TRAVEL MAMAS

Family Travel & Global Lifestyle

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ABOUT COLLEEN LANIN

Invited to the White House as one of the 100 most influential travel bloggers, Colleen Lanin is the founder/editor of TravelMamas.com. She is also the author of the award-winning book, "The Travel Mamas' Guide." Her stories have appeared in such publications as the "Today" show travel blog, NBCNews.com, and Parenting Magazine. She has also been a guest on multiple radio and television programs and has starred in TV commercials as a travel expert. When she isn't traveling, Colleen lives in Scottsdale, Arizona with her husband, their two kids, and two rescue dogs.

ABOUT TRAVEL MAMAS

TravelMamas.com has been a trusted voice in the travel industry since it launched in 2009. Today, the site reaches an audience of over **1.6 million** unique visitors per year. With a **Domain Authority of 58**, we are one of the **top 15 travel blogs in the world**, according to a directory of over 1,500 travel blogs ranked by a variety of algorithmic metrics.

Travel Mamas provides travel tips, destination recommendations, and reviews. While our primary focus is on traveling with kids, we also cover grown-up getaways like romantic vacations and girlfriend retreats.

Our global lifestyle segment, Travel Mamas At Home, proves the adventure doesn't have to end once the bags are unpacked. Topics include home life, entertainment, food/drinks, health/beauty, fashion, and technology.

100K - 260K+ Monthly Page Views	24.9K+ Followers	36.3K+ Followers	12.1K+ Followers	20.5K+ Followers

WHY WORK WITH US

- Reach a targeted monthly audience of 100,000+ parents interested in travel.
- Our understanding of SEO enables us to make sure our stories rank well on Google, often on the first page of search results.
- Generate click-throughs and potential sales from carefully-crafted, well-researched content.

Past clients: Royal Caribbean, Expedia, Visit Florida, Visit California, Experience Scottsdale, Rosetta Stone, New Orleans & Company, and many more.

OUR AUDIENCE

- Parents/caregivers seeking travel inspiration and guidance.
- Gender: **71% Women**, 29% Men.
- Age: **70% Ages 25 – 44**, 25% Ages 45+, 5% Ages 18-24.
- Location: **77% United States**, 7% Canada, 4% United Kingdom, 2% Australia, 11% Other.

PARTNERSHIPS

- We offer sponsored blog posts, reviews, and giveaways for $4,000, including social media amplification via Facebook, Pinterest, and Twitter. Client pre-approval and rounds of edits cost extra.
- $500 for sponsored Instagram share.
- $200 per Instagram story.
- Email colleen.lanin@travelmamas.com and let us know how we can be of service!

FAM TRIPS

- Pricing Negotiable: Depending on deliverables, social media requirements, destination, guests, and length of trip. Approvals + edits extra.
- Standard Daily Deliverables: 1 Instagram post, 2 IG Stories, 2 Tweets + 1 Facebook share. A well-researched, SEO-optimized blog post with social shares. Extra stories, shares, and edits negotiable.