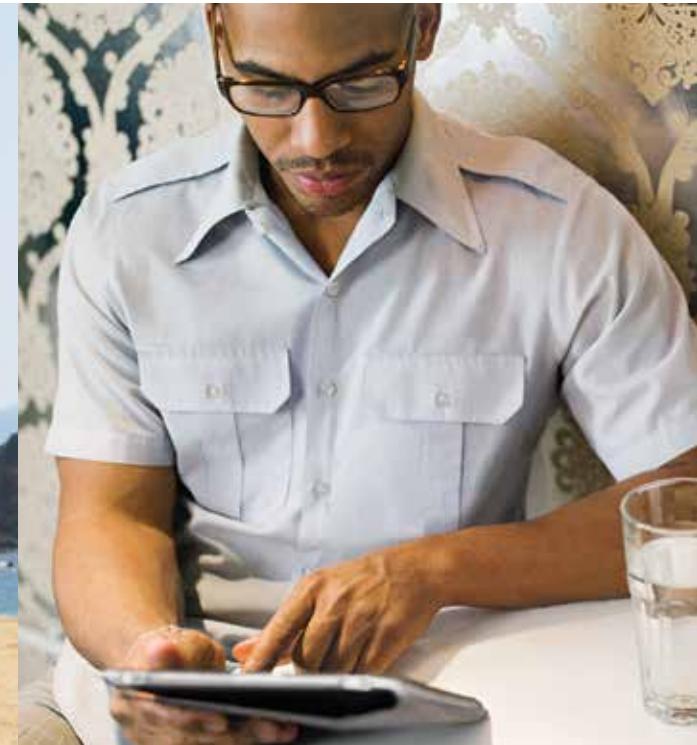
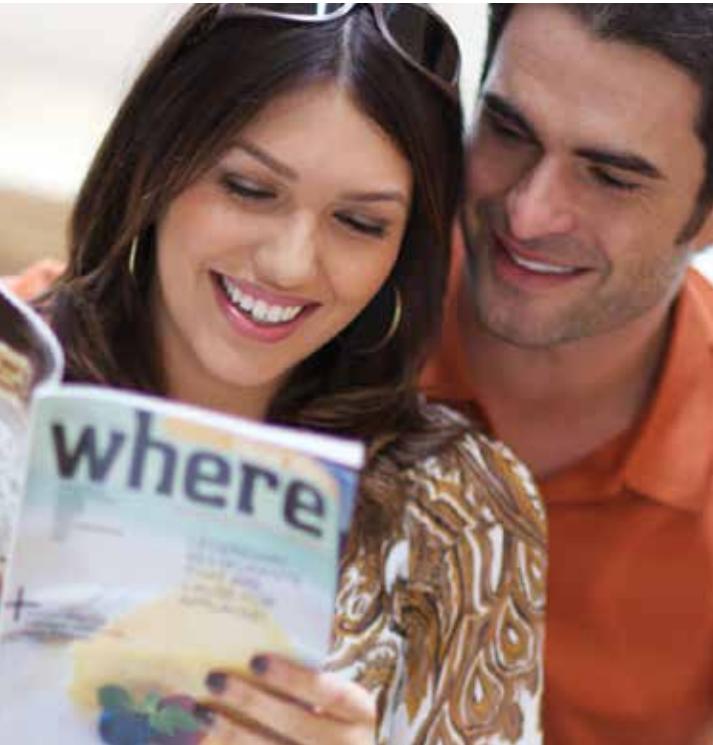


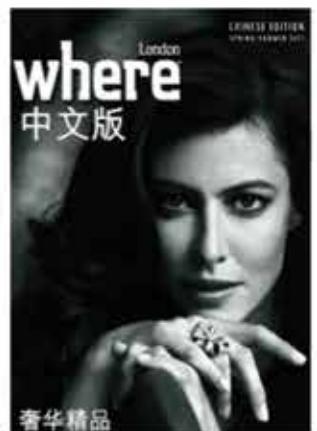
wheretraveler.com®

2016 Media Kit



Overview

- Where® has been the world's premier name in travel publishing since 1936.
- From magazines and books to maps and comprehensive digital content, Where® gives travelers everything they need from a local perspective and can provide integrated marketing opportunities.
- Each year, 246 million travelers trust Where® for up-to-date information on where to dine, where to shop, where to explore and where to play, in more than 100 cities worldwide.





