WORLD footprints™

Media Deck 2022

Advertise to Frequent Travelers
Directly and Affordably

info@worldfootprints.com

Connecting You to the World One Story at a Time

World Footprints is a leading Social Impact Travel Media platform where **travelers of conscience and culture** can come for information, engagement, education, entertainment and inspiration in the travel space.

It was built on the philosophical principle of **"Ubuntu"**, a Zulu word that reflects our collective humanity **–"I am because we are"**.

This philosophy guides the socially-minded stories that are found throughout the World Footprints multimedia platform including the website, podcast, newsletters, and YouTube channel.

Co-Founders,
Ian and Tonya Fitzpatrick

Take Only Memories.
Leave Only Footprints.
– Chief Seattle

AUDIENCE PROFILE

The World Footprints audience has ample disposable income, are predisposed to travel widely, to purchase a variety of products and services. They support environmental, social equity, philanthropic and community activities.

Median HHI

$150k+

(2+x national median)

Age 25-54

77%

(Median Age 44)

65% Bachelors or Advanced Degrees

48% M

52% F

Sources: Google Analytics and Survey Monkey 2020

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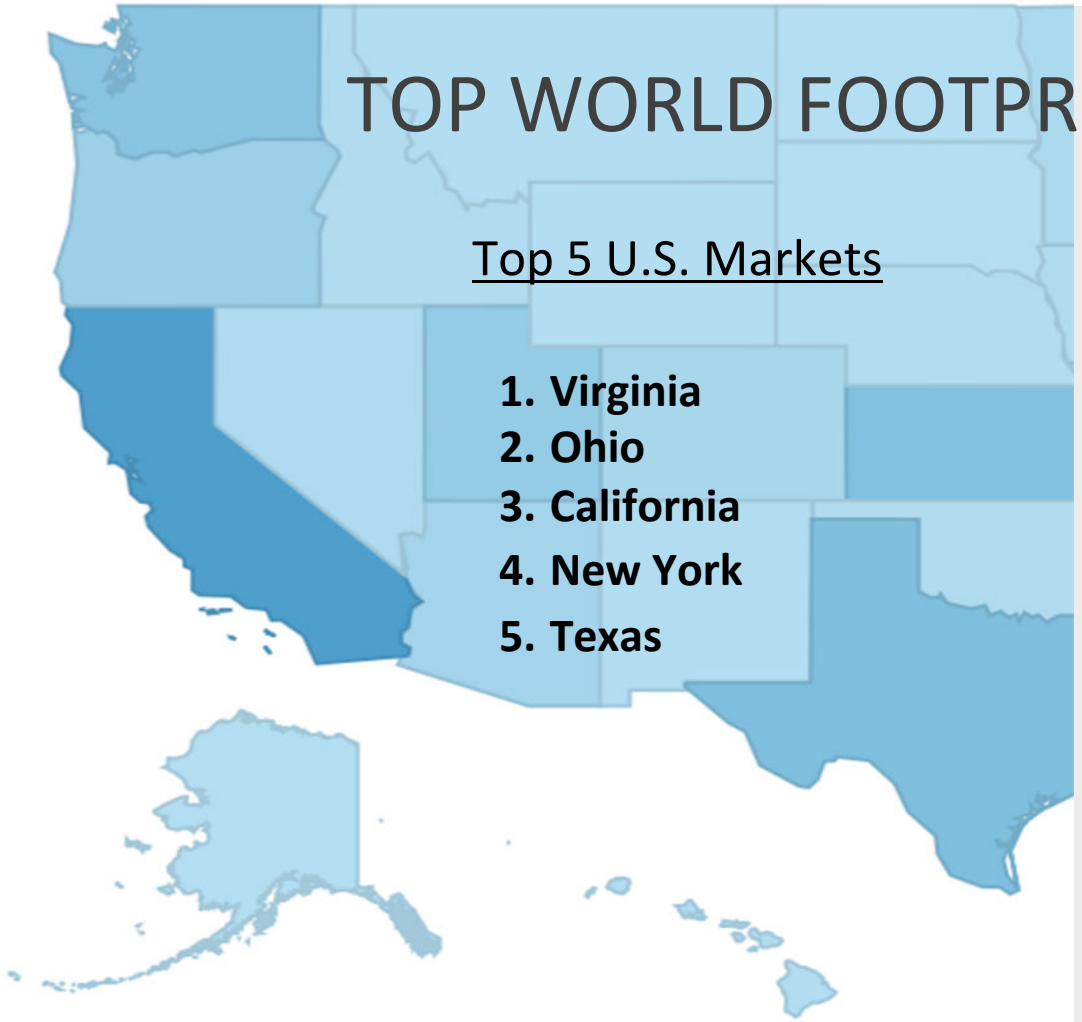
SOCIAL MEDIA

The World Footprints social media following is large and growing daily. As a whole, the network reaches over 50,000 socially-engaged users.

