

WASHINGTON

OREGON

BRITISH COLUMBIA



northwest
TripFinder
favorite places, inspired getaways.

>> Media Kit
2012

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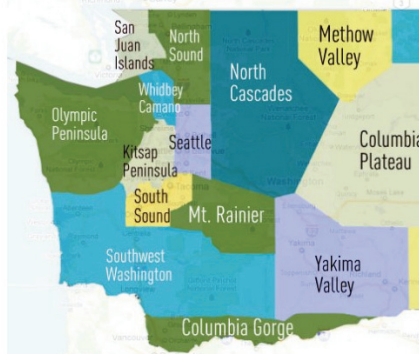
www.nwtripfinder.com

Northwest TripFinder

inspires independent travelers through personal trip stories, shared finds and budget-friendly adventures.

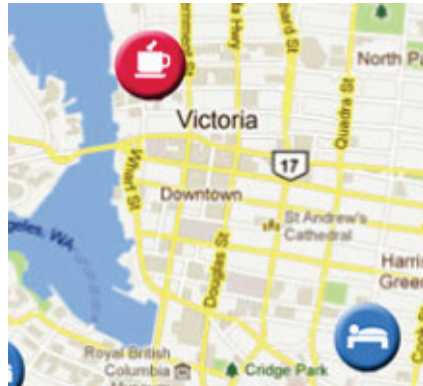
Regional Information

Where do you want to explore in Washington? Click a region to



Where are you traveling to? Northwest TripFinder features region-level travel info for Oregon, Washington and British Columbia. We will add Idaho and Alaska to our website in 2013.

Interactive Maps



Our great content, like blog posts, trip guides and hotel reviews, is anchored onto Google maps so users can quickly access region-based content for where they plan to travel. Sponsored listings are anchored this way, too.

Trusted Recommendations



From the best independent inns to where to taste wine or eat brunch, our readers have come to depend on and trust our travel recommendations. We're an authentic voice with seasoned travel experience, and that's just what travelers want.

Great Content Every Week

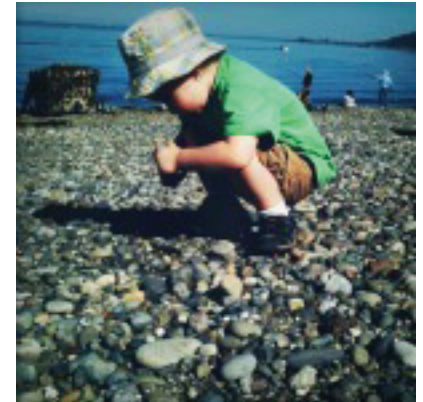
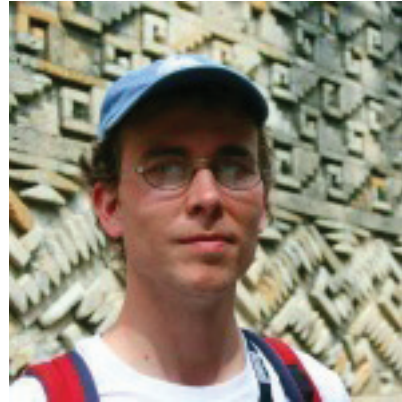


Our website has three blogs about local travel in the Pacific Northwest. We post 2-3 blog posts every week, so there is always fresh content. Our blogs are:
Northwest Cheapsleeps
Tasting Cascadia
Mossy Boots

THE ONLY PACIFIC NORTHWEST TRAVEL WEBSITE THAT INTEGRATES SPONSORED CONTENT INTO INTERACTIVE MAPS!

Northwest TripFinder | Media Kit 2012

About Us



Northwest Tripfinder brings travelers fresh inspiration and useful advice for planning their independent travel in the Pacific Northwest and British Columbia.

For years, our family has visited the wine regions and fossil beds of Oregon, explored in the Cascades of Washington, hiked and kayaked in British Columbia. We love sharing the hidden wonders of local places and inspiring local getaways.

Local travel is the backbone of our tourism economy, and tourism is one of our region's biggest economic engines. One of the reasons we started Northwest Tripfinder was because we are passionate about supporting local and sustainable tourism. We really love this place and want to see our region's economy thrive in a way that is sustainable and protects our nature and cultures.

>>who we are

Lauren Braden is the founder, writer and editor of Northwest TripFinder. *My background as a longtime non-profit communications director brings honed marketing and engagement skills to this website, and a genuine passion for connecting with people.*

Brian Hosey is the co-pilot and technology guru of Northwest TripFinder. *It's great fun to co-create this website where we can share our travels with others and inspire them to get out and explore. Our website uses Wordpress, a powerful and flexible content management system and a great technology tool for engaging people.*

Isaac is the 3-year old geologist.

