



TRIPS **to** DISCOVER

2022 MEDIA KIT

# OUR CONTENT DRIVES ACTION



Trips To Discover is a digital travel publication focused on creating engaging and actionable travel content that inspires people to discover and visit new destinations, resorts, and attractions. **Dream. Discover. Go.**



# EDITORIAL CALENDAR

## WINTER (Dec-Feb)

### TOPIC TYPES

#### **Holiday Events**

*Example:* 12 Best Holiday Light Drive-Thru Experiences in the U.S.

#### **Winter Getaways**

*Example:* 8 National Parks with Cozy Cabins and Lodges for a Winter Getaway

#### **Holiday Themed Stays**

*Example:* 21 Best Christmas Hotels in the U.S. for a Festive Stay

#### **Winter Activities - skiing, snowboarding, sledding**

*Example:* Top 14 Ski Hotels & Resorts If You Want to Be Close to the Slopes

## SPRING (Mar-May)

### TOPIC TYPES

#### **Spring Events**

*Example:* 11 Quirky Spring Festivals in the United States

#### **Spring Getaway**

*Example:* 10 Spring Break Ideas for Families on a Budget

#### **Spring Activities**

*Example:* 13 Iconic U.S. Road Trips for Spring

#### **Spring Stays**

*Example:* Top 14 Resorts & Hotels For a Safe Spring Break

# EDITORIAL CALENDAR

## SUMMER (Jun-Aug)

### TOPIC TYPES

#### Summer Events

*Example:* 10 Must-Attend Festivals in Colorado This Summer

#### Summer Getaways

*Example:* 10 of the Best Summer Getaways in Florida

#### Summer Activities

*Example:* 9 Best Things to Do Outdoors This Summer in Colorado

#### Summer Stays

*Example:* 15 Perfect Hotels & Resorts for Your Summer Lake Getaway

## FALL (Sept-Nov)

### TOPIC TYPES

#### Fall Events

*Example:* 9 Best Events to Visit in Texas this Fall

#### Fall Getaways

*Example:* 10 Reasons You Should Visit Asheville, North Carolina This Fall

#### Fall Activities

*Example:* Top 8 Hikes for Fall Adventure in Georgia

#### Fall Stays

*Example:* 14 Best Airbnbs to See Fall Foliage

# AS FEATURED BY



**elite daily**

**lifehacker**



**REFINERY29**



**iHeart**  
MEDIA

**INSIDER**



# OUR WEBSITE AUDIENCE

# WEBSITE TRAFFIC



**20M+** Annual Unique Visitors  
**29M+** Annual Page Views

# AUDIENCE STATS

By creatively integrating travel content and commerce, we attract a high volume of in-market consumers. They are often approaching the decision-making stage of their travel plans — making them the ultimate, intent-driven audience.

## Booking Intent:

# 5M+

Annual Travel Inquiries

## Travel Bookings:

# 75k+

Completed Bookings

## Audience Interests:

# 21x

Accommodations

# 14x

Family Travel

# 12x

Adventure

Quantcast (Feb 15, 2022)

