



TRAVELS OF ADAM

2016 MEDIA KIT

A LIFESTYLE BRAND FOR THE MODERN TRAVELER

ART • MUSIC • LGBT • GAY TRAVEL • FESTIVALS • HIPSTER CITY GUIDES • HOTELS • FASHION • FOOD • FILMS • POLITICS



MISSION

Travels of Adam showcases a new way to travel by featuring unique and personal stories from around the world, including a popular series of Hipster City Guides. The top-rated website strives to be a voice for this new generation of travelers: modern, open-minded millennials with a strong interest in city destinations, alternative tourism, and creative ideas.



For the queer, the stylish, the straight, the millennials. We travel to see, to learn, to do and to think. We travel both far and near. We travel with an open mind, an eagerness to discover the world we live in. We travel with a desire to get lost and maybe to find something in the process.

We travel to meet new people—fellow travelers and locals alike—who can introduce us to new ideas, new things, new adventures. We travel with respect, compassion, and understanding for others.

A small, forested island in the middle of a blue sea under a blue sky with scattered clouds.

Travels of Adam inspires travelers to
discover new ways to visit familiar
places and enjoy the best, most
authentic experiences

ABOUT THE PUBLISHER

Adam Groffman is a freelance writer, marketer, and travel blogger based in Europe, where he covers city trips around the world, expat life, LGBT issues, festivals, and nightlife. His writing has been featured in The Guardian, AFAR, Fodor's Travel Guides, Vanity Fair, Condé Nast Traveler, and numerous online publications. Adam Groffman is a member of the North American Travel Journalists Association, the International Gay and Lesbian Travel Association, and the National Lesbian and Gay Journalists Association.

He is currently the LGBT Travel Expert columnist for NomadicMatt.com and has written gay travel stories for The Guardian, PinkNews, DailyXtra, Gay Star News, OUT Traveler, and Gaycation Magazine. When he's not out exploring the coolest bars and clubs, he's usually enjoying the local arts and culture scene. His travel stories are available on his blog, **Travels of Adam**, and additional travel tips (and embarrassing stories!) are shared in real time through his social media.

CONTACT ADAM@TRAVELSOFADAM.COM



North American
Travel Journalists
Association



The Association
of LGBT Journalists



EDITORIAL

ART, MUSIC, FILMS

Features on museums, exhibitions, architecture, artists, cinema, and a special emphasis on LGBT and queer artists

LGBT & GAY TRAVEL

Travel tips, guides, photo essays, and political op-eds on LGBT issues around the world

FESTIVALS

Photo essays, round-ups and reviews of festivals around the world, including music, art, design and film festivals

HIPSTER CITY GUIDES

Extensive guides featuring tips on the best neighborhoods, restaurants, bars, LGBT nightlife, tours, local resources, and more. These are popular in local and international media and often result in international news coverage.

STYLE & FASHION

Shopping and style guides for city destinations

FOOD & DRINKS

Restaurant recommendations, street food, and festivals

POLITICS

Thoughtful op-eds related to millennial issues

“An incredible writer,
pouring lots of detailed and
insider information into his
city guides...”

NEXT MAGAZINE, 2016

AGE

69%

18-34

GENDER

58%

FEMALE

EDUCATION

25%

GRADUATE DEGREES

49%

BACHELOR'S DEGREES

HOUSEHOLD INCOME

26%

INCOME OVER \$100,000

LOCATION

31%

USA

13%

GERMANY

12%

UK

SOURCE: Quantcast.com October 2016 and
Google Analytics October 2016

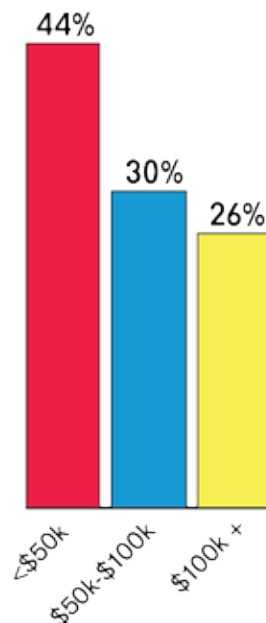
DEMOGRAPHICS

Readers are **modern, open-minded, socially responsible, curious and creative** individuals (millennials) with a very strong interest in city destinations.