13.5k	5.9k	1.4k	13.4k	331.2k Monthly Viewers

Custom/branded social media posts are available for sponsorship

TOP WORLD FOOTPRINTS MARKETS



Top 5 U.S. Markets

1. **Virginia**
2. **Ohio**
3. **California**
4. **New York**
5. **Texas**

Top 5 International Markets

1. **United States**
2. **United Kingdom**
3. **Canada**
4. **India**
5. **Australia/U.A.E.**

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Travel Activities in Last 12 Months

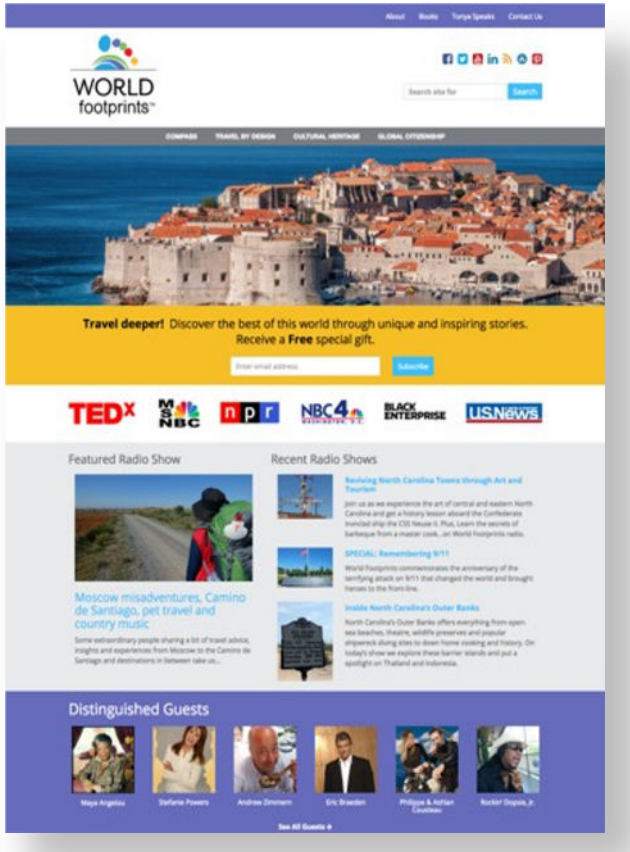
Audience takes 12+ trips per year

76% Take Weekend Trips
58% Choose Destinations for their History & Culture
50% Enjoy Multi-Generational Family Vacations

Source: Survey Monkey 2020

Influential and Highly Engaged Audience

Throughout its history, World Footprints has partnered with a number of non-profit and advocacy groups. It has also welcomed world figures, thought leaders and celebrities, such as Maya Angelou, Jack Hanna, Bobby Kennedy, Jr., Ken Burns, Rick Steves, chef Cat Cora and others to share unique insights on places and people.



Your Messaging can include:

- Standard IAB Units, Rich Media, & Skins
- 100% SOV High Impact Takeovers
- Editorial Integration / Custom Content
- First To Market Opportunity Available!

World Footprints Connections, our newsletter, is produced monthly. The newsletter covers a wide range of topics related to socially responsible travel and lifestyles.

Ad opportunities include:

- 970x250 banner
- ”Presented By” sponsored content with your logo & graphics

World Footprints Award-Winning PODCAST

LISTEN ON:
Spotify
iHeart Radio
Stitcher
Apple Podcast
Google Podcast
Public Radio Exchange
Anchor FM
TuneIn
SoundCloud
Radio Public
Spreaker
Pandora
Alexa
Amazon Podcast
and more....

- Monthly
- Sponsorship opportunities include:
  - Pre/mid/post roll
  - Host call out or :15 spot

Llisten to Rick Steves' interview here...

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RECOGNITION

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World Footprints' Numerous Awards Include:

- Five-time North American Travel Journalists (NATJA) Award Winner (3 Gold)
- Two Society of American Travel Writers (SATW) Lowell Thomas Awards
- Two Caribbean Tourism Organization (CTO) Awards, the "Golden Mic"
- Barbados Tourism Media Award Finalist
- African Community Service Award for sharing authentic stories about the continent

A Dynamic Promotional Campaign Will Connect You To Loyal Customers

If your organization values people who **lead values-driven lives, are affluent, active, and travel a minimum of 8 times annually:**

WorldFootprints.com

IAB Banner Ads

Approved Sponsored Content on World Briefs

Destination articles and topical world travel news which are updated frequently.

