



# Media Kit | Spring 2015

## About Kidventurous

Kidventurous ([www.kidventurous.com](http://www.kidventurous.com)) was introduced in April 2011 by Erin Gifford as an online 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. Kidventurous was also chosen as the Best Family Travel Blog by the readers of *Luxury Travel Mavens*.

As a mother of four children, Erin endeavors to make family adventures both educational and fun. On behalf of Kidventurous, Erin serves on Merck's Active Family Project Play Council, helping to empower moms to enjoy active lifestyles with their families. Previously, she was recognized as one of five Smart Family Travel experts for *Scholastic Parent & Child* magazine. In this capacity, she dispensed advice to families seeking memorable vacation experiences.

In addition to Kidventurous, Erin's travel writing can be found on [TravelChannel.com](http://TravelChannel.com), [Fodors.com](http://Fodors.com), [USNews.com](http://USNews.com) Travel, A Luxury Travel Blog, [MiniTime](http://MiniTime.com), [Trekaroo](http://Trekaroo.com), [The Vacation Gals](http://TheVacationGals.com), [SmarterTravel.com](http://SmarterTravel.com) 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 Kidventurous product reviewer. 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 familiarization trips to review properties and destinations on a limited basis. Interested properties should plan to cover the costs of airfare to/from the destination, transfers, accommodations and meals.

#### 4. Sponsored Posts

For brands that are a good fit with Kidventurous, we are able to 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 \$250 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, HomeAway, *FamilyFun*, Experience Kissimmee and Preferred Hotels. She has appeared in local and national broadcast segments, led Twitter Chats and managed online outreach campaigns for brands. Reach out to Erin Gifford directly at [erin@kidventurous.com](mailto:erin@kidventurous.com) to discuss brand ambassador opportunities.

#### 6. Banner Advertising

There are a variety of ad spots available on [www.kidventurous.com](http://www.kidventurous.com) to benefit partners and advertisers.

##### *125x125 Sidebar Ads*

There are four at-the-fold spots available at a rate of \$250 per month, per sidebar ad.

##### *300x250 Post Footer Ad*

This spot, which runs across all of Kidventurous, is available at a rate of \$500 per month.

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

#### 7. PR & Social Media Consulting

Erin Gifford is able to work with brands to help them advance their digital marketing strategies, grow engaged online communities and create winning partnerships at a starting 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.....	42,000+
Monthly Page Views.....	516,000+
Twitter Followers.....	13,900+
Facebook Fans.....	2,600+
Instagram Followers.....	1,400+

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