



iExplore
come back different

LTPA 2018



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



OFFERINGS

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 Travelmidnset.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



By Lauren Monte | Posted January 3, 2017

3.9K
SHARES

Content Produced in Partnership with Amelia Island CVB

Forget everything you think you know about Florida's hot spots. What we're about to share 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 birds 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 never tire of the scenery. Whether you're in search of a luxe 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



RECOMMENDED FOR YOU

PE
3 Ways to Enjoy P.E.'s Confederation Trail (Beyond Just Walking It)Las Vegas
Secrets of Las VegasMontana
Montana's Best Kept Secret

TAGS TO EXPLORE

horseback riding · best spots · secret spots ·
adventure · animal encounters · long driving ·
biking · kayaking · Amelia Island

Travel Inspiration From the Web

CUSTOM
CONTENT*Cornerstone of iExplore products*

- Performance Optimization
- A/B Testing
- Reusable Content
- Multiplatform Distribution to Hit KPIs
- Authentic Content Boosts Brand Awareness
- Writer On-location Series or Sponsored Content Series, includes photos

Guaranteed Content Series:

Minimum Guaranteed Views: 40,000–100,000
Average Time on Site: 6 Minutes; Average Shares: 3,000

[DESTINATIONS](#)
[EXPERIENCES](#)
[ADVIS CLUES](#)
[TRIP PLANNING](#)
[BUCKET LIST](#)
[SEARCH](#)

Beaches

#Goals: Live the Yachting Life in the British Virgin Islands

By Corinne Erickson | Posted February 13, 2017

2.3K
SHARES

Facebook Twitter LinkedIn Pinterest +1 More Save

Content Produced in Partnership with British Virgin Islands Tourism

Most visitors to the Caribbean don't get to see more than a handful of islands during their stay. Let us be the first to tell you these folks are doing it wrong. In the British Virgin Islands, it's not unheard of to visit – or at least see – the majority of the 60 islands in the chain. Sure, you can take the pedestrian ferries and boat tours, but there's a much more fun and glamorous way to do it. How you ask? Why, yachting of course. Thanks to its consistent temperatures, reliable trade winds, and close land proximity, navigating the waters and darning between the islands is a breeze. If you're ready to find out why the British Virgin Islands is known as the Sailing Capital of the Caribbean, head on.

Heist the Anchor

Most BVI visitors come from massive cruise ships, and while we hope to be judge, there's a much more intimate way to see the islands. Thanks to a large number of charter yachts and yacht clubs, anyone can enjoy the crystal clear waters of the Caribbean as the captain of their own vessel. While cruise liners adhere to a strict schedule, on your own boat, you can heist the anchor and set sail at will, spending as much time as you like on each of the amazing islands. There's a ship and style for every budget, which can be as basic as a sailboat all the way up to a fully crewed luxury liner. A full list of amenities and companies is available on the British Virgin Islands tourism website.

Discover Montana.
Stay Hilton Garden Inn!

Hilton Garden Inn® Highland • 404-754-4000
Hilton Garden Inn® Missoula • 406-532-5300

RECOMMENDED FOR YOU

The 10 Best Islands in the Caribbean

The BVI Food Fest is the Ultimate Foodie Festival

Sailing in the British Virgin Islands is Fun at Any Age

TRIPS TO EXPLORE

[Sailing Yachting and Regattas](#) [Sailing](#) [Sailing \(regattas\)](#)

41 UNESCO World Heritage sites

Discover them all!

[DESTINATIONS](#)
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[ADVIS CLUES](#)
[TRIP PLANNING](#)
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Adventures

Haywood County Is a Mecca for Outdoor Enthusiasts

By Corinne Erickson | Posted September 29, 2017

3.4K
SHARES

Facebook Twitter LinkedIn Pinterest +1 More Save

Content Produced in Partnership with Visit NC Smokies

St. George, Utah, Yellowstone National Park, the Adirondacks. Some places in the United States are just natural breeding grounds for adventure. Consider Haywood County, North Carolina one of those places. Situated directly between Great Smoky Mountains National Park and Blue Ridge Parkway in the western corner of North Carolina, Haywood County is like the older, gentler cousin of Smoky Mountain, Asheville or Fanner Forge – and you'll be amazed at what you can find once you start looking. Its five mountain towns – Maggie Valley, Waynesville, Lake Junaluska, Canton, and Clyde – are brimming with adventure opportunities that outdoor enthusiasts of all ages can appreciate. Whether you're dreaming of a quiet camping trip in the mountains or an epic motorcycle ride along the Parkway, there's no doubt there's an adventure waiting for you in Haywood.