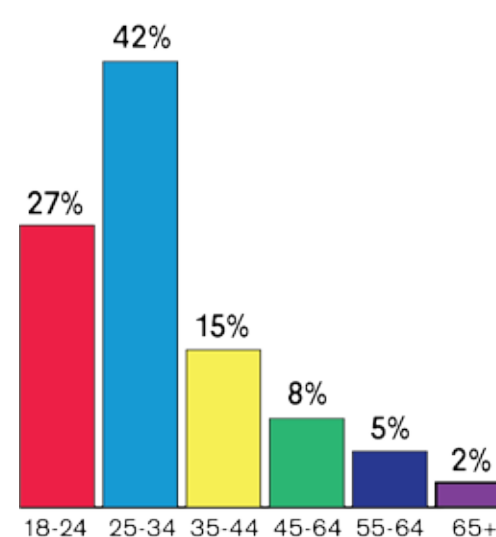
- High-spending community of trendsetters & early adopters
- Interested in culturally relevant news & entertainment
- Socially active, heavy sharers tuned into news & media
- Frequent travelers (2 to 3+ leisure trips/year)
- Consumers in travel, food and drink, media & technology



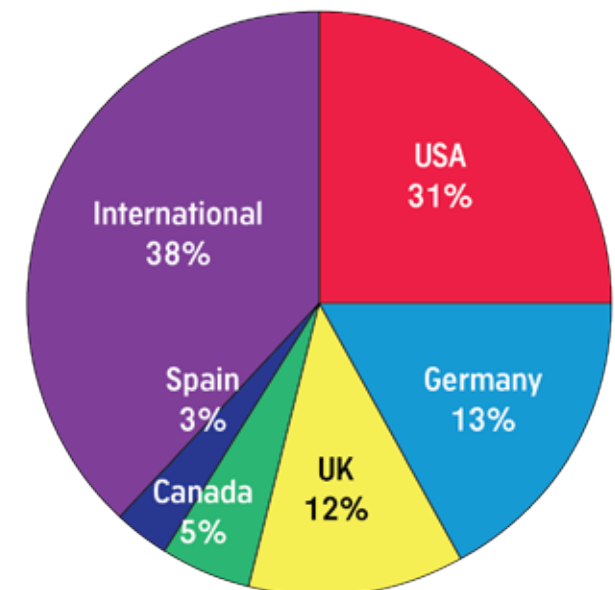
INCOME



AGE



LOCATION



MONTHLY WEBSITE TRAFFIC

200,000+

PAGEVIEWS

125,000+

UNIQUE VISITORS



SOCIAL

68,500+

FOLLOWERS

EMAIL NEWSLETTER

16,000+

SUBSCRIBERS

BERLIN LOCAL MEET UPS

2,300+

MEMBERS

75-125

ATTENDANCE AT EACH EVENT

VIDEO

75,000+

YOUTUBE VIEWS

REACH

Readers regularly use the site as a source for useful, interesting, and inspirational travel information. Readers have purchased tours, visited recommended websites & changed travel itineraries based on recommendations published on this website and social media.

TRAVELSOFADAM.COM

- Editorial content posted 2x per week
- Reach is extended through syndication with content partners including Gay Star News, Business Insider, My Gay Travel Guide, and other international media

EMAIL NEWSLETTER

- Monthly newsletter sent to 16,000+ subscribers (23% open rate; 3% CTR)
- New content sent direct to 1,500+ subscribers

