

My Itchy Travel Feet

The Baby Boomer's Guide to Travel

2012 Media Kit





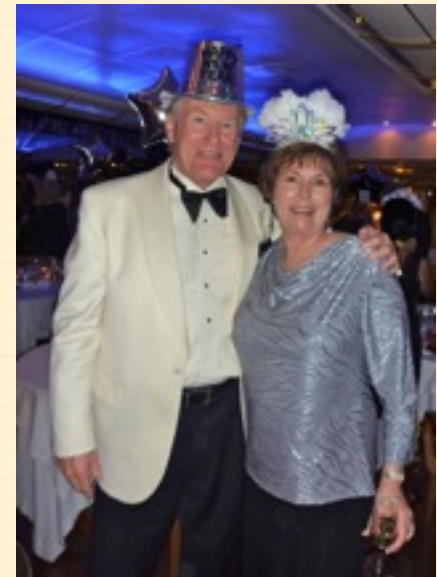
Meet My Itchy Travel Feet

Who has the time and money to travel? Baby boomers. And, we're not content to sit on the bus and watch the world go by. We bring energy to our travels. Scuba dive. Hike. Learn. Bike. Volunteer. Fly fish. Drive. Explore. Cruise. Name an activity, there's a baby boomer wanting to do it.

My Itchy Travel Feet, The Baby Boomer's Guide to Travel, <http://myitchytravelfeet.com> is the leading online travel site for active boomer travelers (born 1946 – 1964).

Freelance writer Donna L. Hull and photographer Alan Hull travel the world recording their experiences in words, photos and videos so that boomers will know what to expect on their next trip.

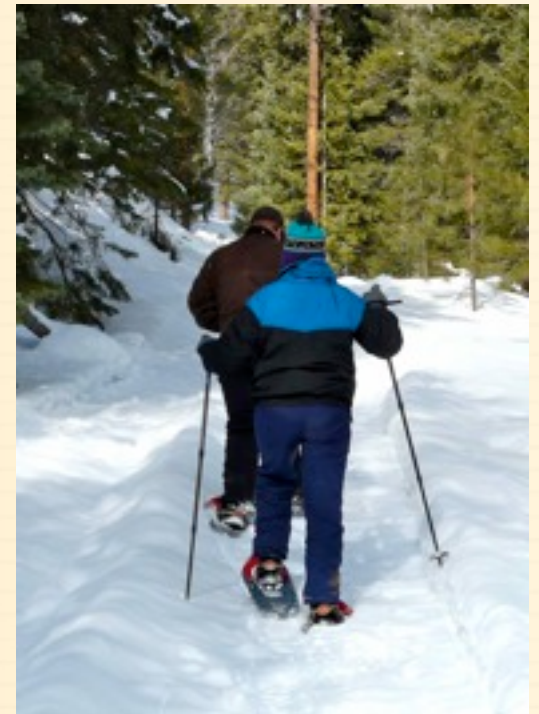
Editorial content includes: soft adventure, luxury cruises, road trips, upscale lodging reviews, off-the-beaten-path experiences, dining reviews, international and domestic destinations, travel tips and product reviews.





Why you should market to baby boomer travelers:

- 77 million baby boomers represent 28% of the U.S. population and account for 77% of all financial assets.
- Every 7 seconds someone is turning 50.
- Households headed by someone 40 or older hold 91% of America's net worth.
- Boomers constitute 35% to 38% of Internet users (Comscore, Piper Jaffray).
- Adults 55 + account for one-third of all trips in the U.S.





We'll help you reach those 77 million baby boomers:

Our social media platform is robust with an engaged boomer audience.

Did you know that Facebook is where boomers hang out to have fun?

My Itchy Travel Feet page on Facebook currently has 4,392 fans with a high level of interaction.



Source: Facebook insights



We believe in the personal touch, which is why we use [Donna's twitter account](#) to broadcast boomer travel news to over 8,000 followers.