RECOMMENDED FOR YOU

Explore Whitefish in the Fall

Montana's Best Kept Secret

7 Ways the West Coast Really is the Best Coast (Especially in Winter)

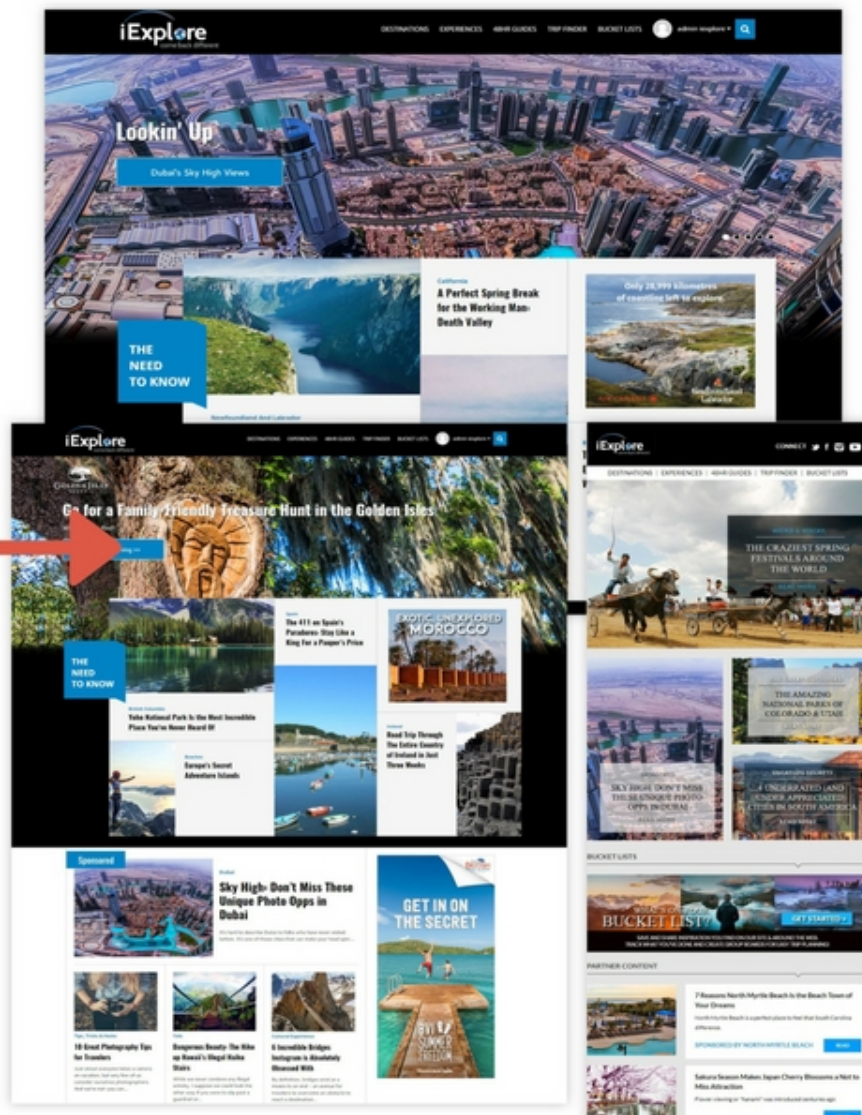
TRIPS TO EXPLORE

[Adventure](#) [Hiking](#) [Hiking/Trail](#) [Smoky Mountains](#) [Sailing](#) [National](#) [Cape Fear Valley](#) [Hogback Ridge](#) [Hogback Ridge](#) [Great Smoky Mountains National Park](#) [Blue Ridge Parkway](#)

Backcountry Delights

Nestled along the Blue Ridge Parkway and the eastern edge of Great Smoky Mountains National Park, Haywood County fits the backcountry jackpot for scenic overlooks, hiking trails and mountain-top views. There's an air of mystery floating around these parts too. As you explore Waterrock Knob, Grandview Peaks or Bear's Claw House (the rumored home of the bear himself), be sure to keep an eye out for the Backcountry Runner. It's that half-man, half-bird that wanders through the Smokies driving innovation and looking for gems. If you can't find Backcountry in any of your favorite scenic overlooks or on a hiking trail, consider treating his treat with a drink from one of the county's many local breweries.

We will heavily promote each article on our Homepage, on additional on-site targeted sections and in our weekly e-newsletter.



Nashville

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

iExplore
come back different

EXPLORE 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

Do You Know What the Least Visited Country in the World is?

The 411 on Spain's Paradores: Stay Like a King For a Pauper's Price

6 Short Hikes in America with Big, Big Payoffs

Relax & Unwind
ON MYRTLE BEACH
Time!

BOOK Today with
Spring Deals!

visit
MYRTLE BEACH
SOUTH CAROLINA

Beaches

11 of the World's
Most Intriguing
Islands



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.

A photograph of a dirt path winding through a forest, with sunlight filtering through the trees. A large teal semi-circular shape is overlaid on the top half of the image, containing the text.

Thank You!

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