

WASHINGTON

OREGON

BRITISH COLUMBIA



*northwest*  
**TripFinder**  
favorite places, inspired getaways.

>> Media Kit  
2013

206.696.4844

[lauren@nwtripfinder.com](mailto:lauren@nwtripfinder.com)

[www.nwtripfinder.com](http://www.nwtripfinder.com)

# Northwest TripFinder

inspires fun travel through destination guides, trip ideas and outdoor adventures.

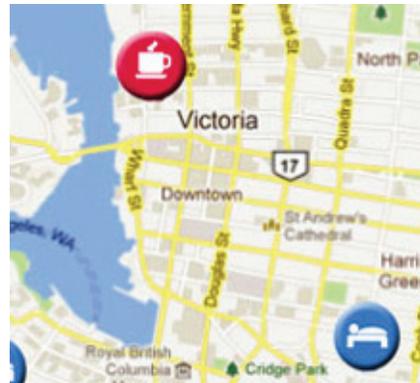
## Regional Information

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



Where are you traveling to? Northwest TripFinder is an online travel guide, featuring unique, inspiring and useful trip-planning info for regions, cities and towns in Oregon, Washington and British Columbia.

## Interactive Maps



Our great content is organized by both topic and region so it's easy to find. In addition, we integrate our articles onto Google maps so travelers can quickly access region-based content for the place they plan to travel. Sponsored listings are anchored onto the maps, too.

## Trusted Recommendations



From the best independent inns to where to taste craft cider, our readers have come to depend on our unique trip ideas when planning their Northwest getaways. We're an authentic voice with seasoned travel experience, and that's just what travelers want.

## Fresh Content Every Day



We post 4-5 new articles every week, so there are always fresh ideas and inspirational photos for our readers to enjoy.

# About Us

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**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, and beachcombed in British Columbia. We love sharing the hidden wonders of local places and inspiring local getaways.

We believe that regional 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 my 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 our 4-year old geologist.**

# Our Audience

Northwest TripFinder has a loyal, targetted audience. Over 85% of 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.

Over half our readers take four or more local getaways that span 2-4 days each year. Their travel tastes range from budget to luxury.

Below is some information on our traffic you may find useful, updated March 2013. Our traffic is steady throughout the year, with a nice boost April - September.

## Web Stats

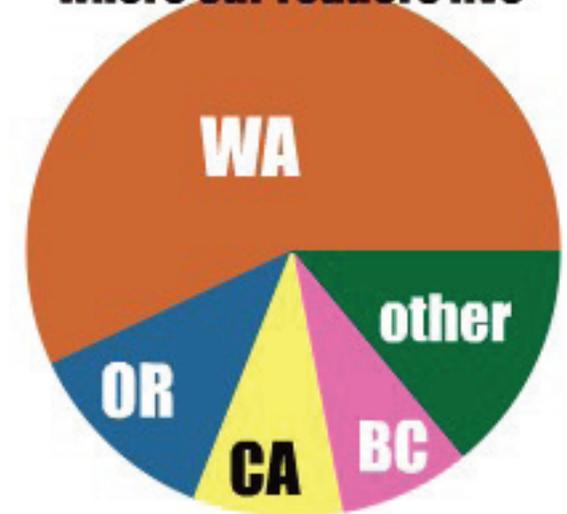
- 250,000 pageviews a year / 140,000 unique visitors a year.
- Our website is Google Page Rank 4.
- Traffic sources are: 41% search, 32% referral and 27% direct.
- Top 4 referrers in order are Pinterest, Facebook, Twitter, Google+.

## Social Stats

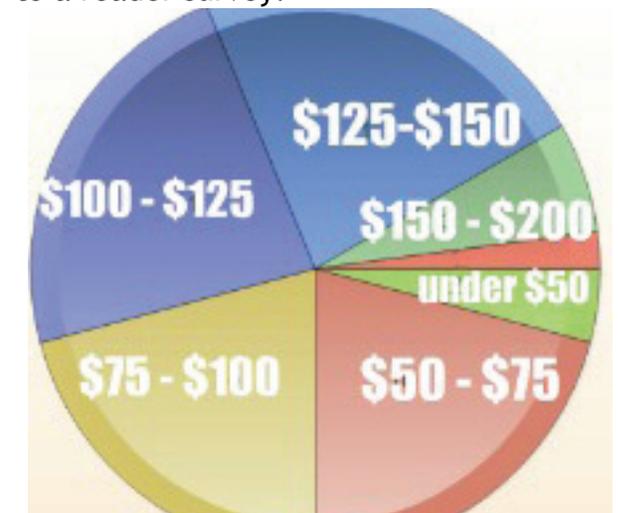
- We're active daily on Pinterest, Facebook, and Twitter.
- We have 50,750 followers on Pinterest.
- We have 1,800 fans on Facebook.
- We have 2,800 followers on Twitter.
- We have 550 subscribers to our monthly email newsletter.

