

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

The screenshot shows the 'where traveler.com' website interface. At the top, there's a navigation bar with links: DESTINATIONS, TRAVEL IDEAS, TRAVELER BLOG, TRIP PLANNERS, TOURS & TICKETS. Below this is a search bar with the 'where' logo and a magnifying glass icon. A banner for 'WIN A WEEKEND GETAWAY TO ATLANTA' is visible. The main content area features a 'Hard Rock Cafe' listing. The listing includes a 'Hard Rock' logo, a description of the cafe's location and history, a 'Sponsor Message' with a photo of the Nashville skyline, and contact information (address, phone, website). To the right of the main listing, there's a 'FEATURED PARTNERS' section with links to 'Hard Rock Cafe', 'Rocket Fizz Soda Pop and Candy Shop', 'Grand Ole Opry', and 'Nashville Boot Company'. At the bottom right, there's another 'WIN A WEEKEND GETAWAY TO ATLANTA' banner and a 'Get insider information on the cities you love. Subscribe Now!' button.

Featured Spotlight Listing

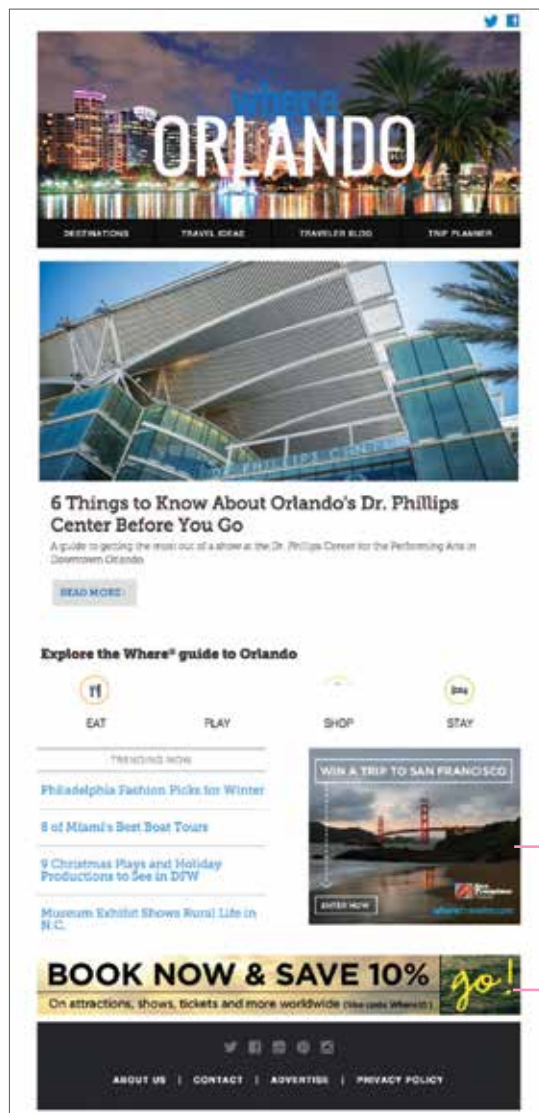
- ➔ Featured Listing
 - Personalized Message
 - Photo slideshows
 - Video
 - Downloadable Marketing Materials (i.e. menus, brochures, etc.)
- ➔ Placement
 - Runs on right hand rail of market page
 - Rotates on homepage
 - Rotates above the fold in each section vertical under activities, attractions, entertainment etc!
- ➔ Rate: \$900 (annual cost)

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

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

The screenshot shows a newsletter header with the 'where' logo and 'SPONSORED NEWSLETTER'. Below is a blue banner for 'GroundLink' with a car icon. The main text introduces 'Napa Private Driver by GroundLink', describing it as an 'ON TIME EVERY TIME' car service with a fleet of 45,000 vehicles. It mentions a 24/7 customer service center and a network of professional drivers. A specific offer for the San Francisco Bay Area is detailed, including a fixed price service between San Francisco, Oakland, San Jose, and surrounding airports to and from Napa Valley/Sonoma County. Contact information (855.704.2556 and www.groundlink.com) is provided. A 'LEARN MORE' button is visible. The footer includes social media icons and the text 'GET SOCIAL WITH WHERE'.

where SPONSORED NEWSLETTER

GroundLink.

Introducing Napa Private Driver by GroundLink

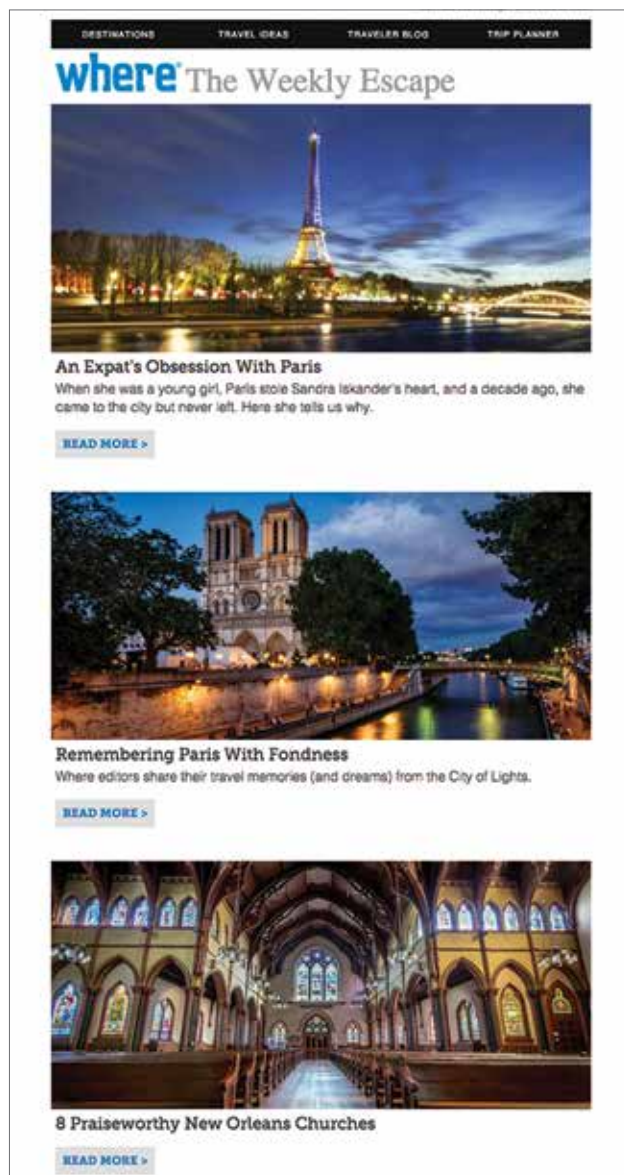
GroundLink is your **ON TIME EVERY TIME** car service operating a fleet of 45,000 vehicles in major cities across 110 countries. With our award winning mobile app, world class website and exceptional 24/7 customer service center, we seamlessly connect our vast network of professional and licensed drivers 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

LEARN MORE

GET SOCIAL WITH WHERE[®]



GLOBAL eNewsletter “The Weekly Escape”

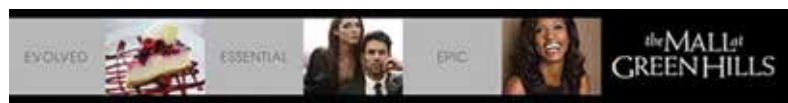
Reach 52,000+ travel enthusiasts with our global eNewsletter. Our weekly global eNewsletters deliver travel inspiration, destination ideas and useful tips – all gathered by our local experts.

➔ 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!



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 jpegs
- 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.