roadtrips
FOR FAMILIES™

ABOUT ROAD TRIPS FOR FAMILIES

Road Trips for Families is a travel website for families planning their next road trip. Founded in 2009, content includes expert itineraries, "what to do" in popular and off-the-beaten destinations, parades and festivals, outdoor adventures, automobile safety, gear reviews, family-friendly dining, and more.

ABOUT JULIE HENNING

Julie Henning is a member of the Society of American Travel Writers and recent past member of the Midwest Travel Writers Association and the Association for Great Lakes Outdoor Writers.

Julie has been published in the Milwaukee Journal Sentinel, the Wisconsin State Journal, The Daily Journal (Kankakee, Illinois), the Rochester Post Bulletin, Wisconsin Natural Resources (DNR) Magazine, Sustainable Chicago Magazine, Group Tour Magazine, Student Group Tour Magazine, Silent Sports Magazine, Intercom Magazine, and FTF Geocacher Magazine, Official Oregon Wine Touring Guide, Roadtrippers.com, Travel Wisconsin, Travel Oregon, and VISIT Milwaukee.

Julie has appeared on Wisconsin Public Radio, Ohio Public Radio, and KCBX FM Central Coast Radio and produced episodes for Journeys of Discovery with Tom Wilmer, a National Public Radio travel podcast. She has also produced travel apps with Sutro Media and Bindu Media.

ADVERTISING OPTIONS

- Sponsored Content
- Banner Advertising
- Affiliate Advertising
- Public Speaking and Interviews
- Copy Writing and Editing
- FAMS and Press Trips
- Branded Campaigns

DEMOGRAPHICS: FEB 2016- 2017

- Sessions = 116,000
- Users = 103,000
- Page Views = 155,000
- Demographics = 70% Female, 30% Male
- Most Readers= Age 25-45
- Location = 90% USA
- Technology = 45 % Mobile, 43% Desktop, 12% Tablet

PREVIOUS CAMPAIGNS

- Live Life Local: Safeco Insurance
- Trekaroo #ReadyToSki
- AmericInn #InnToWin
- Midwest Blogger Meetup #VisitFdL
- Passports with Purpose

SOCIAL MEDIA: FEB 2017

- Facebook: /RoadTripsforFamilies = 2805
- Pinterest: /RoadTripsFamily =1041
- Twitter: @RoadTripsEditor = 3273
- Twitter: @RoadTripsFeedMe = 2827
- Instagram: /RoadTripsEditor = 495