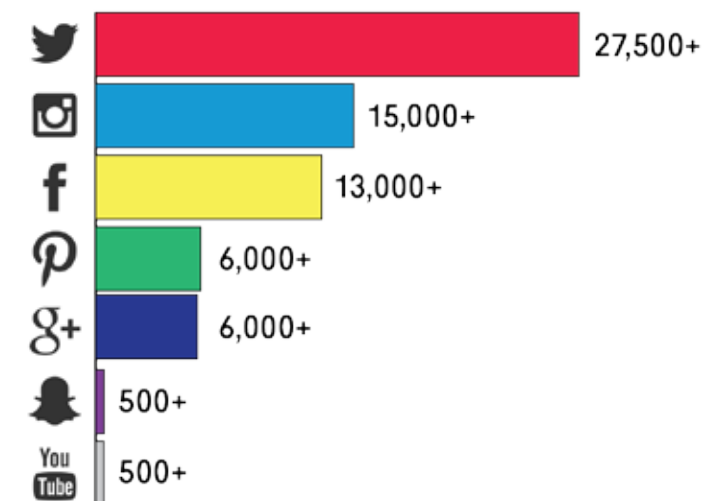
BERLIN LOCAL MEET UPS

In partnership with local blogger Cheryl Howard (cherylhoward.com), there is a monthly meet up for new Berliners and visitors. Promoted through Facebook events and a Meetup.com group, over 100 people attend each "Make Friends in Berlin" meet up, taking place most often in bars/café.

VIDEO

Live video posts shared through Periscope and Facebook Live generate approximately up to 1,000+ views in real-time.

SOCIAL MEDIA



“One of the leading guides to hipster haunts, one that lists up-to-date reviews of the planet’s ever changing hipster scene.”

THE STREET, 2016

ADVERTISING & SERVICES

CONTENT MARKETING

Sponsored posts and custom illustrated content

SOCIAL MEDIA CAMPAIGNS

Instagram promotions and targeted ad campaigns on Facebook

EMAIL MARKETING

Newsletter banners and exclusive mailers

SPONSORED GIVEAWAYS

Custom proposals to generate targeted email lists, app downloads, or other requests

SPEAKING ENGAGEMENTS

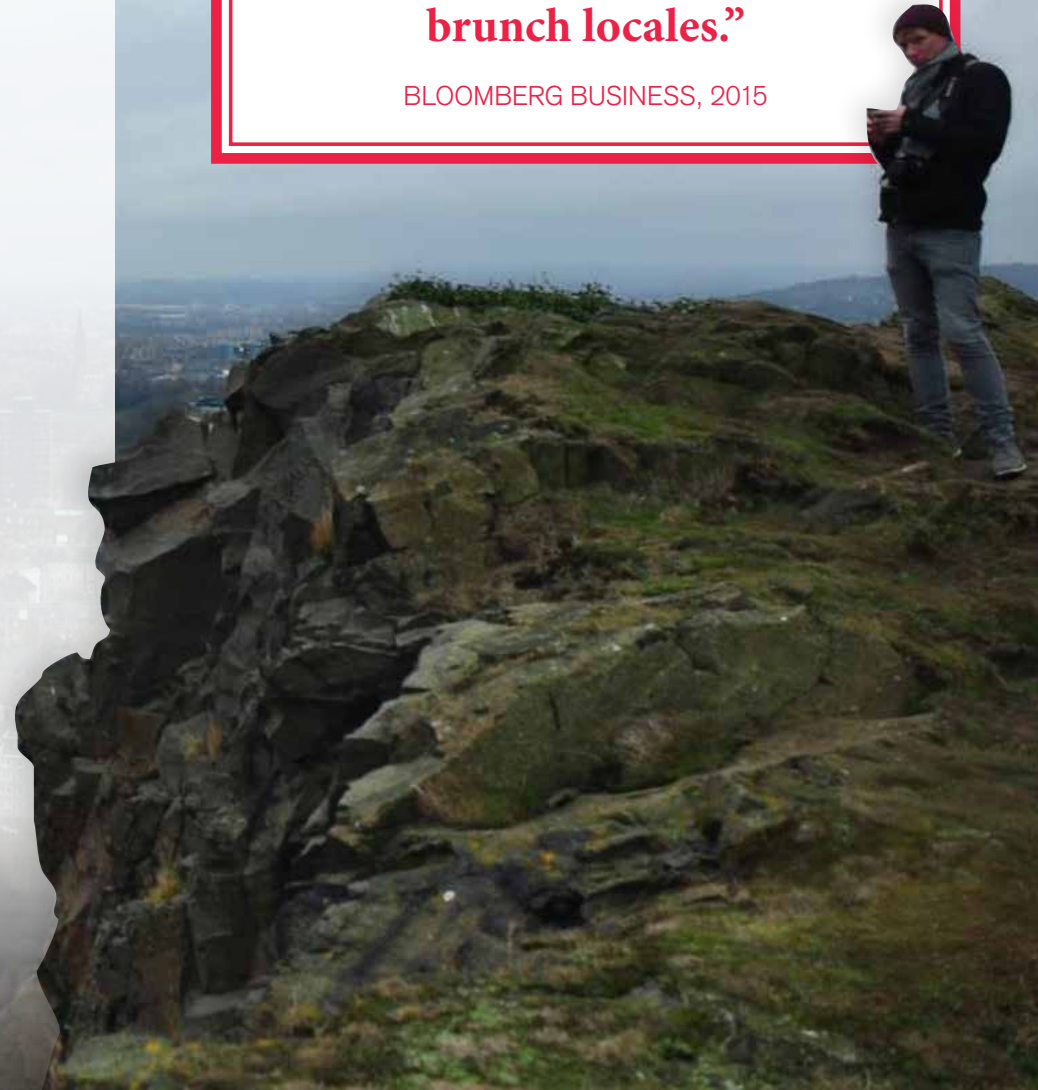
Expert on millennial tourism, social media, LGBT travel, and contemporary marketing