Audience

WhereTraveler delivers to a national audience of educated and passionate readers a place where they can connect and become engaged in the love for travel.

→ Website Audience

Female: **56%**

Male: **44%**

Median Age: **34**

→ Annual Wheretraveler.com Statistics:

Average users per month: **97,000+**

Users: **870,000+**

Pageviews: **2.3 million+**

→ Engagement

- 15% average growth month over month!
- Reaching nearly 600,000 engaged users through social media channels.
- Reaching 50K+ avid travelers through enewsletters.





Online Opportunities

Hard Rock Cafe

Housed in the site of Nashville's first theater, the building has a great outdoor patio and music mecca from the likes of Jimi Hendrix, Garth Brooks and Eddie Vedder. The menu includes juicy burgers and fries, ribs, steaks and salads, while the popular clothing line ranges from T-shirts to baseball hats. No reservations. L&D (10/10), AG, DS, MC, VS.

Sponsor Message:

Music City, U.S.A., now where could there possibly be a better place for a Hard Rock Cafe? From: Johnny Cash, Chris Atkins, Charlie Daniels, Vince Gill, Dolly Parton to Keith Urban, Reba, Carrie Underwood to Patsy Cline and Kings of Leon, all part of Nashville's unique musical history. The Hard Rock Cafe has been rockin' Music City since 1994! Newly revamped in December 2009, Hard Rock Cafe Nashville continues as one of the city's premier dining and entertainment destinations. The remodeled Cafe has more than 12,900 square feet of space, including a 378-seat restaurant, open air terrace, Rock Shop and a state-of-the-art live concert venue. Jimi Hendrix said it best "There's where I learned to play really...Nashville!"

Located in the heart of the historic 'District' of downtown Nashville at the foot of Riverfront Park, Hard Rock Cafe Nashville is the perfect venue for any event! It is within walking distance of the Nashville Convention Center, Historic Ryman Auditorium, Country Music Hall of Fame, Bridgestone Arena and LP Field. If the charms of the honky-tonks, and the Grand Ole Opry aren't your style, "Nash-Vegas" has many other claims to fame. Being that the city is the financial and insurance center of the South, the 'Athens of the South' with several acclaimed schools (and its own replica of the Pantheon), a major sports center with the Tennessee Titans and Nashville Predators both at home, plus the State capitol since 1843. And at the Hard Rock Cafe Nashville, the good-times tradition continues. Housed in the site of Nashville's first theater, our building stretches half a block long, and the outdoor 'Ledge' has plenty of room for you and all your rowdy friends! Hard Rock Cafe Nashville has been revamped to preserve the legacy of the existing location while integrating technology and other elements to create a new look and vibe that rocks downtown!

Address: 100 Broadway, Nashville, TN 37201, United States
Phone: 615.742.9900
Website: <http://www.hardrock.com/nashville>
Map:

Featured Spotlight Listing

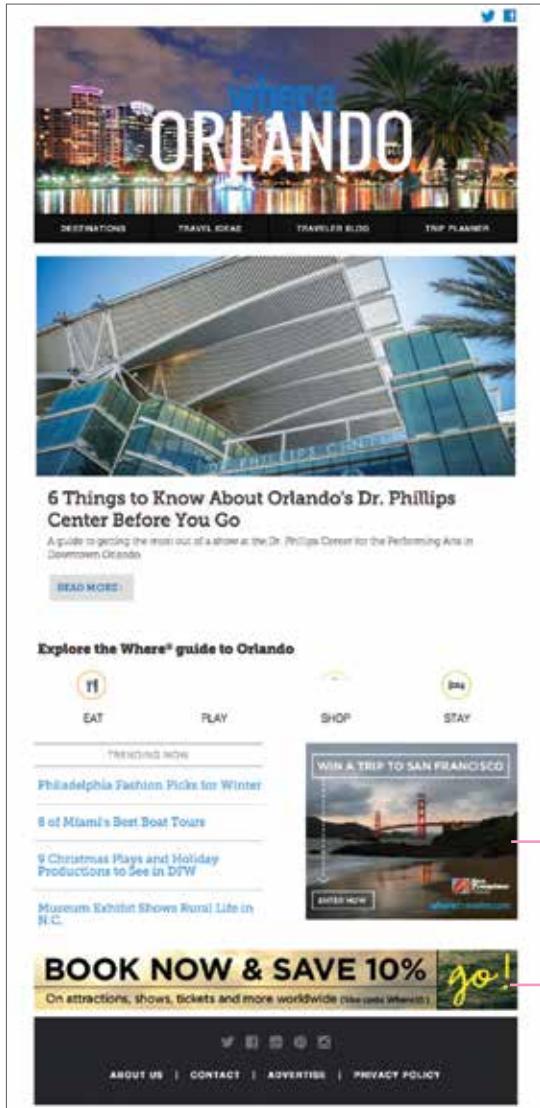
→ Featured Listing

- Personalized Message
- Photo slideshows
- Video
- Downloadable Marketing Materials (i.e. menus, brochures, etc.)

