

Colleen LANIN

Travel Mamas & Grownup Getaways



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Quoted as a travel expert in such esteemed publications as the New York Times and U.S. News & World Report, Colleen Lanin is the founder/editor of Travel Mamas and Grownup Getaways. 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 online, Parenting Magazine, and more. She has been a guest on multiple radio and television programs and even starred with her family in national TV commercials for Park City, Utah. When she isn't traveling, Colleen lives in Scottsdale, Arizona, with her husband, two teenage kids, and two rescue dogs.

About TRAVEL MAMAS



  @travelmamas

Our mission at Travel Mamas is to help parents connect with their children and the world around them through travel. We make family travel easier and more fun!

TravelMamas.com has been a trusted voice in the travel industry since it launched in 2009. With a Domain Authority of 58 (per Ahrefs), the site reaches an audience of 72K-2 million+ unique visitors per year.

About GROWNUP GETAWAYS



 @travelmamas  @grownupgetawayscom

Grownup Getaways helps adults explore the globe through adventures large and small, proving that the best time to travel is now!

This travel blog is for adventurous adults who want to explore the world via romantic retreats, travels with friends, and solo trips. Think delicious food, exciting destinations, and helpful travel tips for anyone aged 18 to 88.



88K - 250K+
Monthly Page Views



35.2K+
Followers



12.3K+
Followers



20.8K+
Followers

WHY WORK WITH US

- Reach a targeted monthly audience of 100,000+ travelers (on average).
- Our understanding of SEO enables us to ensure our stories rank well on Google, often on the first page of search results.
- Generate click-throughs and 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

- **Sponsored Blog posts** (\$2,500) with social media amplification via Facebook, Pinterest, and Instagram. (Client pre-approval and rounds of edits cost extra.)
- **Paid Instagram Reels** (\$400).
- **Paid Facebook shares** (negotiable).

Email 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 share (Reel or photo), 2 IG Stories, and 1 Facebook share.
- Always included: A well-researched, SEO-optimized blog post with social amplification.
- Extra stories, shares, and edits for an additional fee.

