

# Media Kit 2026





# Our Travel Sites

## Fodor's Travel

Fodor's equips travelers with inspiration, tools, and expert advice to craft unforgettable journeys through our digital platforms and print guidebooks.

## FlyerTalk

The most popular online community for frequent flyers to discuss airlines, hotel brands, credit cards, rewards, and travel updates.

## Wikitravel

Wikitravel is the free, comprehensive, up-to-date, reliable site for worldwide trip-planning guidance.



2.9MM+

UNIQUE  
VISITORS



13MM+

PAGE VIEWS



3.43m

AVERAGE  
SESSION TIME

# Our Monthly Traffic

A woman and a child are sitting on a stone ledge, looking out at the Eiffel Tower in Paris at sunset. The woman is wearing a red beret and a beige coat, and the child is wearing a tan beret and a light-colored jacket. The Eiffel Tower is illuminated and stands prominently in the background against a sky with soft, colorful clouds. The scene is peaceful and romantic.

Where will you go?  
Find it with Fodor's.

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# Fodor's Travel

## INSPIRE ACTION

From dream-worthy accommodations to awe-inspiring destinations, Fodor's ignites wanderlust and encourages travelers to embark on their next adventure.

## EXPANSIVE COVERAGE

With an extensive collection of up-to-date destination guides and expert travel insights, our site offers unparalleled coverage, expanding the horizons of what's possible for every traveler.

## LOCAL EXPERTS

Fodor's writers are intrepid locals and insightful travelers with diverse backgrounds and perspectives who provide insider knowledge to help craft perfect trips.

## DYNAMIC CONTENT

Constantly updated with news, trends, and expert tips on health, safety, and travel, Fodor's keeps you informed and inspired.

# About Fodor's



1.3MM+

UNIQUE  
VISITORS



4.8MM+

PAGE VIEWS



3m12s

AVERAGE  
SESSION TIME

# Fodor's Traffic

## DEMOGRAPHICS

49%

Female

51%

Male

55

Median Age

53

Mean Age

## MEAN INCOME

137<sub>K</sub>

Fodors.com

117<sub>K</sub>

CNTraveler.com

115<sub>K</sub>

Travelandleisure.com

115<sub>K</sub>

Lonelyplanet.com

106<sub>K</sub>

Matadornetwork.com

## USER INSIGHTS

60%

of Fodors.com visitors plan to travel **domestically** for their next trip (51% internationally)

