

# Colleen LANIN

Family Vacations & Kid-Free Travels



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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

Travel Mamas provides travel tips, destination recommendations, and reviews for anyone who wants to travel with children...and stay sane!

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), it is 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.

About  
**GROWNUP  
GETAWAYS**



 @grownupgetaways.co  @grownup.getaways

Grownup Getaways proves the best time to travel is NOW!

New to travel expert Colleen Lanin's portfolio, GrownupGetaways.com is a travel blog for adventurous adults who want to explore the world with friends, via romantic retreats, on solo trips, and beyond. Think delicious food, exciting destinations, and helpful travel tips for anyone aged 18 to 88.



**100K - 250K+**  
Monthly Page Views



**35.6K+**  
Followers



**12.3K+**  
Followers



**20.7K+**  
Followers

# WHY WORK WITH US

- Reach a targeted monthly audience of 100,000+ travelers.
- Our understanding of SEO enables us to make sure our stories rank well on Google, typically 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, Princess Cruises, and many more.

## OUR AUDIENCE



Parents/caregivers  
seeking travel inspiration  
and guidance.

### GENDER

**71%**  
Women

**29%**  
Men

### AGE

**70%**  
25-44

25% Ages 45+  
5% Ages 18-24

### LOCATION

**77%**  
United  
States

7% Canada  
4% UK  
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.
- \$400 per sponsored Instagram Reel.
- \$300 per sponsored Instagram photo.

Email [colleen.lanin@travelmamas.com](mailto:colleen.lanin@travelmamas.com)  
to discuss how we can partner together  
to promote your destination or brand.

## 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.