CREATIVE PARTNERSHIPS

Innovative solutions to promote businesses for every budget

“Graphic designer Adam Groffman excels at guides that cover expertly pulled espressos, secret graffiti spots, or lazy brunch locales.”

BLOOMBERG BUSINESS, 2015



ADVERTISING CONTENT MARKETING



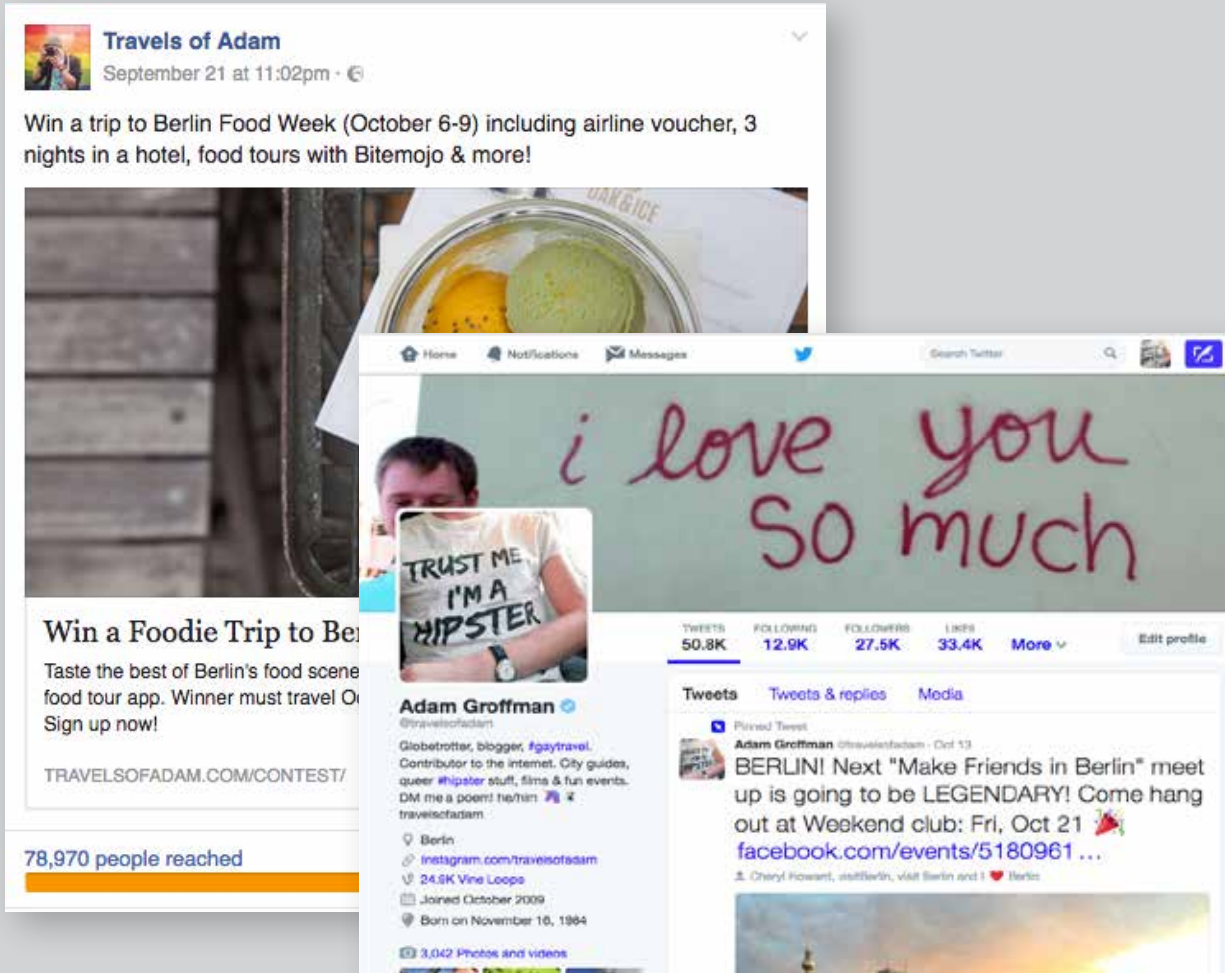
SPONSORED POSTS

Sponsored blogs include targeted messaging relevant to the sponsor needs as well as the Travels of Adam audience. All sponsored content is labeled as such and advertisers receive nofollow links according to best web practices.

ILLUSTRATED POSTS

In partnership with a network of illustrators, content will be created alongside custom illustrations to increase organic social sharing. Sponsored blogs include targeted messaging relevant to the sponsor needs as well as the Travels of Adam audience. All sponsored content is labeled as such and advertisers receive nofollow links according to best web practices. Previous illustrated blogs on travelsofadam.com have seen hundreds of thousands of pageviews, thousands of Facebook shares and pick-up in international media.

ADVERTISING SOCIAL MEDIA CAMPAIGNS



INSTAGRAM PROMO

Minimum 3 photos representative of your product or service shared organically on Instagram over 3 weeks. NOTE: All sponsored content is labeled as such.