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

## where our readers live



What they typically spend on lodging per night on local getaways, according to a reader survey:



# More on Our Audience

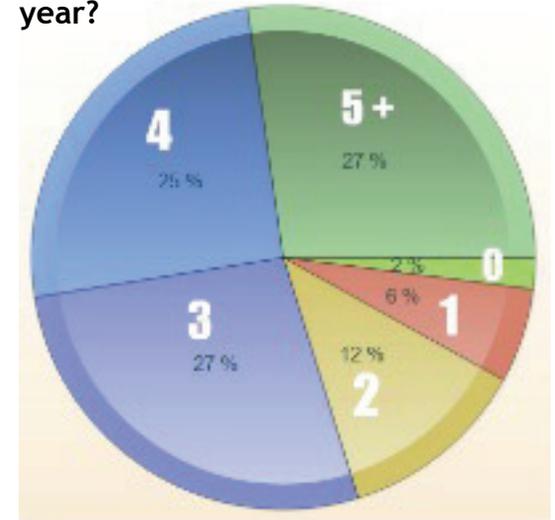
We asked, and our subscribed readers answered. The word clouds below were created from real survey results of our readers. The larger the font, the more frequent the answer.



SOME PLACES OUR READERS WANT TO



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 2013

Northwest TripFinder's dynamic content is a mix of feature stories, trip ideas, camping spotlights, day trip itineraries and more. We follow a general editorial calendar for our content, but our content is much more extensive than the brief outline below.

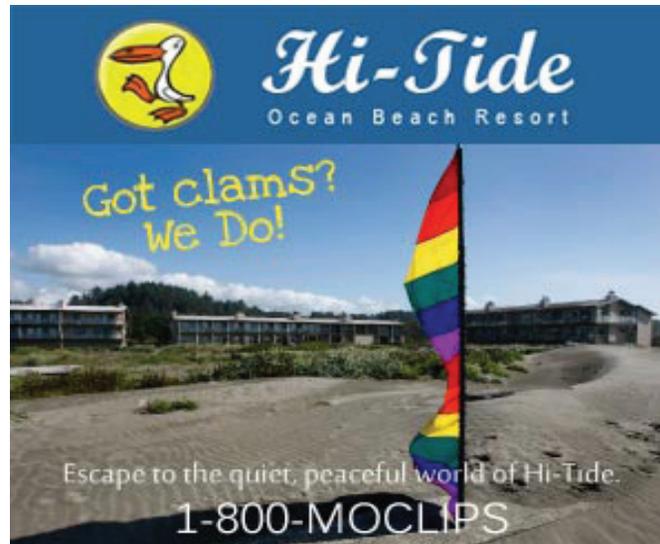
If you see content below that you want to sponsor, or want to pitch a sponsored post topic, please email [Lauren@nwtripfinder.com](mailto:Lauren@nwtripfinder.com).

	feature topics	homepage region spotlight
<b>jan</b>	rustic retreats, Olympics scenic drive	Kitsap Peninsula, WA
<b>feb</b>	campground reservations, romantic getaways, stormwatching	Olympic Peninsula, WA
<b>mar</b>	best macarons, Bend scenic drive, finding vacation rentals	Oregon Coast, OR
<b>apr</b>	wine tasting, waterfall hikes, kite flying	Willamette Valley, OR
<b>may</b>	desert hikes, family farmstays, road food	Spokane and The Palouse, WA
<b>jun</b>	lavender tourism, campfire cooking, Hells Canyon scenic drive	Bend and Central OR
<b>jul</b>	fish and chips dives, secret beaches, mural town getaways	North Cascades, WA
<b>aug</b>	best picnic spots, unique sleeps, county fairs	San Juan Islands, WA
<b>sep</b>	fall color hikes, Three Capes scenic drive, coffee tasting	Vancouver, BC
<b>oct</b>	Northwest cideries, haunted getaways, best Oktoberfests	Leavenworth, WA
<b>nov</b>	dog-friendly getaways, rainy day trips, antique hunting	Columbia River Gorge
<b>dec</b>	boutique craft breweries, hut to hut ski getaways, holiday gift guide	Methow Valley, WA

# 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. It even pops up in related content feeds alongside other articles.