Our Audience

Northwest TripFinder has a very niche, targetted audience. Our readers live in the Pacific Northwest (see right) and they travel locally, a lot. This means that your marketing efforts to reach savvy local travelers will be very well-spent. Our readers are hungry for suggestions on lodging, destinations, itinerary ideas and more. That's why they come to our website and read our stuff.

Our readers travel locally, often. Over half of them take four or more local getaways (2-4 days) each year. Their travel tastes range from budget to luxury.

Below is some information on our traffic you may find useful. Our traffic is steady throughout the year, though bumps up a bit April - September.

Web Stats

- We average about 10,000 pageviews per month.
- Our website is Google Page Rank 4.
- Our traffic sources are 40% search, 40% referral and 20% direct.
- Top referrers are Facebook, Twitter and Pinterest.

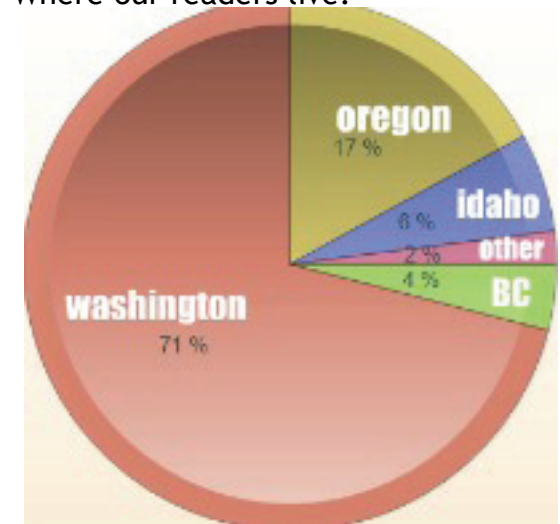
Social Stats

- We are most active on Facebook and Twitter.
- As of December 2011, we have 366 fans on Facebook.
- As of December 2011, we have 1996 followers on Twitter. Many of these are other travel and lifestyle bloggers--an influential bunch.
- Our "Klout" score is 50.

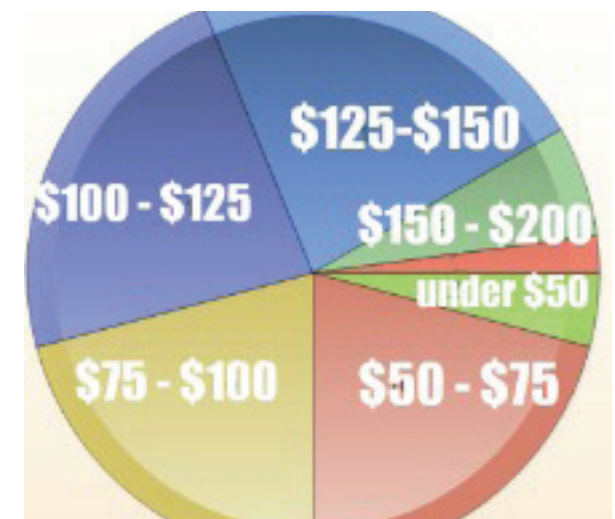
Fun Fact: 85% of Northwest TripFinder readers have a valid passport.

The statistics and diagrams below are from a recent reader survey.

Where our readers live:



What they typically spend on lodging per night on local getaways:



More on Our Audience

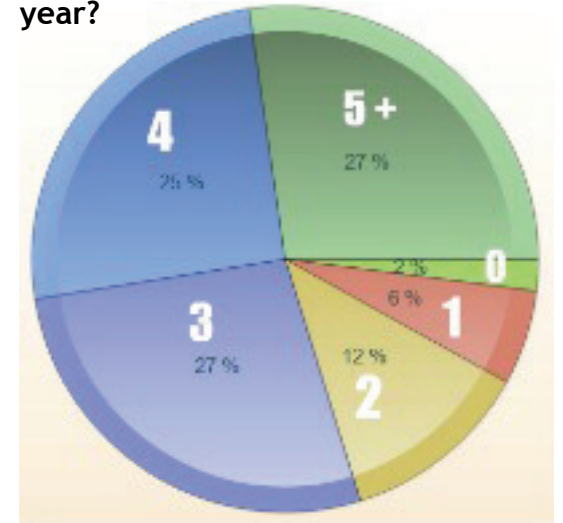
We asked, and our readers answered. The word clouds below were created from real survey results of our readers. The larger the font, the more frequent the answer.