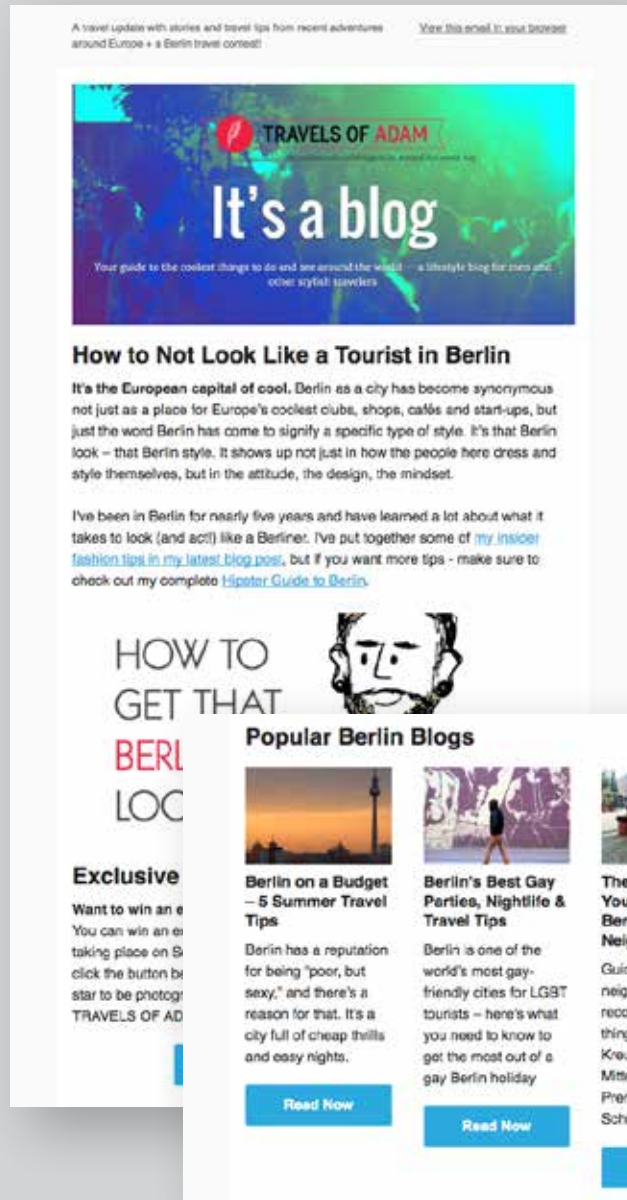
FACEBOOK PROMO

Organic share featuring your product or service and a minimum 10% spend on targeted Facebook ad boosts.

LIVE COVERAGE AND TWITTER CHATS

Live social media coverage of your event including real-time video (Facebook Live or Periscope) and live exposure on Twitter, Instagram and Snapchat. Minimum 2 social media posts promoting your event in advance on a network of your choice. OPTIONAL: Exclusive mailer targeted to a local audience promoting your event in advance (additional cost may be required). Previous Twitter chats