## 2. DISPLAY AD

Get right in front of travelers to your region! Build strong recognition and credibility for your brand with an online display ad on Northwest Trip-Finder (choose sitewide or limited pages).

We also offer display ads in our **email newsletter** which mails 12x per year.

## 3. SPONSORED CONTENT

This is a powerful way to connect your brand with our editorial content. For example, your seaside lodge might sponsor a post on five nearby beach hikes. We do all the writing.



## 4. FEATURED EVENT

Local travelers are looking for great things to do -- help them find your event or festival.

# Sponsored Listings

great  
value



northwest  
**TripFinder**  
favorite places, inspired getaways.

PLACES >> Oregon | Washington | British Columbia

## Gaslight Inn

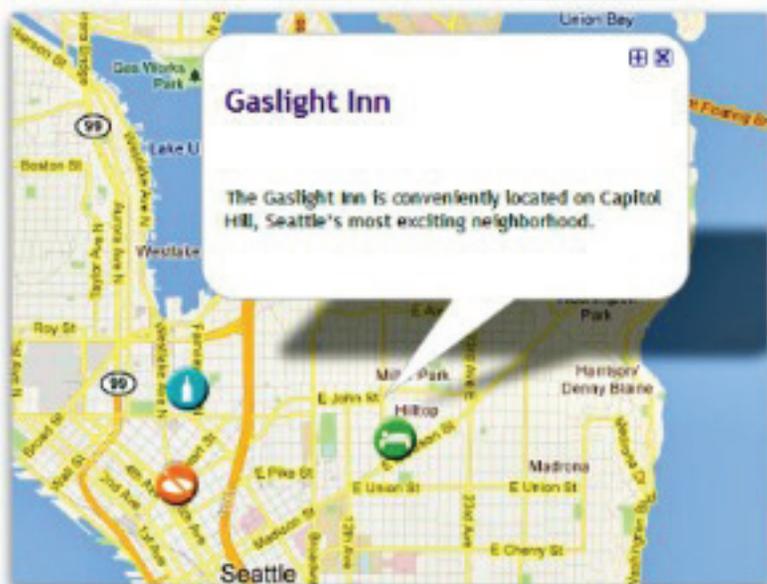
THIS LODGING LISTING IS SPONSORED BY  
GASLIGHT INN  
1727 15th Ave  
Seattle WA 98122  
[map and directions](#)

206-325-3654 | [gaslight-inn.com](#)

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

Description: Gaslight Inn is conveniently located on Capitol Hill, Seattle's most exciting neighborhood. It is also happens to be closest to the city's main attractions including a short metro bus ride away.

Amenities: The comfortable and inviting rooms feature a refrigerator and television. Many



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, eatery 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. Each sponsor also gets featured on our homepage for one week.

We're social! We actively promote your sponsored listing through social media to our Facebook fans and Twitter followers, on our Google+ page and through Pinterest.

A Sponsored Listing on Northwest TripFinder costs \$100 per year.

Start your listing at [nwtripfinder.com/advertise](#), or call us: (206) 696-4844.

# Display Advertising on the Website

Each display advertising slot is sold on a per-month basis with a 3-month minimum purchase (except the leaderboard which has no minimum).

We offer discounts for longer commitments: 10% off for 6 months, 15% off for 12. All display ads are hyperlinked to your website.

Advertising packages (e.g. leaderboard + large tile sidebar + sponsored content) can be custom-arranged at a discounted price. Call to discuss.

Businesses with active Sponsored Listings receive 10% off Display Advertising, applied after other discounts.

Northwest TripFinder can design your display ad for \$20.

Display ad files should be at least 72 dpi.

