

2017 WHERETRAVELER® MEDIA KIT

The Explorer's Guide

OUR MISSION: To help our audience have amazing travel experiences

wheretraveler.com





Where® is a hub of news and activity, attracting passionate travelers around 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 media 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 pageviews per month: 1.2 million
- Average 3 pages per user per month

ENGAGEMENT

- 20 percent 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 percent is female
- 41 percent is mobile traffic
- 23 percent is age 25-34; 23 percent is 55-64; 20 percent is 45-54; 14% 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

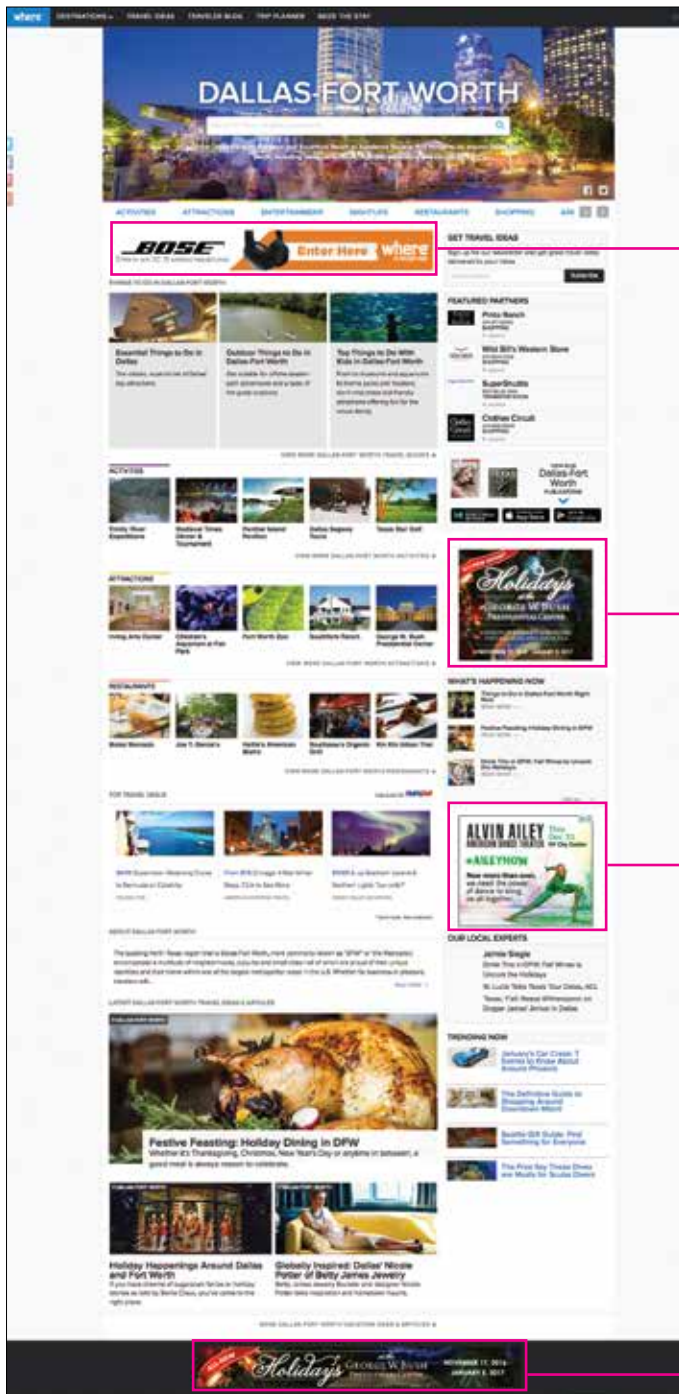
- Display Ad Units
- Enhanced listings/spotlights

Email Marketing

- Exclusive dedicated eBlasts
- eNewsletters ads

Native Advertising

- Custom Content
- Digital Contest



Ad Unit 3

Ad Unit 1

Ad Unit 2

Ad Unit 4

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 and delivered on a SOV basis using a flat fee

AD Unit 1 (top position): 300x250

- Responsive
- Per Market

AD Unit 2 (bottom position): 300x250

- Responsive
- Per Market

AD Unit 3 (top position): 728x90

- Desktop Only
- Per Market

AD Unit 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.

DIGITAL ADVERTISING

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.

The screenshot displays the 'where.com' website interface. At the top, there is a navigation bar with 'where' and menu items: DESTINATIONS, TRAVEL IDEAS, TRAVELER BLOG, TRIP PLANNER, and SEIZE THE STAY. Below this is a secondary navigation bar with categories: ACTIVITIES, ATTRACTIONS, ENTERTAINMENT, NIGHTLIFE, RESTAURANTS, and SHOPPING. A prominent advertisement for BOSE headphones is featured, with the text 'Enter Here where' and a 'Subscribe' button. The main content area highlights the 'Hilton New York Fashion District' listing, including a photo of a hotel room and a detailed description. To the right, there are more BOSE ads and a 'New York City Explorer Pass' promotion offering a 45% discount. Below the main listing, there is a 'TRENDING NOW' section with articles like 'The Ins and Outs of Inauguration 2017' and 'Spicy Spas: Enjoy Pampering On-the-Go in...'. At the bottom, a map of the Hilton New York Fashion District is shown, along with a 'FEATURED PARTNERS' section listing hotels like Courtyard New York Manhattan/Upper East Side, The Manhattan at Times Square Hotel, NYLO New York City, and DoubleTree by Hilton Metropolitan Hotel.