Our [monthly newsletter](#) is showing steady growth with a higher than average open rate. The same is true for our RSS feed.

Donna is also the boomer travel expert for [My Well-Being powered by Humana](#) and writes for [Next Avenue](#), the PBS online site for baby boomers.





And, we enjoy trying new social media strategies, which is why you'll find us on [Pinterest](#). Have you seen our popular National Parks board?



My Itchy Travel Feet is syndicated at [Arizona Voices](#) (Arizona Republic Newspaper online site).

But that's not all, you'll find us on [Google+](#), [StumbleUpon](#) and [You Tube](#), too.

Target Audience and Demographics

According to site analytics, our readers are mostly female, age 45 and up, with a high level of education and above average income.

Audience Demographics for Myitchytravelfeet.com

Relative to the general internet population how popular is myitchytravelfeet.com with each audience below?

Age



Gender



Has Children



Education



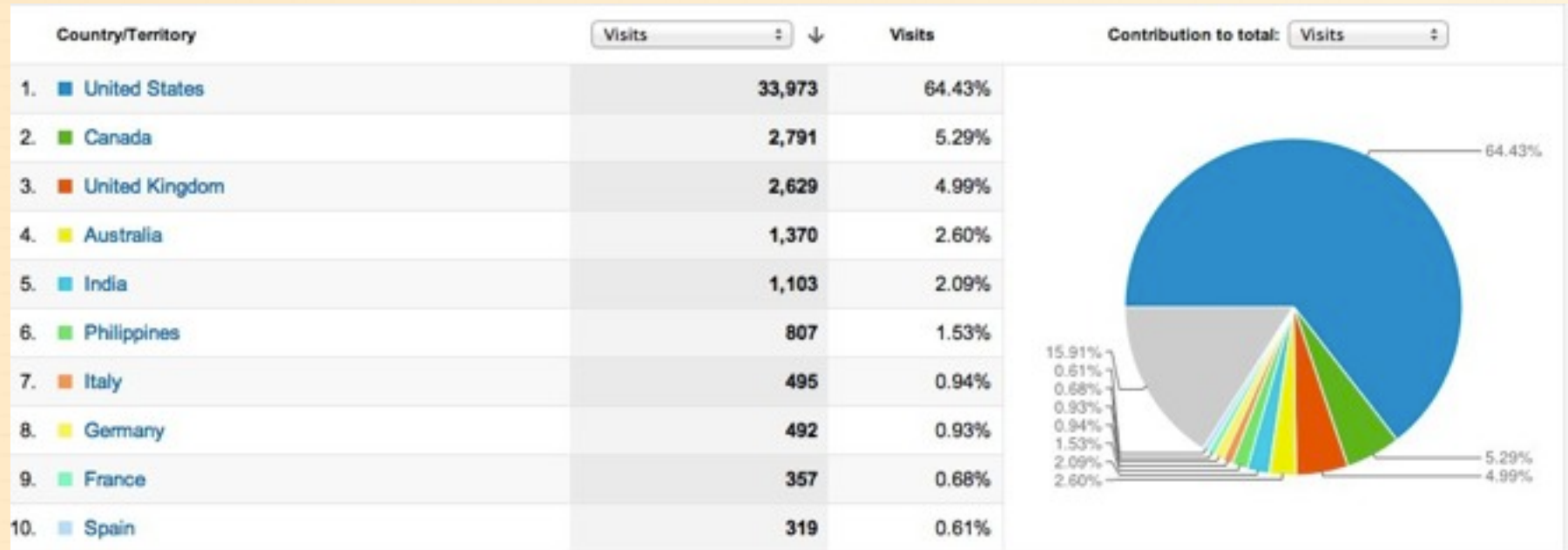
Browsing Location



Source: Alexa.com

Target Audience and Demographics

The majority of our readers are from the U.S.



Source: Google Analytics January – May, 2012.