have been co-hosted with Lonely Planet, Travel & Leisure, TravelPulse, and the Germany National Tourism Organization.

ADVERTISING EMAIL MARKETING



BANNER 728X90

Banner placement in one of the monthly newsletters, top of fold - sent to over 16,000+ subscribers

TEXT LINK & IMAGE

In-content advertisement with 300x200 photo, 6-word headline, 15-word description and button link to your product or service. Labeled as an ad.

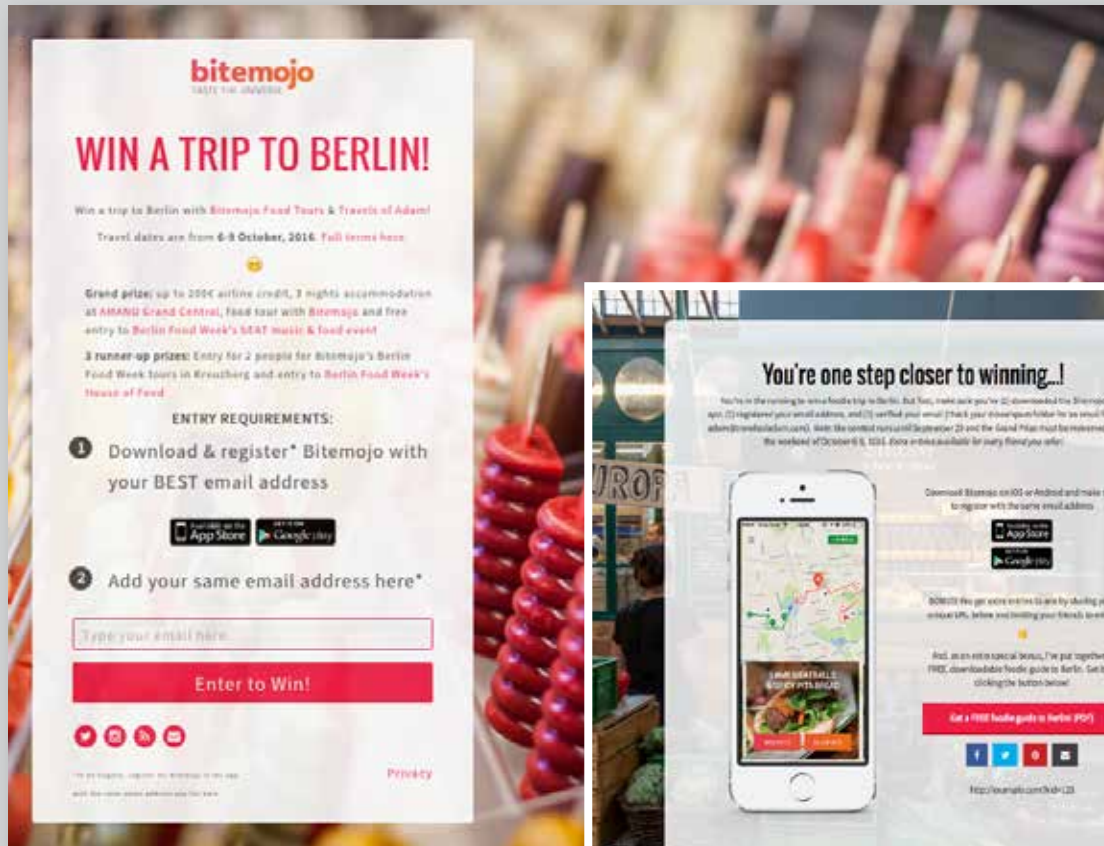
EXCLUSIVE EMAIL - GLOBAL

Email to 16,000+ subscribers advertising your product or service with direct links.