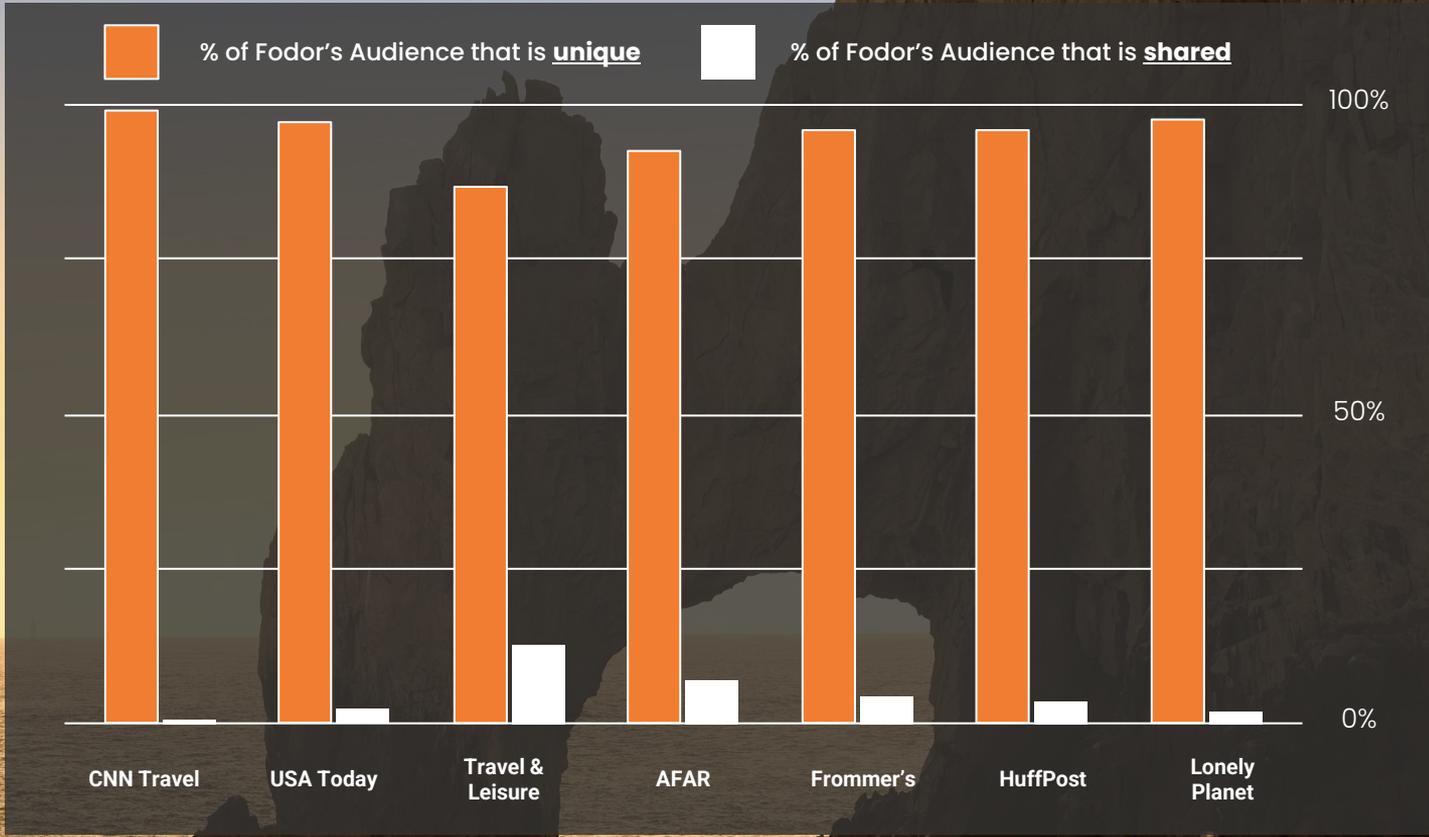
25%

of Fodors.com visitors have an **HHI** of \$200K+

\$15k

is the **mean annual travel spend** of Fodors.com visitors

# Fodor's Audience



# Fodor's Unique Traffic



# How to partner with us

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# Interscroller

An in-article ad unit designed to engage readers as they explore the latest Fodor's tips and ideas:

- This custom unit elegantly unfolds as users scroll, occupying the full screen height for maximum impact.
- As users continue scrolling, the article content reappears, ensuring a seamless and immersive branding experience.



## Average Performance Metrics

IMPRESSIONS:

615,722

CLICKS:

2,571

CTR:

0.42%

# Spin Cube

A sleek and straightforward ad format utilizing the 300x600 unit with an eye-catching 3D rotating cube.

- The cube features four images, each displayed one at a time as it completes a full 360-degree spin.
- An ideal solution for brands looking to showcase multiple products in a visually dynamic way.



## Average Performance Metrics

IMPRESSIONS:

480,000

CLICKS:

629

CTR:

0.13%

# Native Content

We collaborate with your brand to deliver bespoke content crafted by our talented team of writers.

- Engaging solutions tailored to your goals and KPIs.
- Unique interactive experiences designed to captivate and inspire your audience.
- Seamlessly integrated campaigns running for 30 days, boosted by newsletter and social media promotion for maximum reach and impact.



## Average Performance Metrics

CTR:

0.46%

CTA RATE:

3.55%

ENGAGEMENT RATE:

44%

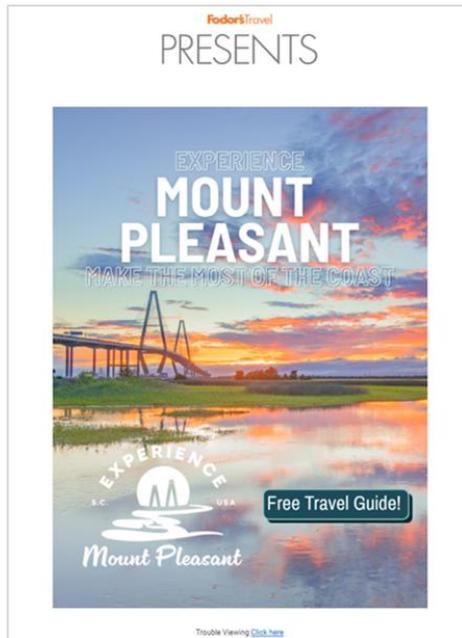
AVG TIME ON CONTENT:

100 Seconds

# Dedicated Email

Maximize your reach and drive immediate results with our dedicated emails, designed to engage a highly responsive travel audience.

- Connect directly with our 830k+ subscribers (+12.5% YoY) through targeted messaging
- Boost lead generation, conversions, and audience engagement



## Average Performance Metrics

OPEN RATE:

26.51%

CLICKS:

1,909

CTR:

0.23%

Fodor'sTravel  
PRESENTS



### Escape Your Ordinary in Greater Palm Springs

Leave the everyday behind and step into an oasis of surreal landscapes, rich culture, and boundless sunshine. Greater Palm Springs is where adventure and relaxation meet, inviting you to explore, unwind, and experience moments that feel anything but ordinary.

