



Media Kit | Fall 2012

About Kidventurous

Kidventurous (www.kidventurous.com) was introduced in April 2011 by Erin Gifford as a destination for families that want to get more from their next vacation than a bag full of shells and shoes full of sand. Just months after the site launched, Kidventurous was recognized as the Best Family Travel Blog by the editors of *Parents* magazine.

As a mother of four young children, Erin endeavors to make family adventures both educational and fun. Her travel tips and advice have appeared on NBC's Today.com, SmarterTravel.com, Family Vacation Critic, Travel Mamas, *Parents*, Poshbrood, Fat Wallet, Trekaroo, Viator, Savings Lifestyle and more. Find Kidventurous on Facebook at <http://www.facebook.com/kidventurous> and on Twitter at <http://www.twitter.com/kidventurous>.

Partnership Opportunities

Kidventurous is always looking for family-friendly brands interested in working together to promote products, services and destinations of value to time-crunched moms and dads who want the best for their children. With this in mind, there are a variety of ways your brand can work with Kidventurous to meet your promotional needs.

1. Giveaways

We are able to review and give away products that are a good match for travel-seeking consumers visiting Kidventurous. Products to be reviewed must have a minimum value of \$25. Once a giveaway has been agreed upon, the brand should ship a non-returnable review product to the [giveaways manager](#). The brand is responsible for shipping prizes directly to giveaway winner(s). Unfortunately, we are unable to ship prizes under any circumstance.

2. Hotel Reviews

On a limited basis, we are able to review family-friendly hotels and resorts, as well as special theme packages. Hotels and resorts within a two-hour drive from Washington, DC are preferred, though we do have contributors across the country who write reviews. Interested properties should plan to cover the costs of at least one night's stay, parking and one meal for one adult and one child. Unfortunately, we are unable to review properties at media rates.

3. Familiarization Trips

We are able to attend family trips to review properties and destinations on a very limited basis. Interested properties should plan to cover the costs of airfare to/from the destination, transfers and meals, as well as home-base airport parking.

4. Sponsored Posts

For brands that are a good fit with Kidventurous, we are able to put write sponsored posts to promote your brand to travel-focused moms and dads. We will include two links back to your website, as well as links to up to two of your social media accounts. **Prices start at \$150 per post.**

5. Brand Ambassador

Kidventurous's Erin Gifford has served as a brand ambassador for a variety of brands, including *All You*, Savings.com, Wal-Mart, ShopAtHome.com, ZipList and Preferred Hotels. She has appeared in local and national broadcast segments, led Twitter Parties and managed online outreach campaigns for brands. Reach out to Erin Gifford directly at erin@kidventurous.com to discuss brand ambassador opportunities.

6. Banner Advertising

There are a variety of ad spots available on www.kidventurous.com to benefit partners and advertisers.

125x125 Sidebar Ads

There are four at-the-fold spots available at a rate of \$75 per month, per sidebar ad.

468x60 Post Footer Ad

This spot, which runs across all of Kidventurous, is available at a rate of \$25 per month.

To inquire about advertising, reach out to advertising@kidventurous.com. For bloggers and work-at-home moms and dads, we are happy to offer a 15% discount on all advertising.

7. Brand Consulting

Erin Gifford is able to consult with brands about digital marketing strategies, growing engaged online communities and creating winning partnerships at a rate of \$125 per hour. She is also able to work on a per-project basis. For more on Erin, check out her LinkedIn profile: <http://www.linkedin.com/in/eringifford>.

Kidventurous Statistics

Monthly Unique Visitors.....3,300+

Monthly Page Views.....12,000+

Twitter Followers.....3,100+

Facebook Fans.....1,200+

Interested in partnering with Kidventurous on your next brand campaign? Contact **Erin Gifford** at erin@kidventurous.com with more details and we will work together to identify the best strategies and methods to help you reach your goals.