

# GETAWAYS *For* GROWNUPS



**[GetawaysforGrownups.com](http://GetawaysforGrownups.com)**

Adult Fun. You Deserve It.

2018 Media Kit

## About Getaways for Grownups

*Getaways for Grownups* is an online magazine written by professional writers for adults seeking travel options that do not include children. There are hundreds of websites devoted to family travel. Our goal is different. We scout the earth for places to go and things to do that are adult oriented. Not kinky. Just grownup.

## The Audience

*Getaways for Grownups* is aimed at adults seeking travel options that do not include children or teens. Readers are age 21 and older. They are financially secure and may be single or married, gay or straight, parents or not, English-language readers living anywhere in the world. Most readers have valid passports.

The magazine was launched September 1, 2012. It is available online only.

- 9,000+ unique monthly visitors; average 200+ per day
  - 80% female; 20% male
  - 75% reside in the U.S.
  - Others reside in Canada, France, U.K., Germany, Australia, India, Brazil, Ireland, Philippines and beyond
  - Monday, 9 a.m. is the most popular time for reader engagement
  - Google Search is the most popular way readers find the site
- 1,000+ newsletter subscribers
- Social Media: 100% organic, zero paid followers, zero paid page promotions
- Instagram: 2,141 followers
  - 55% female; 45% male
  - 17% age 18-24; 33% age 25-34; 22% age 35-44; 15% age 45-54; 8% age 55-64; 3% age 65+
  - 9 a.m. to 3 p.m. see the heaviest traffic; views are steady throughout the week
  - 54% of followers reside in the U.S.A.
    - 3% live in the U.K.
    - 7% live in Atlanta, Georgia
    - 1% live in New York City
- Facebook: 1,087 page likes; 1,071 page followers
  - 79% female; 19% male
  - 94% reside in the U.S.
    - Top 7 Cities: Atlanta, GA; Chicago, IL; Charlotte, NC; New York, NY; Charleston, SC; Albuquerque, NM; Asheville, NC
  - 1% age 18-24; 14% age 25-34; 24% age 35-44; 32% age 45-54; 18% age 55-64; 11% age 65+
- Twitter: 1,450 followers
  - Average 48.95k impressions/month (Jan 1-Dec 31 2017)
  - 71% female; 29% male
  - 99% cite English as a native language
  - 86% reside in the U.S.
    - 43% reside in the Southeastern U.S.; Canada and the U.K. are each 3%
  - 4% age 18-24; 14% age 25-34; 27% age 35-44; 15% age 45-54; 22% age 55-64; 18% age 65+
  - 9% earn an annual income of \$60-75k; 19% earn \$75-100k; 13% earn \$100-125k; 10% earn \$125-150k; 14% earn \$150-200k
  - 45% high school graduates; 35% college graduates; 20% earned a graduate degree
  - *Consumer Buying Styles*: 81% shop for premium brands; 68% fresh and healthy; 65% ethnic explorers
  - *Cited Interests*: 58% travel news; 55% adventure travel; 55% music festivals and concerts; 44% luxury travel; 40% air travel; 40% hotels; 26% American cuisine
  - *Read Via*: 35% iPhone; 17% Android; 48% desktop computer

## Editorial Calendar

Editorial subjects are geared to be timeless more than trendy, international in scope, cover a range of interests, and accompanied by compelling photos. To keep the online magazine fresh, content is published monthly or more often at the editor's discretion. The magazine is ready to read anytime, anywhere.

## “21 Plus Salute!”

Not all destinations and venues featured are guaranteed vacant of children and teens. We honestly assess their grownup appeal, ability to cater to an adult audience, and the likelihood of encountering youngsters with our ***Odds of Encountering Children*** ratings. Destinations that are truly adults-oriented as well as programs, services or venues exclusive to adults will earn our ***21 Plus Salute!*** top honors.

## Features

We scout the earth for places to go and things to do that are adult oriented. Not kinky. Just grownup.

Adults have diverse interests and reasons for travel so we strive to cover a broad range of interests and travel options.

- ***Adventure:*** Active itineraries, adrenaline rushes, once-in-a-lifetime experiences, camera-ready action and thrills
- ***Culinary:*** Food and drink, agritourism, cooking schools, farmers markets, local food traditions, food trails, culinary events, “farm to table” initiatives
- ***Hotels & Resorts:*** Accommodations, luxuries, upscale extravagances, pampering services, unexpected details, romantic getaways or holidays for couples, packages and seasonal offerings
- ***Nature:*** Earth-friendly destinations, options and programs, outdoors, wildlife, cameraready vistas, trails, eco-travel, natural wonders
- ***People:*** Personalities, interesting folks, interviews and profiles
- ***Sites & Sights:*** Diversions, activities, museums, attractions, history and historic sites, guided tours, sports, games, culture and customs (old and new), art and music, trends, quirks, unique finds and local treasures
- ***Spas:*** Facilities, treatments, products and services, romantic getaways
- ***Atlanta Insider's Guide:*** We're headquartered in Atlanta, Georgia, and know our home turf best. Our Atlanta Insider's Guide shares tips about where to “Stay In Atlanta,” how to have “Fun In Atlanta,” and where to “Eat In Atlanta”

## Series

Readers begged for more content in some popular themes, and we responded with several ongoing series.

