

Traveling Mamas

Inspiring You to Explore



2009 Media Kit

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What is TravelingMamas.com?



TravelingMamas.com is an upbeat blog that's as much fun to read as it is to write. Four professional travel writers (and moms) who live in four different U.S. states comprise the Traveling Mamas. We blog about all things travel related, updating **TravelingMamas.com** at least every weekday – but often we have so much to say, we double up during the week or post on weekends, too.

We cover not only family travel, but also solo trips, girlfriend getaways and romantic escapes – after all, mamas need a break from traveling with the kids sometimes! Our blog posts include but are certainly not limited to:

- ▶ Budget vacation tips
- ▶ Luxury resorts
- ▶ Destination ideas
- ▶ Adventure, eco and culinary travel
- ▶ Wine, beer and spirits from around the world
- ▶ The state of the travel industry
- ▶ Travel-related product reviews
- ▶ Interviews with other traveling mamas
- ▶ Contest giveaways – we love to give things away to our loyal readers!

We also come up with clever promotions like “Boycott the Staycation” and “Thirteen Days of Festivus” – creative events that provoke discussion on our site and reflect our irreverent (okay, sometimes silly) personalities.

Our first blog post ran January 8, 2008, and we've been going gangbusters ever since, watching our page views grow exponentially, sharing our love of travel on social-networking sites, and having tons of fun along the way.

Who are the Traveling Mamas?



Four dynamic professional travel writers are the bloggers behind TravelingMamas.com. We all met in person at an annual travel writers' event in November 2007 and formed a partnership just a couple months later. Each of us has a TravelingMamas.com "handle" that reflects the region of the country in which we live. Together, we have 10 children ranging in age from 3 to 17.

CajunMama (aka Shannon Hurst Lane) makes her home in Southern Louisiana. Sometimes she road-trips in RedBug with her two tween-age kiddos, sometimes she lets her husband tag along and other times she flies solo. In addition to blogging at TravelingMamas.com and a host of other online and print outlets, she works for her local fire service department. Learn more at www.shannonlane.com and follow Shannon on Twitter @Cajun_Mama.

DesertMama (aka Beth Blair) lives with her husband, two preschoolers and two teenage step-sons in Tucson, Arizona. She has called 11 cities/towns home and lived in every U.S. time zone. She is a former flight attendant who left the friendly skies to work as a freelance travel writer. Her son can claim he logged more air miles before he was born than most people fly in a lifetime. Learn more at www.bethblair.com and follow Beth on Twitter @DesertMama.

MountainMama (aka Kara Williams) calls the Colorado Rockies home. With her two young children and husband in tow, she regularly travels to either U.S. coast, Mexico or Hawaii for the annual family "beach fix." As proud owners of a beat-up pop-up camper, they take loads of camping trips around Colorado in the warm-weather months. (But she counts spa getaways with girlfriends among her all-time favorite weekend escapes.) Learn more about Kara at www.karaswilliams.com, and follow her on Twitter @karasw.

MudslideMama (aka Jennifer Miner) is surprised to find herself living in Southern California, after spending most of her years on the East Coast. Married with two daughters, MudslideMama strives to raise her girls in such a way that they appreciate the natural wonders of the world as much as the amenities of a luxury resort. So far, the upscale accommodations are winning. Learn more at www.suite101.com/profile.cfm/jenniferminer and follow Jen on Twitter @MudslideMama.

Who's Talking about the Traveling Mamas?



Since we began blogging in January 2008, we've been on the receiving end of all sorts of praise and accolades from fellow bloggers and websites. Here's a peek:

Away.com

Site of the Week: "Take the ruminations of a team of well-traveled, adventure-seeking mothers and mix together in one easy-to-navigate blog."

Bring the Family

"Every once in a while, a web site launches with content that we can actually use that's enjoyable to read, too. "

Cookie magazine

"One of our favorite family travel blogs."

Family Travel Logue

"Four dynamite women..."

Good Little Traveler

"Wonderfully rich blog... we are addicted!"

LA Times

"A smart and interesting voice in the blogosphere..."

Parent Talk Today

Blog of the Week: "... they're a hoot!"

Write to Travel

Travel Blog of the Week: "...it's full of useful, interesting, and entertaining information for anyone travelling with or without kids."

Written Road

"...I think it's pretty cool."

Advertise on TravelingMamas.com



Running a small display ad on TravelingMamas.com is a cost-effective way to reach tens of thousands of travel enthusiasts every month.

Our site delivers more than 65,000 page views to more than 35,000 unique visitors monthly. And unlike many websites that grossly inflate their site statistics, we'll happily send you screen shots of our Google Analytics to prove that you're getting incredible value for your money.