## Audience Demographics:



**71%**  
Mobile &  
Tablet



**29%**  
Desktop



**60.9%**  
Female



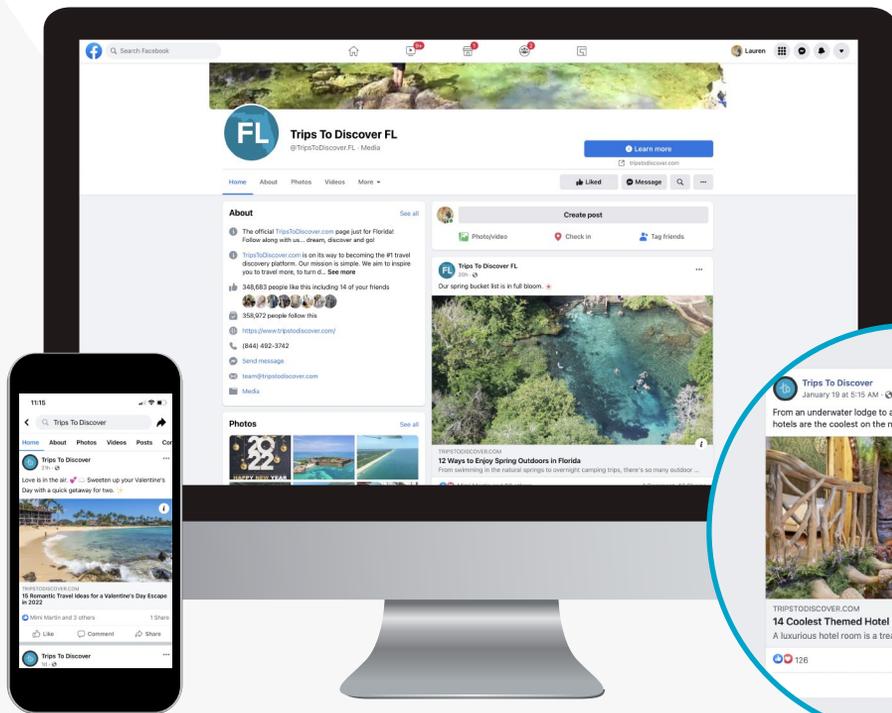
**39.1%**  
Male

Source: Google Analytics, January 2022



**FACEBOOK AUDIENCE**

# FACEBOOK STATS



Total Fans: **920K+**

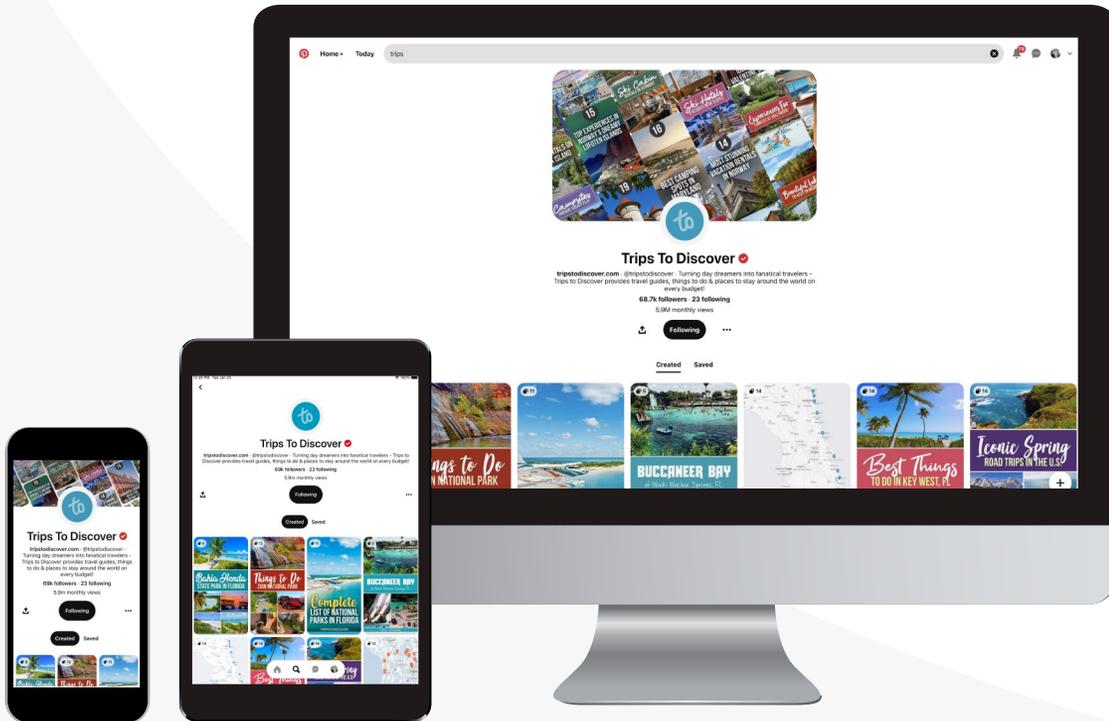
Monthly Reach: **813.23K+**

Monthly Engagements: **173.7K+**

A scenic view of a turquoise lake in a mountain valley. In the foreground, two hikers are sitting on a rock, looking out over the water. The hiker on the left is wearing a brown hat and a brown backpack. The hiker on the right is wearing a white cap and a red backpack. The background features steep, rocky mountains with patches of green and snow under a cloudy sky.

# PINTEREST AUDIENCE

# PINTEREST STATS



Total Fans: **68.7K+**

Monthly Impressions: **9.12M+**

Monthly Engagements: **5.1M+**

Total Monthly Audience: **2.38M+**