## ad sizes and rates

MONTHLY RATES	width (pixels)	height (pixels)	across the site + your region	region sidebars
Large tile sidebar	300	250	\$150	\$25 - \$100
Small tile sidebar	300	100	\$100	\$15 - \$75
Leaderboard	970	100	\$300	N/A
Footerboard	600	250	\$50*	N/A

**Sidebar display ads** may be placed *sitewide* or only alongside content about your *target region* (e.g Olympic Peninsula).

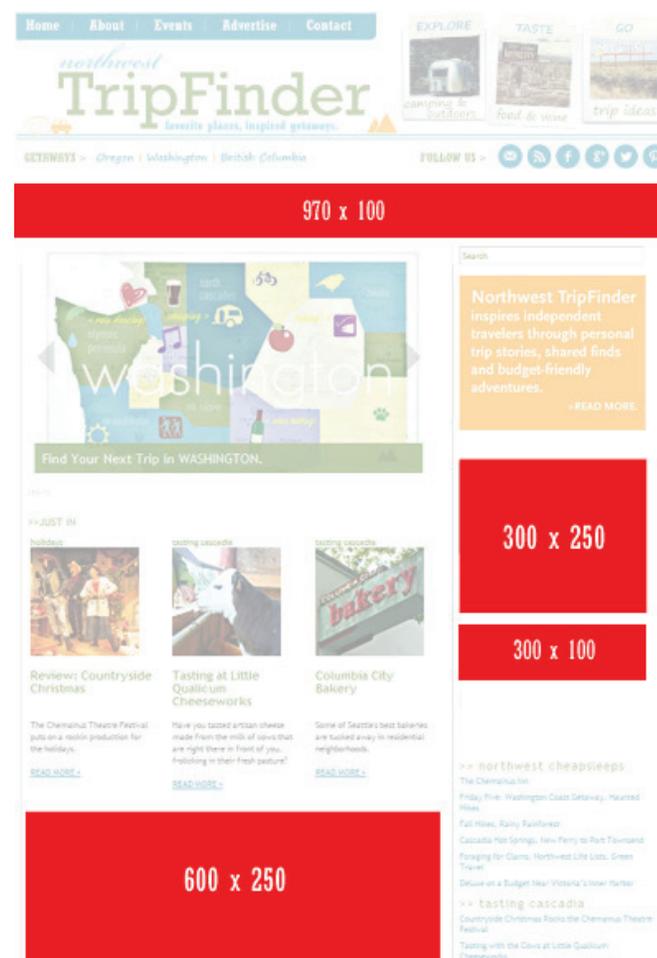
*Sitewide* display ads are placed on many pages throughout the site, including one target region of your choice.

*Region-specific* display ads are placed only alongside content about your target region. Rates vary by region, as some regions see more traffic than others. Call for rates about your region.

**The Leaderboard display ad** appears on every single page of the site, full-site width below the logo mast-head. A 728x90 leaderboard would also work here--it would have white space around it to fill the space.

\***The Footerboard display ad** appears on the homepage only.

Your ad placement can be reserved and locked in at the current rate up to 12 months in advance.



# Display Advertising in our Email Newsletter

Get prime attention from our most loyal readers who trust our content when planning their trips.

Northwest TripFinder sends opt-in subscribers a free monthly email newsletter that highlights our best content. This platform offers you targeted, prominent exposure to hundreds of active local travelers.

## E-news display ad options:

- top leaderboard 728x90 - \$75 per month
- sidebar rectangle 300x250 - \$75 per month
- story column banner 415x50 - \$50 per month

Get BIG Impact! Sponsor a whole issue (all three ad spaces) for \$150.

Reserve your ad space: [lauren@nwtripfinder.com](mailto:lauren@nwtripfinder.com) or 206.696.4844

The screenshot displays the Northwest TripFinder email newsletter layout. At the top is a red header bar. Below it is the TripFinder logo with the tagline "favorite places, inspired getaways." To the right of the logo is a "CONNECT WITH US" section with social media links for Twitter, Facebook, Google Plus, and Pinterest. Below the logo is a large red rectangular ad space. Underneath is a featured article titled "RUSTIC RETREATS in WASHINGTON STATE" with a photo of a cabin in a snowy landscape. Below the article is a "GETAWAYS" section with a link to "Rustic Retreats on Washington Public Lands" and a short paragraph of text. To the right of the article is a "FEATURED SPONSOR" section with a large red rectangular ad space. At the bottom right is a "THANK YOU, 2012 SPONSORS" section with links to Washington State Parks, Good Nature Publishing, Alexander's Country Inn, and Hi-Tide Ocean Resort in Moclips.