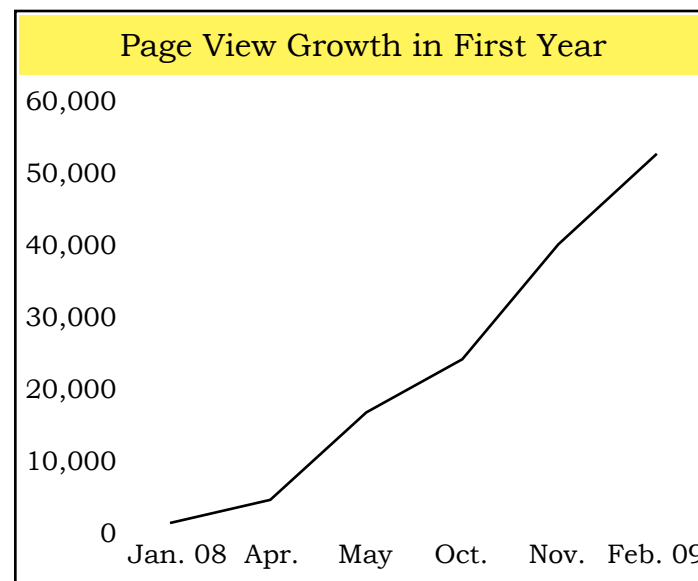
Note, too, that our page views are growing exponentially. Because we post new content at least five days a week, we write engaging posts that appeal to our readers as well as Google search engines, and we constantly promote TravelingMamas.com on social-networking sites, we fully expect our page views to continue to trend upwards – quickly.

Our rates are simple and straightforward:

- ▶ \$75 a month for a 125 x 125 button display ad on our sidebar "below the fold."
- ▶ Rates are per month with a three-month minimum.
- ▶ Discounts are available for multiple-month buys.

Rates are subject to increase later in the year, so your best bet is to lock in multiple months now for best savings. Display advertising is kept completely separate from editorial on TravelingMamas.com. You cannot pay to advertise on the site in exchange for editorial coverage.

All advertising inquiries go to Shannon Hurst Lane at advertising@travelingmamas.com.



Editorial on TravelingMamas.com



By and large, our blog posts on TravelingMamas.com come from personal experience. We've written firsthand about tours of the U.S. Southwest, girlfriend getaways to Quebec City, kid-friendly road trips down the California coast, and media trips to places as varied as the Caribbean, Mexico, Missouri and Georgia. We encourage any destination CVBs, hotels, resorts or tours to contact us with invitations to travel to your location.

Also, we welcome inquiries from destinations or resorts who would like to host the four Traveling Mamas simultaneously. We spent a week last May on various Hawaiian Islands, courtesy of the Hawaii Convention & Visitors Bureau and their partners, who were very pleased with the coverage they received on TravelingMamas.com and the many other print and online outlets for which we write. (We'll happily pass on our media relations contact with the HCVB for a solid reference.)

Our "turnaround time" after returning from a destination is short: typically no more than two weeks, but often much quicker. In fact, with our popular "Mama on the Move" feature, we're typically "live blogging" while we're "on location," uploading photos, videos and blog posts in the late evening after experiencing a destination during the day.

How's that for instant gratification?!

We also review books, clothing, games and other travel-related gear. We sometimes tie in product reviews with giveaways. Just contact us with your suggestions and ideas. We love to collaborate on promotions.

We do have a loose editorial calendar, based on seasonal travel and holidays. **We'd love to receive timely topical pitches at least six weeks prior to an event** (say family spring break destinations, travel gifts for Mother's Day or holiday travel tips), to give us plenty of time to write about the subject and get our blog posts indexed by Google.

So, what's in it for you? Lots of good stuff! Your destination or product will not only receive publicity from coverage on TravelingMamas.com (which delivers 50,000 page views a month), but because many of our blog posts get syndicated to other websites – such as SunTimes.com, Meredith.com, FoxBusiness.com and USAToday.com – **our editorial reach is in the tens of millions every month.**

Remember, too, that all four of the Traveling Mamas are extremely active in social-media networking and bookmarking. We regularly promote favorite destinations and products on Facebook, Twitter and travel forums.

The best way to get in touch with all of us simultaneously? Email editorial@travelingmamas.com.

Interview the Traveling Mamas



Need a source for your story about traveling with kids? Why moms need to plan girlfriend getaways or solo trips? Suggestions on family-friendly adventures in Louisiana, Colorado, California or Arizona (and beyond)?

We welcome inquiries from newspaper journalists and travel writers. Contact us for virtually any travel-related story, and you're guaranteed solid information and fabulous sound bites. After all, we're writers, too, and we understand your need for friendly, accessible and quotable sources.

Remember, too, that the Traveling Mamas don't just talk the talk, we're walking it.

In 2008, we collectively took 46 trips for business and pleasure. We have firsthand tales and advice about getting through airport security quickly, how to keep kids entertained in the car, how to save money when eating out on the road, the best places for girls-only trips, and much, much more.

The Mamas have already been interviewed for articles in the *New York Times*, *Newark Advocate*, *LA Times*, FoxNews.com and Away.com. We've also made appearances on TV (ABC's KNXV-TV in Phoenix and "Around Town" in Baton Rouge) and radio (Chicago's WVON and Colorado Springs' KCCY 96.9).

We look forward to helping you with your travel articles, radio shows and broadcasts!

Contact Us



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