→ Placement

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

→ Rate: \$900 (annual cost)



6 Things to Know About Orlando's Dr. Phillips Center Before You Go

A guide to getting the most out of a show at the Dr. Phillips Center for the Performing Arts in downtown Orlando.

READ MORE

Explore the Where® guide to Orlando

EAT PLAY SHOP STAY

TRAVELING NOW

Philadelphia Fashion Picks for Winter

8 of Miami's Best Boat Tours

9 Christmas Plays and Holiday Productions to See in DFW

Museum Exhibit Shows Rural Life in N.C.

BOOK NOW & SAVE 10% *go!*

On attractions, shows, tickets and more worldwide. Use code Where10.

ABOUT US | CONTACT | ADVERTISE | PRIVACY POLICY

Market eNewsletters

Our rapidly growing newsletters offer subscribers information from our local editors on the best restaurants, events, trends and more

Each eNewsletter features two advertising positions:

- 2 Ad Positions: 300x250 and 728x90
- Frequency: weekly
- Rate: \$500

Ad Spot 1

Ad Spot 2

where® SPONSORED NEWSLETTER

GroundLink.

Introducing Napa Private Driver by GroundLink

GroundLink is your ON TIME EVERY TIME® car service operating a fleet of 45,000 vehicles in major cities across 110 countries. With our award winning mobile app, world class website and exceptional 24/7 customer service center, we seamlessly connect our vast network of professional and licensed drivers with discerning clients who value their time, value their safety and appreciate superior customer service.

Starting in November, we offer visitors and locals in the San Francisco Bay Area a new, reliable and affordable fixed price service between San Francisco, Oakland, San Jose and the surrounding airports to and from Napa Valley/Sonoma County called Napa Private Driver. For more information, please visit our website www.groundlink.com; or download the iOS/Android mobile app.

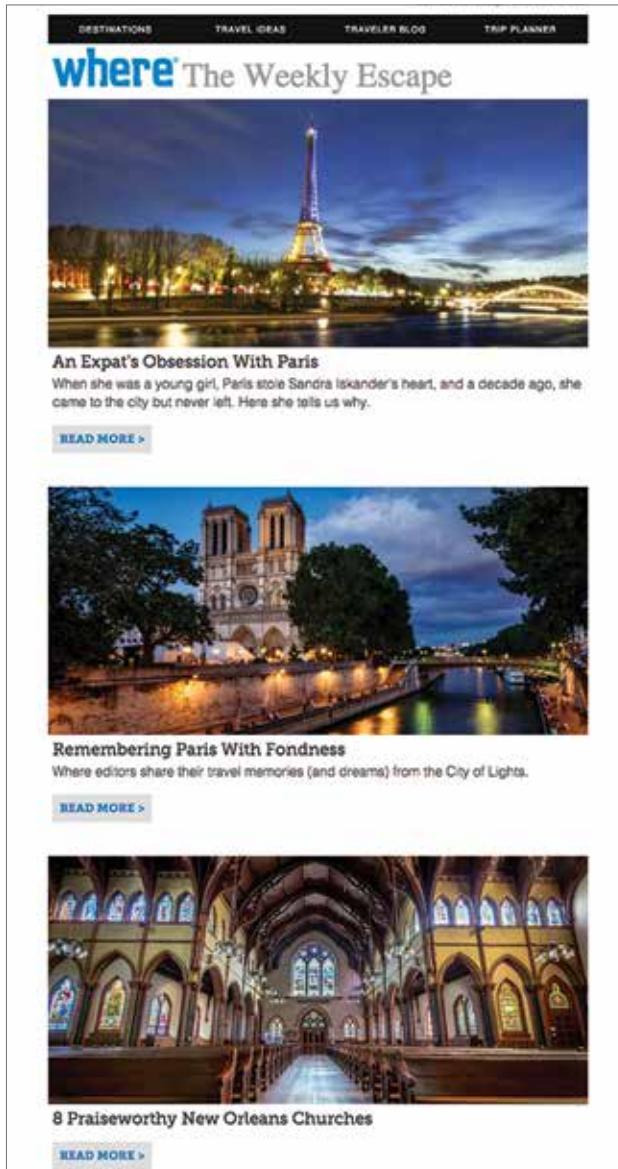
For reservations, please call 855.704.2556.
www.groundlink.com