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 (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

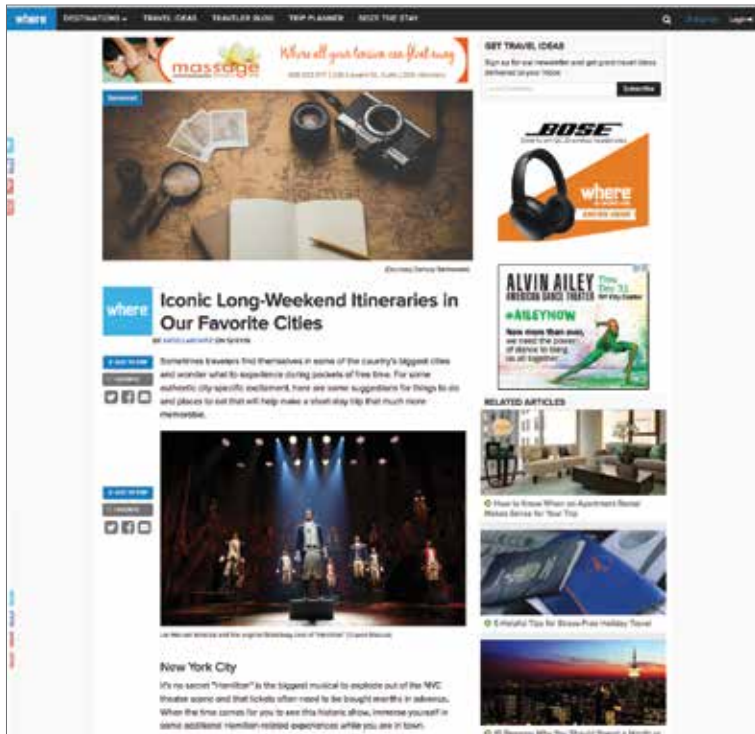
eNewsletter Display ads:

- 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 newsletter

*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.



where SPONSORED NEWSLETTER

STAY THE WEEK, GET 2 NIGHTS FREE!

Oakwood
WORLDWIDE

5 Helpful Tips for Stress-Free Holiday Travel

Holiday travel is a marathon, not a sprint, and it takes some thoughtful planning so you can enjoy a hassle-free experience. Space is often tight with so many people visiting. Consider renting a fully furnished apartment for some extra breathing room.

To keep stress low and cheer high, [read the full article](#) with our five suggestions for making the most of your trip.

Enter Code: WHEREMKT

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 message and distribute that message to informed, engaged and passionate travelers.

Local Packages:

- 1 market minimum
- 1 article
- Fixed unit on local market homepage
- 2 local market dedicated emails
- 2 social media promotional posts

Regional Packages:

- 4 market minimum
- 1 article
- 1 dedicated Email
- Fixed unit on local market homepages
- Banners
- 2 Social Media Posts

National Packages:

- National site exposure
- 3 articles
- 3 dedicated Emails
- Fixed unit on local market homepages
- Fixed unit on homepage of Wheretraveler.com for two weeks
- Banners
- Six social media posts



CONTEST PACKAGE

National Package (monthly program):

- 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: **\$50,000**

Total Investment Per Monthly Campaign: **\$10,000**

Contest Landing Page:

- Second most visited page on WhereTraveler.com
- Monthly average pageviews: 137K
- Monthly average sessions: 67.3K
- Monthly average users: 16.6K

Deliverables:

- CTR banners
- Email open rates
- Subscriber database

Emails Delivered (sent)	Email Unique Clicks	Ad Server Impressions
700K	11K	100K
Social Media Impressions	Unique Users	User Submissions
30k	8-10K	100-120K

Results 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:

- AD Unit 1 (top position) 300x250: \$15 CPM
- AD Unit 2 (bottom position) 300x250: \$15 CPM
- AD Unit 3 (top position) 728x90: \$15 CPM
- AD Unit 4 (bottom position) 728x90: \$15 CPM
- AD Unit High Impact 970x250: \$25 CPM
- AD Unit Mobile 300x50: \$10 CPM

Enhanced listings/Spotlights:

Enhanced listing are sold annually, flat rate, per market: \$1,200

Email Marketing:

MARKET

1. Exclusive dedicated eblast: this is 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: \$500
 - 5-8K emails: \$375
 - <5K emails: \$300

GLOBAL: 65K+ EMAILS

1. Exclusive dedicated eblast: Rate (per send): \$3,000
2. eNewsletter display ad: display ad to be included in our weekly newsletter (mailed every Saturday) Rate (per send, per ad): \$500

Native Advertising:

- Local Package: \$2,500
- Regional Package: \$7,500
- National Package: \$15,000

Social Media:

- 25K+ followers: \$1,000 for (1) post per platform
- 12.5K - 25K followers: \$500 for (1) post per platform

Video:

- Pre-Roll - TBD





SPECS

DIGITAL ADVERTISING

AD Unit 1 and 2:

- 300x250 px (200K .jpeg); RGB
- URL for Ad

Ad Unit 3 and 4:

- 728x90 px (200K .jpeg); RGB
- URL for Ad

Ad Unit High Impact:

- 970x250 px (200K .jpeg); RGB
- URL for Ad

Ad Unit Mobile:

- 300x50 px (200K .jpeg); RGB
- URL for Ad

Enhanced Listings/Spotlight:

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

Email Marketing:

Exclusive dedicated eBlasts:

- 160x600 px banner ad or image (static 40k .jpeg)
- 390x104 px 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 px (40K .jpeg)
- URL for Ad

*All material must be submitted five business days prior to deployment date for setup, testing and approval. Ad material submission should be coordinated with your account rep.

**General ad requirements are standard IAB Guidelines.

