ABOUT COLLEEN LANIN

Quoted as a travel expert in such esteemed publications as the New York Times and Good Morning America online, Colleen Lanin is the founder/editor of TravelMamas.com. She is also the author of the award-winning book, “The Travel Mamas' Guide.” Invited to the White House as one of the top travel influencers, her stories have appeared in the “Today” Show blog, Parenting Magazine, and more. She has also been a guest on multiple radio and television programs and has starred in TV commercials. When she isn't traveling, Colleen lives in Scottsdale, Arizona with her husband, 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 per Ahrefs, 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 for anyone who wants to travel with children...or without. (Parents need a break sometimes, too!)

Our global lifestyle segment, Travel Mamas At Home, proves the adventure doesn’t need to end once the bags are unpacked. Topics include home life, entertainment, dining, fashion, and technology.
OUR AUDIENCE

- Parents/caregivers seeking travel inspiration and guidance.
- Gender: 71% Women, 29% Men.
- 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 Instagram. 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!

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.


FAM TRIPS

- Pricing negotiable: depending on deliverables, social media requirements, destination, guests, and length of trip. Approvals and edits extra.
- Standard daily deliverables: 1 Instagram post, 2 IG Stories, and 1 Facebook share. A well-researched, SEO-optimized blog post with social amplification. Extra stories, shares, and edits are negotiable.