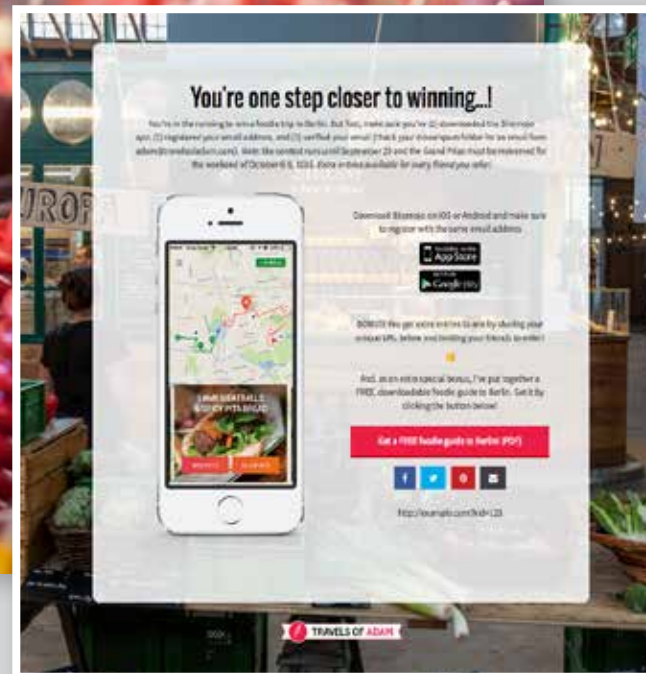
EXCLUSIVE EMAIL - TARGETED

Email to targeted selection of list by destination/location advertising your product or service with direct links

ADVERTISING SPONSORED CONTESTS



Custom Contest Entry Page



Custom Contest Incentive Page

CUSTOM SWEEPSTAKES DEVELOPMENT & MARKETING

Travels of Adam will host and execute a sweepstakes with the ultimate prize- an amazing vacation!!

- Custom sweepstakes entry page and incentive page with company logo and messaging
- Co-branded banner ads on Travels of Adam driving traffic to sweepstakes
- Exclusive email newsletter promoting sweepstakes
- Extra entries awarded for referral sign ups
- Promotion of the sweepstakes in editorial newsletters (16,000+ subscribers), on social media, and related blog content. (New content will be created as needed.)
- Includes creation, maintenance, and finalization of sweepstakes, email address and social media lead generation, and promotion of sweepstakes via Travels of Adam, newsletters, and social media.

REQUIREMENTS:

- Your brand provides an exciting holiday package
- Your brand provides additional promotion of the sweepstakes through email newsletters, press releases, and social media.

PARTNERS & ADVERTISERS

Travels of Adam prides itself in working with both large and small brands to effectively tell creative & inspiring stories.

HOSPITALITY

Radisson Blu
Marriott
Starwood
Abraham Hostels
Generator Hostels
Accor Hotels
Millennium Hotels

FESTIVALS

Berlinale Film Festival
Edinburgh Festivals
Lollapalooza Berlin
Sonar Festival
iHeartRadio
Toronto Film Festival
Reeperbahn Festival
Popaganda Festival

FASHION

Zalando
Bikini Berlin
Next Gay Thing
Andrew Christian
Much Underwear
Smash Vintage

AIRLINES

Lufthansa
airBerlin
easyJet

DESTINATIONS

Visit Britain
Visit London
Amsterdam Marketing
Holland Tourism
Berlin Tourism
Germany Tourism Board
Lausanne Tourisme
Ireland Tourism
Israel Tourism
Visit Ljubljana
Sweden Tourism
Visit Valencia
Czech Tourism
Explore Canada
Illinois Tourism
Discover Los Angeles
San Francisco Travel
Ohio Tourism
Tourism Authority of Thailand