# Events

Local travelers are looking for great things to do, so help them find your local event or festival by adding it to Northwest TripFinder's Event Calendar. Our basic event/festival listing is FREE.

Get extra exposure for your event by making it a **Featured Event for \$100.**

- Each featured event gets a sponsored blog post, written by us
- Each featured event is prominently featured on our home page for one week
- We promote your featured event through our social media community

Submit your event or festival: [nwtripfinder.com/submit-an-event/](http://nwtripfinder.com/submit-an-event/)



# Sponsored Content

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Savvy marketers know that well-written online **editorial coverage** has big and lasting impact.

Northwest TripFinder is known for our great editorial content, and we are a trusted source by our readers. It's a relationship we care deeply about and work to maintain.

**We now offer the opportunity for select brands to tap into that relationship by sponsoring relevant articles on Northwest TripFinder.** This is a powerful way to connect your brand with our editorial content.

Our sponsored content is editorial content, and we do all the writing and maintain oversight over the content.

**What does sponsored content look like?** Here are some ideas:

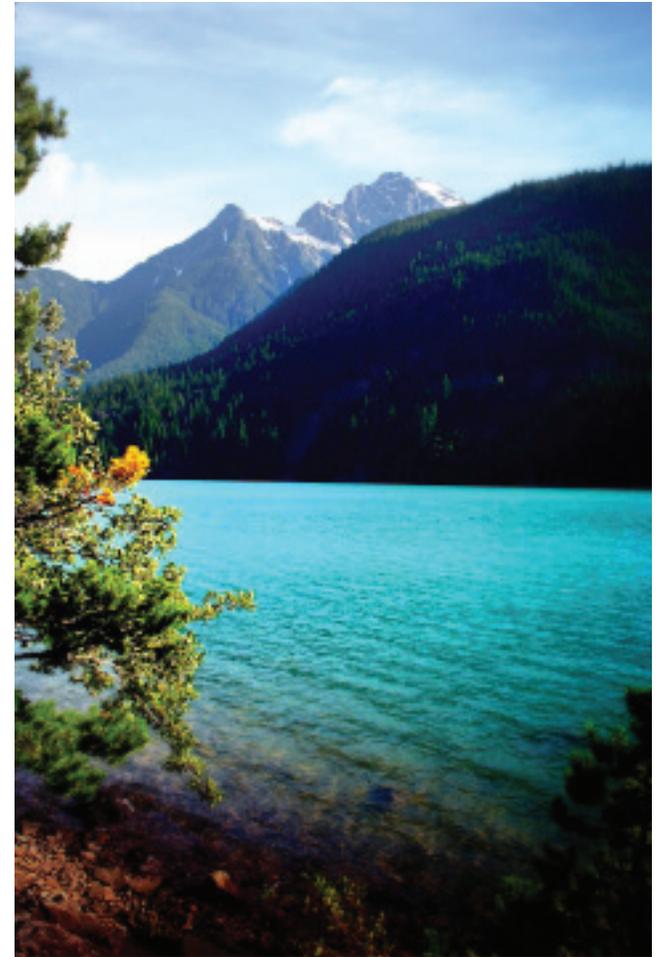
A cozy mountain lodge sponsors a *Stay & Play* piece about your region that gives ideas for great local hikes and tasty nearby eateries alongside a special lodging section about your lodge.

A whale watching company sponsors a *Q&A* with a whale watching expert about the whales in their region and what it's like on a whale watching trip.

A tourism bureau in a rural, emerging wine region sponsors a *Getaway Itinerary* for a romantic weekend getaway to that region aimed at urban couples in Seattle and Portland.

To propose a partnership or pitch us your idea, contact Lauren at [lauren@nwtripfinder.com](mailto:lauren@nwtripfinder.com) or 206.696.4844. Or, just give us a ring - we'd love the opportunity to brainstorm some great ideas with you.

You can sponsor an existing post, page or article on our website, too.



# Contact Us

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## Northwest TripFinder

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founder & editor

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FACEBOOK.com/nwtripfinder  
TWITTER.com/nwtripfinder

