

GETAWAYS *For* GROWNUPS



GetawaysforGrownups.com

Adult Fun. You Deserve It.

2019 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.

- 10,000+ unique monthly visitors
 - 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
- 1,500+ newsletter subscribers

Social Media

- **Instagram: 13k followers**
 - 58% female; 42% male
 - 16% age 18-24; 33% age 25-34; 23% age 35-44; 16% age 45-54; 7% age 55-64; 3% age 65+
 - 9 a.m. to 3 p.m. see the heaviest traffic; views are steady throughout the week
 - 41% of followers reside in the U.S.
 - 5% live in the U.K.
 - 1% live in Atlanta, Georgia
 - 1% live in New York City
 - 1% live in London
- **Facebook: 1,231 page likes; 1,350 page followers**
 - 78% female; 20% male
 - 1.2k reside in the U.S.
 - Top 5 Cities: Atlanta, GA; Chicago, IL; Charlotte, NC; New York, NY; Asheville, NC
 - 12% age 25-34; 22% age 35-44; 30% age 45-54; 20% age 55-64; 11% age 65+
- **Twitter: 1,444 followers**
 - 76% female; 24% male
 - 99% cite English as a native language
 - 84% reside in the U.S.
 - 4% age 18-24; 14% age 25-34; 27% age 35-44; 15% age 45-54; 22% age 55-64; 18% age 65+
 - 24% earn an annual income of \$100k-1m; 24% earn up to \$100k
 - 77% are homeowners
 - 55% are married
 - 42% high school graduates; 37% college graduates; 24% earned a graduate degree
 - *Consumer Buying Styles*: 79% shop for premium brands; 66% fresh and healthy; 61% ethnic explorers

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.

#21plusSalute

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
 - ✓ *NEW: In 2019 we launched a **21 Point Inspection** for accommodations*
- ***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
- ***City Guides:*** We're headquartered in Atlanta, Georgia, and know our home turf best so we've included an “Atlanta Insider's Guide” since Day 1. We will add additional city guides as we move forward.

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
- ***Nature***: Earth-friendly destinations, options and programs, outdoors, wildlife, camera-ready vistas, trails, eco-travel, natural wonders
- ***People***: Personalities, interesting folks, interviews and profiles
- ***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.

We can get creative to meet your goals. Here are some potential options...

Web Ads

Get noticed with an ad on our site.

Sponsored Editorials / Advertorials

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 (e.g., “Sponsored Editorial”, “Advertorial” or “Sponsored Content.”)

- ✓ Provide us with text and photos , or
- ✓ Hire us to write your sponsored post

Social Media Packages

#sponsored posts can be added to our regular feed. We suggest this option as an add-on to other advertising.

Promos, Giveaways & Innovations

We can partner with you on special promotions and product giveaways.

Surveys & Polls

Let's delve into our audience preferences.

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.

We look forward to working with you!