GET SOCIAL WITH WHERE®

LEARN MORE

Market Sponsored eBlast

- Deliver your message or special offer directly to the inboxes of Where® readers
- The Sponsored eBlast can be sent out on any available weekday that is open on the schedule
- Rate per eblast
 - \$900



DESTINATIONS TRAVEL IDEAS TRAVELER BLOG TRIP PLANNER

where® The Weekly Escape



An Expat's Obsession With Paris
When she was a young girl, Paris stole Sandra Iskander's heart, and a decade ago, she came to the city but never left. Here she tells us why.

[READ MORE >](#)



Remembering Paris With Fondness
Where editors share their travel memories (and dreams) from the City of Lights.

[READ MORE >](#)



8 Praiseworthy New Orleans Churches

[READ MORE >](#)

GLOBAL eNewsletter “The Weekly Escape”

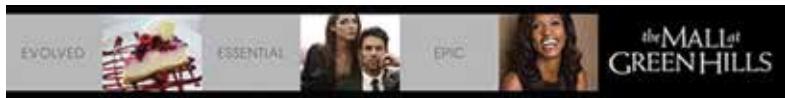
Reach 52,000+ travel enthusiasts with our global eNewsletter. Our weekly global eNewsletters deliver travel inspiration, destination ideas and useful tips – all gathered by our local experts.

→ Option 1

- Ad positions: 640x280 (40K jpeg - placed within travel content)
- Frequency: Weekly
- Rate: \$750 per ad position

→ Option 2

- Sponsored email edition
- Frequency: based on availability
- Rate: \$1000 per eblast.



Display Ad Positions & Video

→ Banner ads

- 300x250 Display
 - Market Pages
 - 2 positions, each with 3 ads in rotation
- Rate: \$500 per month per market

→ Video

- Video Ad Placement on right hand rail
- Rate: \$500 flat fee per month

Note: Video size must be under 20MB

Expanding Reach



- Where® continues to strategically partner with companies that align with our focus as well as help grow our brand.
- Where® currently partners with major online news aggregators such as CNN & Huffington Post Travel. Tourism partners such as Visit Philly, Explore Fairbanks, Taste of Atlanta, San Francisco Travel and more, as well as tour industry leaders CityPASS & SuperShuttle to major airlines JetBlue and much more!



jetBlue®

SuperShuttle.

Advertising Specs

→ City Specific eNewsletter

- Destination URL + Title Text
- Ad Creative (PNG, JPG or GIF) + Alt text (if different from title)
- If chosen to self-host ad creative, we'll need the full URL to the ad
- If additional markup is required, like a 1-pixel tracking gif, we'll need full markup sent along with other ad creative
- Ads that require delivery via `<script>` cannot be accepted

→ Display Ad Positions

- 300x250, max 50k download JPG or GIF
- Leaderboard ad: 728x90, max 50K JPG or GIF
- 3rd-party tags accepted

→ Featured Spotlight Listing

- Logo: High-res jpg
- 5 Images: High-res jpgs
- Copy: Up to 200 words
- URL
- Video: send as .mp4, .flv or embeded code

→ Sponsored Eblast

- Header Image: 390x104 (static 40k JPG)
- Banner Ad: 160x600 (static 40k JPG) - Plain image preferred
- Email's subject line
- 100 words max copy. Include a headline. (word or text file)
- URLs for copy/ad
- Requested send date

→ Video Specs

- Streamed through Google DFP
- Scaled to fit placement
- All audio must be user-initiated on click
- Lead Time — 5 business days
- Aspect Ratio, 4x3 or 16x9
- VAST Compliant

All Material: Creative due 5 days before flight for testing and setup. Ad material submission to be coordinated with Sales Rep and/or Advertising Service Coordinator

Please Note: Impressions are not guaranteed. All inventory is based on a first-come, first-served basis. Availability will be confirmed at time of insertion order. Agency/Client is responsible for all third-party serving fees.