- Imagine soaking in [natural hot mineral springs](#) at sunset, surrounded by stunning mountain vistas.
- [Explore the outdoors](#), and feel the rush of an exhilarating Jeep ride through rugged canyons and the San Andreas Fault.
- Recharge with [open-air spa treatments](#) or [explore scenic trails](#), all under sunny skies.
- Indulge in al fresco [dining](#), savoring local flavors and cocktails infused with freshly picked citrus.

In Greater Palm Springs, each moment invites you to follow your whim, from poolside to mountaintop, hot springs to horseback, art walks to al fresco happy hours. So, pack your sense of adventure and start planning your sunny, spring getaway!

[Plan Your Escape](#)

[Trouble Viewing Click here](#)

Fodor'sTravel  
PRESENTS

Holland America Line®

**LAST CHANCE**

**\$25 + FREE**  
DEPOSIT + BALCONY UPGRADE  
**\$400 ONBOARD CREDIT**

### Vacation Awaits — Book Now & Save

Book your 2025 summer getaway to Canada & New England or plan your 2026 winter escape — all for just \$25 down! Plus, enjoy these incredible amenities:

- **FREE** Balcony Upgrades
- **FREE** Kids' Fares
- Up to \$400 Onboard Credit

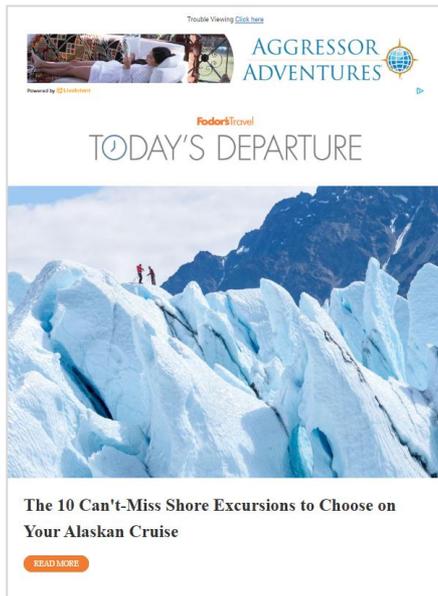
Hurry, this offer ends February 28!

[Book Now](#)

# Newsletter

Fodor's Travel offers daily newsletters that our readers eagerly anticipate, keeping them informed with the latest updates each day. This presents an easy, effective way to test your message with a highly engaged audience.

- Reach 700k+ subscribers through banner and content slots
- Drive lead generation, conversions, and engagement
- Effortlessly gauge audience response with our daily or dedicated email lists



Travel Viewing [Click here](#)

AGGRESSOR ADVENTURES

Powered by 

Fodor's Travel

TODAY'S DEPARTURE

The 10 Can't-Miss Shore Excursions to Choose on Your Alaskan Cruise

[READ MORE](#)

100% SOV Banner ads flex units throughout (728x90 and 300x250 Desktop / 320x50 Mobile)



## Today's Departure

Sends daily Monday – Friday (extra afternoon editions sent Tuesday–Thursday)

LIST SIZE:

269k

AVERAGE OPEN RATE:

43%



## Worth Exploring (Passport)

Sends every Saturday and Sunday

LIST SIZE:

406k Subscribers

AVERAGE OPEN RATE:

31%

Powered by  Livestorm

Discover the 360,000+ homes open to swap!  
[LEARN MORE](#)

**Fodor's**Travel  
TODAY'S DEPARTURE



**UNESCO Adds 26 Sites to World Heritage List, From German Castles to African Rainforests**

[READ MORE](#)

