WHO ARE WE?

Since 1999, our passion and purpose is to generate wanderlust.

iExplore is a trusted source for adventure and experiential travel inspiration, producing original, insightful and passionate storytelling to challenge our readers to explore their world and come back different.
ACCOLADES
- Named *Forbes Magazine* Best Adventure Travel Website for 8 years and counting!
- *Travel + Leisure*: Top 28 Travel Sites
- *National Geographic* Best Adventure Travel Company

AUDIENCE
- Over 2.35 million monthly unique visitors
  - 6.2 million monthly page-views

DEMOGRAPHICS
- 64% Female / 36% Male
- 84% between the ages of 35–60
- Average visitor’s HH Income is $100K
- 85% College grads (64% post college)

PSYCHOGRAPHICS
- Over 71% of visitors have not made a travel decision prior to visiting
- 2.5x more likely to have taken at least 5–6 domestic trips in the last year
- Average online travel spending b/w $4–8K
**Level #1 - ($11,850)**

Writer on Location Content Series includes our Social Media Influencer visiting your Destination/Hotel/etc and creating 3 articles and 1 dedicated photo gallery. To be promoted heavily on our social channels. Content is clients to own as well (1,500,000 impressions). This will increase click-throughs to your site and increase social media engagements.

eNewsletter article Inclusion (110,000 Subscribers)
Homepage Content Feature (1 week; 100,000 impressions)

25 Social posts across iExplore.com and Travelmindset.com and influencer’s social channels (Facebook, Instagram, Twitter, Pinterest)
Banner Ad Impressions (300,000 impressions)

**Level #2 - ($6,000)**

Sponsored Content Series includes our editorial team creating 2 articles. To be promoted heavily on our social channels. Content is clients to own as well (500,000 impressions) – 20,000 article reads. Content to be featured on iExplore.com and Travelmidnet.com and owned by client. This will increase click-throughs to your site and increase social media engagements.

eNewsletter article Inclusion (110,000 Subscribers)
Homepage Content Feature (1 week; 75,000 impressions)

10 Social posts across iExplore.com and Travelmindset.com and influencer’s social channels (Facebook, Instagram, Twitter, Pinterest)
Banner Ad Impressions (200,000 impressions)
Level #3 - ($4,200)
Targeted digital display media: 300x250, 728x90 and 300x600
Choice of geo (state or DMA level) and contextual targeting (adventure, family, outdoors, couples, culinary, etc.)
500,000 total impressions

Level #4 - ($3,000)
Targeted digital display media: 300x250, 728x90 and 300x600
Choice of geo (state or DMA level) and contextual targeting (adventure, family, outdoors, couples, culinary, etc.)
350,000 total impressions
Florida

Amelia Island is Florida's Best-Kept Secret

Content Produced in Partnership with Amelia Island CVB

Forget everything you think you know about Florida's hot spots. What we're about to show you has no pulsating nightclubs, no mouse ears, and, most importantly, no lines. But just because the Magic Kingdom is nowhere in sight doesn't mean this place is anything short of spellbinding. Let us introduce you to Florida's best-kept secret: Amelia Island.

"Easy to reach but hard to forget" perfectly sums up the Sunshine State's only barrier island. We're talking about sandpipers chirping, verdant marshes, lush tree cover, regal plantation houses, and the sun reflecting off the crystal water. Altogether, it's a getaway that feels miles away, yet is just a short jaunt from the mainland. With more than 40 different public beach access points, you could spend an entire month exploring each stretch of sand and still not tire of the scenery. Whether you're in search of a luxury getaway with a loved one or have the whole family in tow, there's no shortage of adventures to be found on Amelia Island. But that's just one of the reasons it promises to be a magical, memorable trip. Here are a few more:

You'll Never Be Up the Creek Without a Paddle

One of the best ways to get the lay of the land is to get off the land and kayak the marshland. Naturalist-led tours take you through inland waters, the Intracoastal Waterway and the St. Marys River. For early risers, paddle through the salt marsh at sunrise with a guide at Amelia Island Nature Center. All the areas are teeming with wildlife, including egrets, herons, osprey, hawks, and even the majestic Peregrine Falcon. If you prefer a more unique boating opportunity, try a motor-powered backwater vessel or bring the whole crew on
Guaranteed Content Series:

Minimum Guaranteed Views: 40,000–100,000
Average Time on Site: 6 Minutes; Average Shares: 3,000
We will heavily promote each article on our Homepage, on additional on-site targeted sections and in our weekly e-newsletter.
CONTENT LIBRARY

Build your library of authentic, iExplore content that has proven it will drive results.
iEXPLORE PRODUCT PACKAGES

DIGITAL DISPLAY MEDIA

Get your message out there

- Choice of GEO at State or Local Level
- Contextual, Behavioral Targeting Available
- Unique Hi-impact Sizes for Higher Visibility
- IAB Sizes: 300x250, 728x90, and/or 300x600
- eNewsletter Inclusion to 100,000+ Subscribers
- Various Digital Display Media Packages Available
REACHING OVER 100K OPT-IN SUBSCRIBERS • HIGH OPEN AND CLICK-THRU RATES • A/B SUBJECT LINE TESTING
SOCIAL PROMOTION

- Promote Your Brand to Our 1MM+ Social Community
- Facebook, Instagram Takeovers
- Boost Brand Awareness and Click-through Rates to Your Website
- Increase Social Media Exposure to Gain Social Media Followers and Engagement
- Paid Boosting Options Available
Case Study: Montana

**Situation**
Visit Montana wanted to target Instagram Users & Millennial on a 10 month campaign to showcase the best of Montana travel moments.

Focusing on high profile travel Instagrammers with over 250K followers (visiting during different seasons) and 10 additional Influencers to produce content, we created 18 New Pieces of Content, with high quality visuals.

**Objectives**
- Encourage people to plan their own #MontanaMoment
- Create social media buzz for Montana
- Increase engagement & overall buzz about Montana

**Results**
- Over 47MM total social media impression
- 18 custom articles & slideshows generating 560K views
- A reach of 6MM on Instagram, 11.7MM on Twitter From our Influencers
- 336 Tweets from Influencers, 465K Likes & Comments on Instagram.
Case Study: Virginia Beach

Situation
Virginia Beach is a four season destination with many adventures on and off the water. With this in mind, they wanted to highlight those activities in a very visual way, targeting Instagram users in a year long campaign.

Focusing on Influencers in their target market (families, young professionals) with large audiences on Instagram, Facebook and Twitter, we created a social media friendly campaign that not only told the #VisitVaBeach story, but showed fans in highly engaging visuals (photos and videos).

Objectives
Increase awareness of Virginia Beach as year-round destination
Provide travel ideas and itineraries for family trips & millennials
Generate social media buzz for the region and the #VisitVaBeach hashtag

Results
6 Influencers Traveled to Virginia Beach sharing over 60 photos on Instagram, and live tweeted their journeys generating more 8MM Impressions from a total of 220 social media posts increasing social media reach by 75% during the campaign
18 Authentic Travel Posts were created with providing itineraries and travel inspiration for families and millennials
Virginia Beach content received over 1.5 millions page views with users spending an average of 3 mins+ minutes on the pages.
Thank You!

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