

# TRAVELPLUS™

*The Spirit of Frequent Travel*

ONLINE  
MEDIA PACK



# TRAVELPLUS

## EXECUTIVE SUMMARY



“Travelplus.co.uk is an established modern online brand offering a fresh, professional, compact and impartial look at the world of travel and tourism and the world it inhabits.

We pride ourselves on engaging the user with up to date accurate, useful, factual, lively, thoughtful and entertaining information.”

### Audience Profile

The Travelplus.co.uk user is affluent, astute, web literate, a frequent traveller and cash rich. If they are not travelling the world on business, they are jetting off on holiday or taking a weekend break.



- Gender Split: 72% Male, 28% Female
- Desirable Demographic: 81% ABC1
- High Disposable Income: 48% earn more than £70,000 per annum
- Frequent Travellers: 42% have taken more than 11 return air flights
- Weekend Breaks: 76% take three or more
- Book Online: 65% book their own travel on the internet
- Page Impressions: 110,000 per month
- Unique Users: 22,600 per month
- Dwell time: 5.4 minutes

Source: travelplus.co.uk user survey



Advertorial example



### Editorial Content

Since its launch in 2000, Travelplus.co.uk has been developing and expanding all areas of its content in line with technological advances, visitor numbers and demands.

Our website team collaborates with the TravelPlus editorial team to produce original content on the site and to expand coverage of features and news stories from the digital edition.

# www.travelplus.co.uk

To advertise with TravelPlus contact Simon Ward  
Telephone: +44 (0)7885 136202 Email: simon.ward@travelplus.co.uk

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## OPPORTUNITIES & RATE CARD



Travelplus.co.uk offers its advertisers a wide range of formats and solutions to engage with its online users, including both static and rotating.

MPU (Mid Page Unit): 300 x 250 Medium Rectangle

Leaderboard: 728 x 90

Gallery: 125 x 125

TravelPlus.co.uk also presents advertisers with a full integrated opportunity to include latest news, offers and product developments as well as editorial features, reviews and competitions.

### Advertorials

An effective way for clients to utilise and benefit from the TravelPlus editorial and design teams whilst being actively involved with the content and design. Advertorials are subject to editorial approval and must be clearly highlighted as such.

### Sponsorship

Providing a brand with an effective platform and opportunity to educate and be at the forefront of the users minds. Offering fantastic standout and authority.

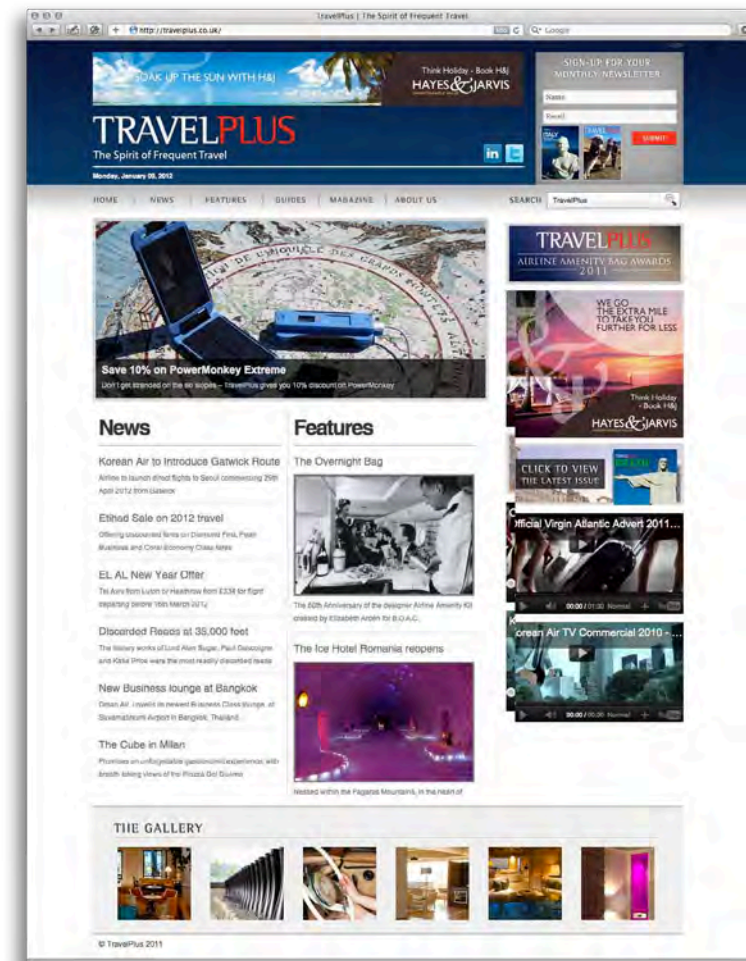
### Competitions & Special Offers

Give clients the opportunity to promote their goods and services via special reader offers or competitions. Promotions provide a valuable route for clients wishing to establish a one-to-one connection with the Travelplus.co.uk user.

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Advertorial: £1,496

Rate is inclusive of TravelPlus editorial and design team.

MPU: £448 per month

Leaderboard: £397 per month

Gallery: £218 per month

Design cost for creating any of the above formats: £275

Rates subject to VAT at the applicable rate.

Information on request for series discounts and full production data.