- ***Eat & Burn:*** Our Eat & Burn series showcases destinations through their cuisine and inviting ways to burn calories. Indulge with less guilt? Yes, please!
- ***Go Green:*** Our Go Green series showcases destinations working to protect the environment.

- **Mixed Case:** Our Mixed Case series serves up an eclectic mix of recent ‘adult beverage’ discoveries by the dozen.
- **Quick Stop:** Make the most of a brief visit of less than 24 hours.

## Departments

We delve into some key adults-oriented travel options, activities and interests, including:

- **Breweries, Wineries & Distilleries:** Producers, facility tours, tastings
- **Cycling:** Recommended routes and rental vendors, photo ops, sights and sounds
- **Festivals:** Celebrations, community traditions, special events
- **Hikes:** Recommended routes, photo ops, orienteering, geocaching, sights and sounds
- **Libations:** Beer, wine, spirits and cocktails
- **National & State Parks:** Attractions, trails, guides, accommodations, what to expect
- **Recipes:** Recreate a destination’s flavor at home
- **Restaurants:** Where to eat, from casual to fine dining, romantic getaways
- **Road-Tested Gear:** Proven products
- **Road Trips:** Historic roadways, scenic byways, off-the-beaten-path routes, themed drives, roadside finds, holidays for couples, scenic vistas
- **Shopping:** Local treasures, where to go, what to look for, expert advice

For every destination, venue and option we showcase, our aim is to appeal to adults’ diverse interests and reasons for travel. We don’t forget business travelers—though we aim to inspire even the hardest workers to grab some me-time on any trip. As we see it, adult vacations can be romantic getaways or solo escapes, shared among friends or group tours, planned or spontaneous, honeymoons or holidays for couples, pure fun or educational, whatever. We aim to help readers put those precious employer-paid vacation days to good use! Even readers who are parents and get only two weeks of paid time off each year deserve a day or two among adults to refuel.

## Contact

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## **Advertising**

*Getaways for Grownups* is funded by advertising and welcomes partners who aim to promote products, businesses, festivals, attractions, destinations and venues that are adults-oriented. We will only consider advertising with an adults-oriented focus that is legal and tasteful. We want the ads on our site to always be relevant and appealing to our diverse readers. All advertising content is subject to editorial approval.

### **Web Ads**

Get noticed with a banner or sidebar ad. We publish finished ads in the dimensions specified in the format of .png, .jpg or .gif (no flash); we can recommend design service providers if you need help. We can also work with you on custom ad sizes if needed.

- Sidebar ad (125 x 125 pixels): \$25/month or \$60 for 3 months
- Sidebar ad (300 x 250 pixels): \$40/month or \$105 for 3 months
- Homepage Top Banner ad (468 x 60 pixels): \$150/month or \$400 for 3 months

### **Sponsored Editorials / Advertorials**

Let us share your news with our audience. Sponsored content appears on our website in the same format as feature articles but without a byline; according to FTC guidelines, such posts must be labeled as sponsored (choose “Sponsored Editorial”, “Advertorial” or “Sponsored Content.”)

- Provide us with text and 1-3 photos; we’ll post it with one hotlink for 12 months for \$150. Additional links are \$10 each.
- Hire us to write your sponsored post for \$500 and it will appear on our site for 12 months with 1-3 photos you provide plus two hotlinks. Additional links are \$10 each.

### **Social Media Packages**

Let us promote you on our social media channels with #sponsored posts. We’ll include your message in our regular feed. We suggest this option as an add-on to other advertising.

- 4 mentions on Twitter + 1 on Facebook + 1 on Instagram: \$50/month
- With a web ad or sponsored content: \$40/month

### **Promos, Giveaways & Innovations**

We can partner with you on special promotions and product giveaways. If you’re interested in getting your product in the hands of more adults or would like to get feedback before entering a new market, give us a call. We can get creative. We can even conduct surveys and polls.

### **City Guides**

We’ll create city guides for destinations with clear appeal for adult travelers. Contact us to discuss a partnership development deal. Limited availability.

For more information or to purchase and/or design an advertising package, call 404.323.4699 or e-mail [editor@getawaysforgrownups.com](mailto:editor@getawaysforgrownups.com).

We look forward to working with you!