Powered by  Livestorm

YOU'RE GONNA NEED A **BIGGER** ITINERARY

GET YOUR TRIP STARTED

**Fodor's**Travel  
TODAY'S DEPARTURE



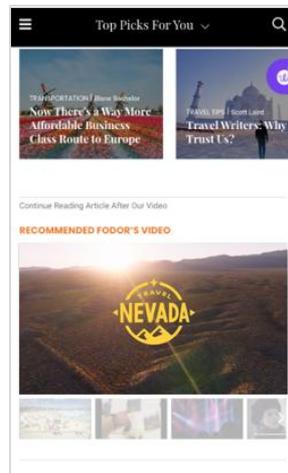
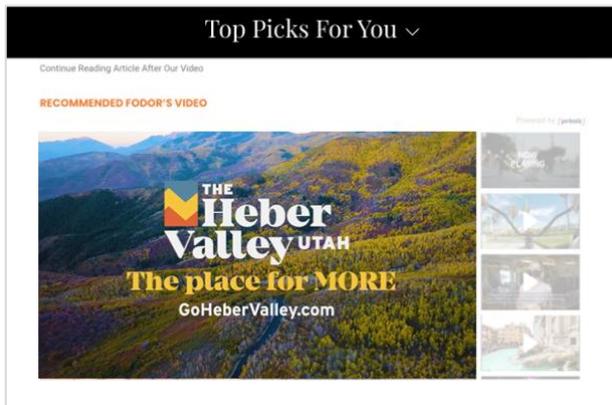
**The 12 Best Cideries in America**

[READ MORE](#)

# Pre Roll Ads

Harness the power of pre-roll video to create memorable impressions and drive results. It is an effective way to overcome barriers to entry, establish brand presence, and outshine competitors in a prime ad space.

- Pre-roll ads capture attention quickly, with flexible durations ranging from 15 to 60 seconds
- Maximize visibility with ad sizes: 640x480v and 340x250v



## Average Performance Metrics

VIEWABILITY: :

71%

VCR:

74%

# Social Media Overview

Our strong social media presence has garnered an impressive following. We capture the attention through compelling content and captivating visuals.

Social media add-ons for native content sponsorships:

- **Added Value:** Organic Fodor's Facebook/Instagram post\*
- **Paid Package:** Boosted post and/or ad on Facebook
  - > Get an additional **2,500+** clicks to your sponsored article page on Fodor's.



## Average Performance Metrics

 **Instagram** 194K Followers

ORGANIC POSTS:

3,831 impressions/post

 **Facebook** 111K Followers

ORGANIC POSTS:

472 impressions/post



Be seen across our  
entire travel network

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1MM+

UNIQUE  
VISITORS



7.6MM+

PAGE VIEWS



3.5

AVERAGE  
PVs/SESSION

# FlyerTalk Traffic

## DEMOGRAPHICS

41%

Female

59%

Male

53

Median Age

50

Mean Age

## MEAN INCOME

172<sub>K</sub>

Flyertalk.com

117<sub>K</sub>

Thepointsguy.com

115<sub>K</sub>

CNTraveler.com

115<sub>K</sub>

Travelandleisure.com

106<sub>K</sub>

Forbes.com

## USER INSIGHTS

87%

of Flyertalk visitors plan to book airfare **in the next 60 days**

71%

of Flyertalk visitors visit the site to stay updated on **airline and hotel loyalty program changes**

58%

of Flyertalk visitors plan to travel **internationally** for their next trip (56% domestically)

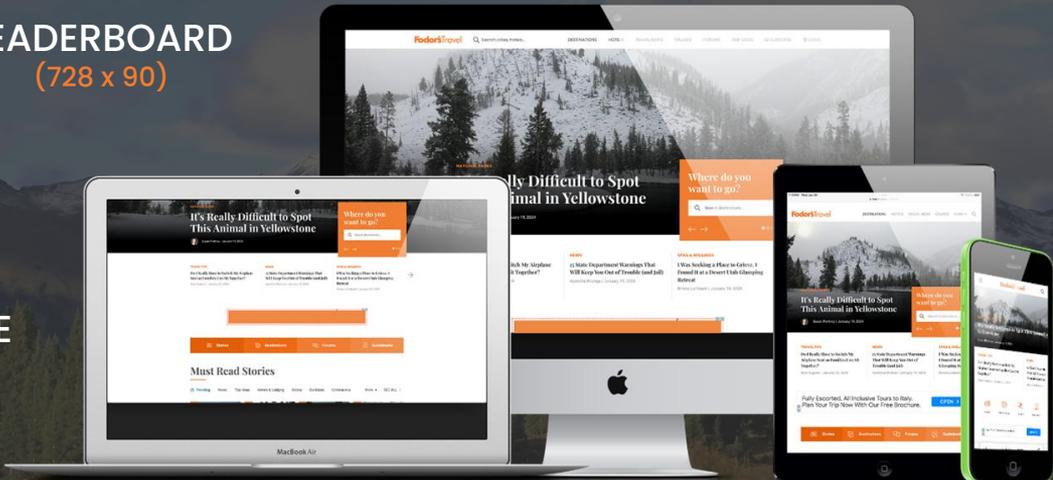
# FlyerTalk Audience

LEADERBOARD  
(728 x 90)

MEDIUM  
RECTANGLE  
(300 x 250)

HALF PAGE  
(300 x 600)

MOBILE  
(320 x 50 Banner)



# Display Ads



# Contact Us

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