World Footprints CONNECTION monthly newsletters

IAB Banner Ads

Distributed bi-monthly to an affluent and well-traveled base

World Footprints Podcast

Mid-Post Roll and Host call out avails

Travel and Event videos

Pre-Roll on WorldFootprints.com and YouTube

Social Media

Sponsored Content

Contact: Sales@WorldFootprints.com

The World Footprints Team

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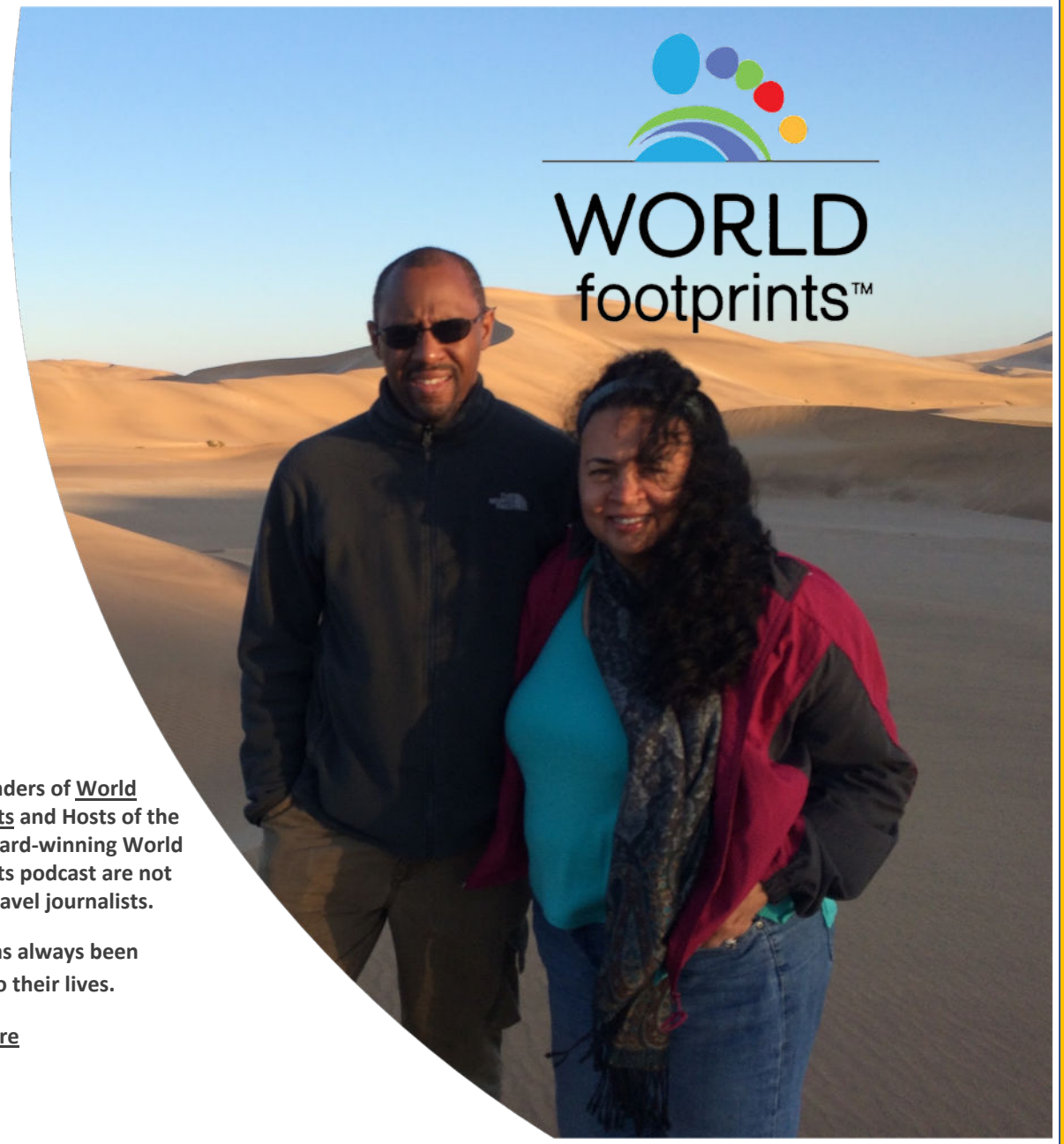

The Founders of World Footprints and Hosts of the multi award-winning World Footprints podcast are not typical travel journalists.

Travel has always been central to their lives.

Read more

info@worldfootprints.com