



# WORLD footprints™

## Media Deck 2022

Advertise to **Frequent Travelers**  
Directly and Affordably

# 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



Sharing Legacies of  
Positive Footprints



*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



## 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



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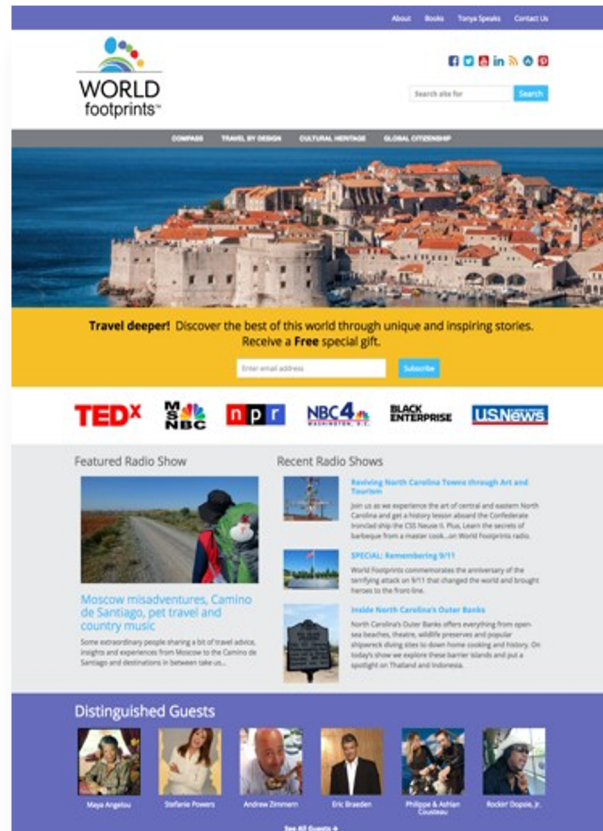
**Audience takes 12+ trips per year**

**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

# NEWSLETTER





# World Footprints Award-Winning PODCAST

## LISTEN ON:

Spotify  
iHeart Radio  
Stitcher  
Apple Podcast  
Google Podcast  
Public Radio Exchange  
Anchor FM  
TuneIn  
SoundCloud  
Radio Public  
Spreker  
Pandora  
Alexa  
Amazon Podcast  
and more....

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

[Listen to Rick Steves' interview here...](#)



# RECOGNITION



## 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





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**WorldFootprints.com**

Approved Sponsored Content on World Briefs

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

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

## Sponsored Content

# The World Footprints Team

**Tonya Fitzpatrick**  
Founder and CEO

**Ian Fitzpatrick**  
Founder and Chief Strategist

**Kellie Paxian**  
Editor

**Edward Cole**  
Producer

**Eliza Amon**  
Advisor

**Michele Bisceglie**  
Advisor

**Sangeeta Waldron**  
Advisor

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](#)