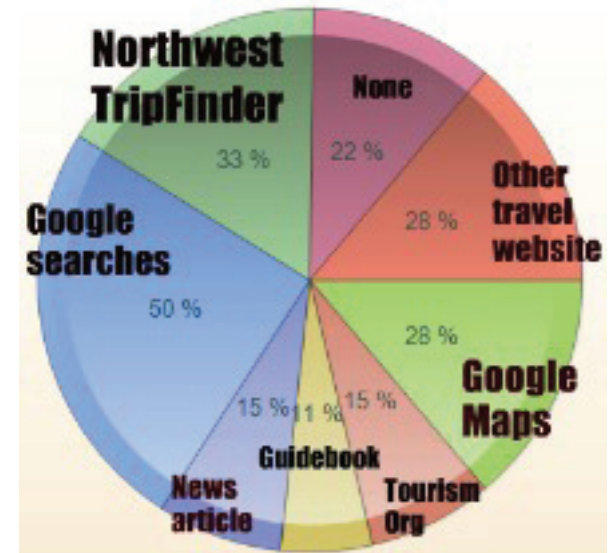
WHERE THEY WANT TO TRAVEL in 2012:



How many local getaways (2-4 days long) did you take in the past year?



What resources did you consult when planning your last getaway?



Editorial Calendar 2011-2012

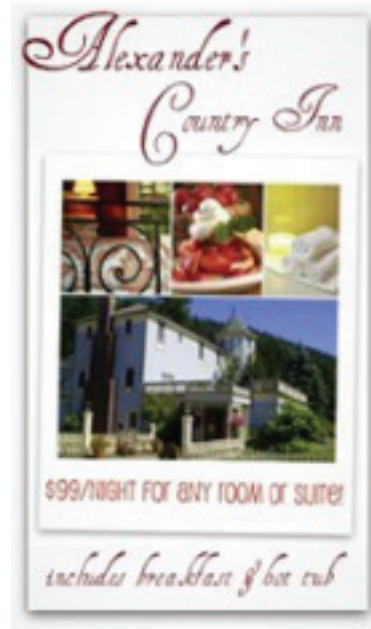
Northwest TripFinder's dynamic content is a mix of feature stories, trip reports, travel news and trends, reviews and more. We follow a general editorial calendar for our content, but cover much more than what is below.

	feature topics	region spotlight
dec	island weekends, small town theatre, cheesemaking	Qualicum Beach area, BC
jan	cozy cabins, stormwatching, winter birding	Olympic Peninsula, WA
feb	great B&Bs, vacation rentals	Astoria, OR
mar	farmstays, BC wineries, yurt camping	Fraser Valley, BC
apr	farmers' markets, spring foraging	Salt Spring Island, BC
may	kayaking, u-pick farms, green inns	Kitsap Peninsula, WA
jun	travel by transit, wildflower hikes	Bend, OR
jul	summer road trips, NW ranches, lavender farms	Methow Valley, WA
aug	paddleboats, family camping, fall foraging	Mt. Rainier, WA
sep	fall rafting, larch hikes, food carts	Vancouver, BC
oct	pumpkin patches, spooky trains, harvest time	Central Willamette Valley, OR
nov	travel with pets, public art, winter wine tasting	Bainbridge Island, WA
dec	hut to hut skiing, craft beer and cider	Mt. Hood, OR

Promotion Platforms

1. SPONSORED LISTING

Fully integrated with our editorial content, sponsored listings put your business right in front of travelers planning a trip to your region.



2. DISPLAY AD

Don't mess around - get right in front of travelers! Build strong recognition and credibility for your brand, service or event with an online ad on Northwest TripFinder or in our monthly email newsletter.

3. FEATURED EVENT

Local travelers are looking for great things to do -- help them find your event or festival. Get massive exposure for your event by being a Featured Event. *Coming January 2012.*



4. GIVEAWAY

Sponsoring a giveaway gives your business dedicated attention and promotion through our website and social media. *For sponsors only.*

Sponsored Listings



northwest
TripFinder
favorite places, inspired getaways.

PLACES >> Oregon | Washington | British Columbia

Gaslight Inn

THIS LODGING LISTING IS SPONSORED BY
GASLIGHT INN
1727 15th Ave
Seattle WA 98122
[map and directions](#)

206-325-3654 | gaslight-inn.com

lodging type: B&B
rate: \$98-168 USD
features: - wifi - fireplace in room - p
bath - breakfast included- swimming |

Description: Gaslight Inn is convenient
also happens to be closest to the cent
Seattle's main attractions including P
metro bus ride away.

Amenities: The comfortable and unqi
refrigerator and television. Many room



The map shows the location of Gaslight Inn in Seattle, near Capitol Hill. A callout box on the map reads: "Gaslight Inn. The Gaslight Inn is conveniently located on Capitol Hill, Seattle's most exciting neighborhood."