OTHER - TRAVEL

STA Travel
Dohop
Expedia
Orbitz
Booking.com
Gogobot
Internations
Trivago

LGBT

Grindr
Planet Romeo
OUT Adventures
Detours Travel
IGLTA
MisterBNB
Vespa Gay Places
OUT Traveler
Milkshake Festival
Amsterdam Pride

FOOD AND DRINK

Johnnie Walker
Eating Europe
Mealsharing
Bitemojo
Traveler Beer Co.

TECHNOLOGY

Huawaei
Sony
WeWork
SanDisk
Lingoda
Autographer

...AND MORE!



AWARDS & ACCOLADES

Travels of Adam is consistently ranked among the **top 20 travel blogs** and the **leading gay travel blog** by numerous online sources. The website is often a featured source of information on the travel industry, specifically “hipster travel.”

BEST TRAVEL WEBSITE 2016

WIRTSCHAFTS WOCHEN, 2016

#1 GAY TRAVEL INSTAGRAM

OUT TRAVELER, 2016

TOP GAY TRAVELER INSTAGRAM

NEXT MAGAZINE, 2016

BEST BLOG FOR GO-GO-GO-URBANITES

BLOOMBERG BUSINESS, 2015

TOP RESOURCE FOR HIPSTER HOLIDAYS

WORLD TRAVEL MARKET RESEARCH STUDY, 2015

PRESS MENTIONS & PHOTO CREDITS:



PRESS & TESTIMONIALS

“IGLTA recently collaborated with Travels of Adam on a giveaway to help promote awareness of the association among LGBT travelers. We received personalized advice and creative marketing tools to showcase the contest, resulting in **our largest campaign participation to date**. It was a great experience start to finish.”

JOHN TANZELLA, IGLTA PRESIDENT/CEO, 2016

“**You are an inspiration!** I just stumbled across your blog while planning a trip to Barcelona & I have spent hours reading through your various city guides.”

MEGAN, SUBSCRIBER, 2016

“When not giving lectures on how to partner with brands, he writes city guides, food reviews, and best-of tips featuring intimate photography and **honest firsthand accounts**. My favourite read: Amsterdam.”

429MAGAZINE, 2014

“I really enjoyed working with you. Everything went really smooth and the response on your social media channels was great.”

PRESS FACTORY, BIKINI BERLIN, 2016

“Adam’s support of Destination Germany goes beyond his residing in Berlin. The effort he has put forth in our influencer campaigns touching on an array of subjects such as general travel, LGBT travel, cultural and culinary experiences via trips, twitter chats, social media posts and more has **strengthened our brand and engagement with potential travelers**. Adam’s ability to think outside of the box and knowledge of new media success always assures us that a professional and unique campaign awaits us.”

DESTINATION GERMANY, 2016

“We ran a raffle and advertorial with Adam for a cooperation with the BerlinFoodWeek and Amano Hotel here in Berlin. Not only did the raffle spread extremely well throughout and beyond Adam’s social media network; we also **very much appreciated Adam’s structured, punctual and proactive work ethic**.”

DIRK MÜLLER-DORNIEDEN, BITEMOJO APP, 2016

Adam Groffman has spoken and presented at the following conferences:

GNETWORK 360 BUENOS AIRES, 2016

LGBT New Media, “How Millennial Travelers are Changing Gay Travel”

IGLTA LOS ANGELES, 2015

LGBT New Media Panel

SOCIAL MEDIA WEEK HAMBURG, 2015

Panel, Welcome to the Social Age: Travel Journalism 3.0

SOCIAL MEDIA WEEK BERLIN, 2014

Lets Get Social: Travel Journalism 2.0

WORLD TRAVEL MARKET LONDON, 2014

Out Now Business Class Panel, LGBT – Core Business

TRAVEL MASSIVE BERLIN, 2014

Travel Blogging Tips & Tricks - for Bloggers and Partners



TRAVELS OF **ADAM**

TRAVELSOFADAM.COM

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