If you want lasting impact for your lodging, winery, tourism organization or guide service, buy an annual sponsored listing on Northwest TripFinder.

Many travel websites offer sponsored listings, but ours are different and the best value you'll find anywhere.

Here's why:

Sponsored listings are **fully integrated with our editorial content**, not off in a separate directory somewhere.

Your listing gets the exact same exposure our blog posts get - they go out in RSS feeds, pop up as related content in relevant articles on our website, and are anchored to our regional TripFinder maps as icons (see example at left). In other words, we put your business right in front of travelers looking for places to stay and things to do in your region.

We also actively promote your sponsored listing through social media to our Facebook fans and Twitter followers.

Sponsored Listings on Northwest TripFinder only \$100 per year. That's about \$8 per month. You will not find a better return on investment for your marketing dollars.

[Click here to start your listing, or call us at \(206\) 696-4844.](#)

We guarantee our Sponsored Listings are an excellent return on investment of your marketing dollars. If you are not satisfied with your listing, just tell us and we'll refund your money up to 30 days from your annual listing start date.

Display Advertising

ad sizes and rates

Each advertising slot is sold on a per-month basis with no minimum commitment. Discounts are granted for multiple-month ad purchases (10% off for 3x, 20% for 6x, 30% for 12x). All display ad purchases include:

- a static image ad placed on many pages throughout the site
- a text link mention in the RSS feed's footer
- a post about you on Facebook
- a post about you on Twitter

FILE SPECIFICATIONS

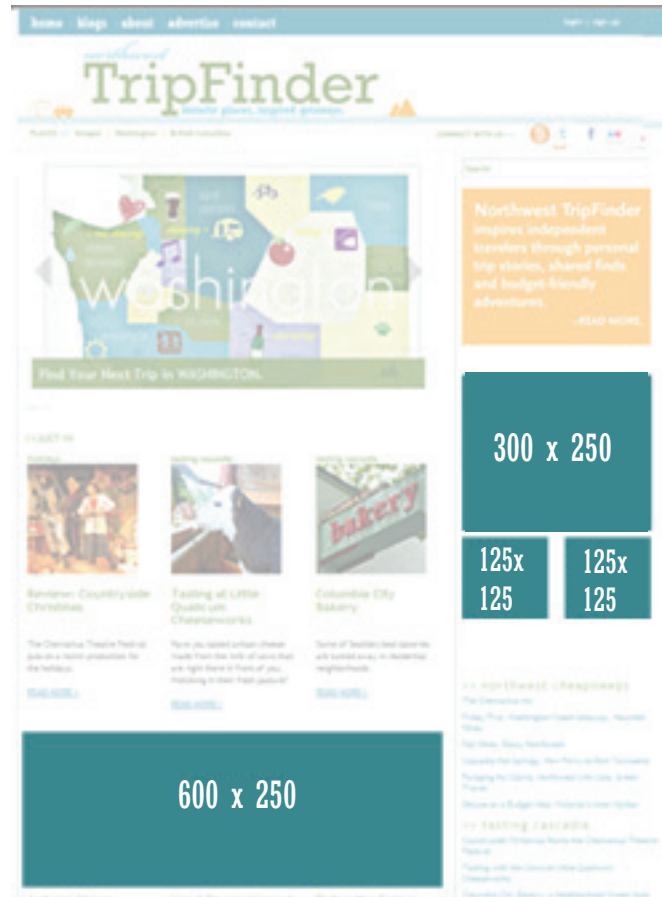
RGB color, 72 dpi

we can make these adjustments no charge

TO HAVE A WEB AD BUILT

Add \$20 to the rate.

**Some businesses choose to place their ad only on the page for their region. Although this offers less overall exposure and the number of ad impressions will be considerably smaller, the audience is highly targetted and likely planning a trip to your region. The same additional package benefits listed above apply.*



RATES	width (pixels)	height (pixels)	Monthly rates	Region page only*
Large tile	300	250	\$100	\$50
Small tile	125	125	\$50	N/A
Footerboard	600	250	\$100	N/A

Businesses with Sponsored Listings on Northwest TripFinder receive 10% off Display Advertising.

email newsletter

Northwest TripFinder sends our most dedicated readers a free, monthly email newsletter highlighting our best content for their travel planning. Email newsletter sponsorship means dedicated, prominent ad space, where you are the *only* advertiser.

This includes:

- 2 static images - banner at the top of the newsletter and ad in the sidebar (see orange in example)
- A reminder at the end of the e-mail with link
- Prime attention from our most loyal readers who trust our content when planning their trips
- You can add an exclusive giveaway for free to generate even more attention
- Mention and link to you on our Facebook & Twitter

Exclusive sponsorship for one issue of our monthly email newsletter is \$200.



Contact Us

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