Analytics and Statistics

Statistics:

Unique Visitors per month: 9,300+
(Google Analytics)

Monthly page views: 16,000+
(Google Analytics)

RSS Subscribers: 640

Newsletter subscribers: 614

You Tube views: 6,000+

Alexa: 114,768 Global
65,326 U.S.

Google PR: 4

Social Media:

Facebook: 4,360+*

Twitter: 8,000+

Google+: 2,865 (combined accounts)**

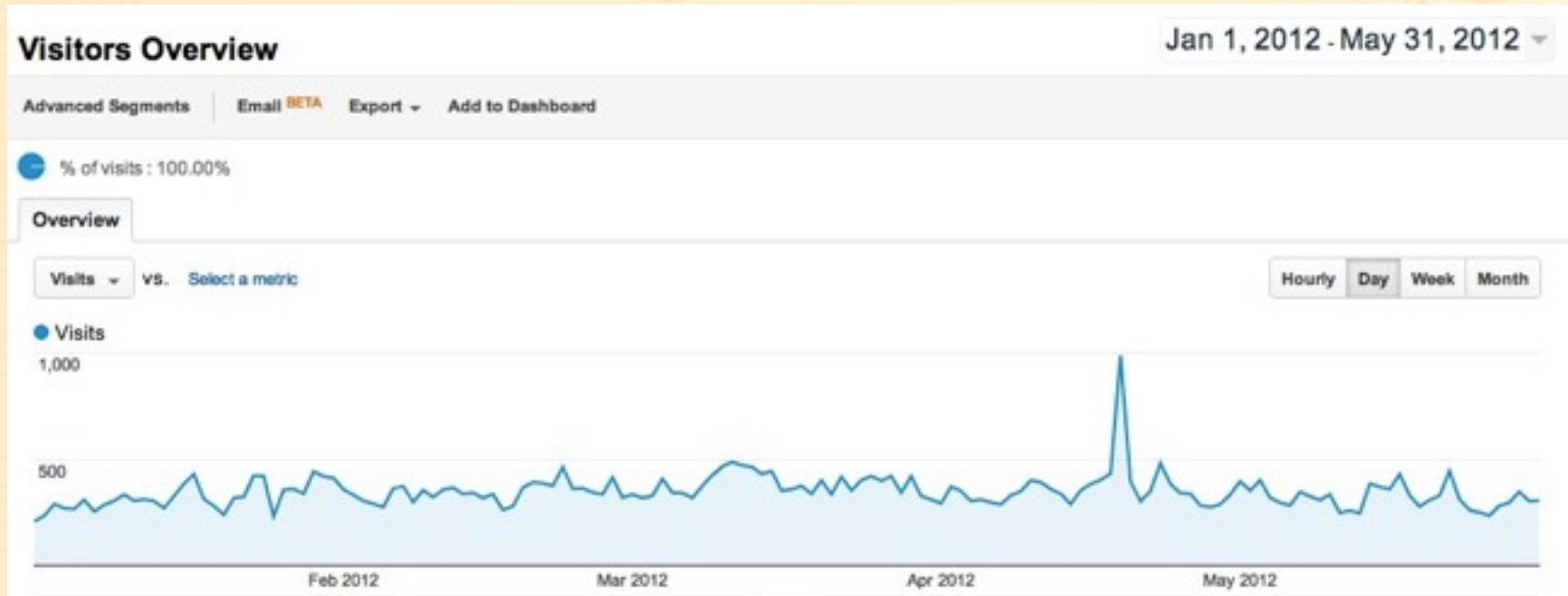
Pinterest: 800 (combined accounts)**

StumbleUpon: 800+

*We reach 10,000+ Facebook users each week.

**Combined accounts consist of Donna's personal account and My Itchy Travel Feet's account.


Google Analytics statistics for 2012



46,470 people visited this site

 **Visits: 52,727**

 **Unique Visitors: 46,470**

 **Pageviews: 82,491**

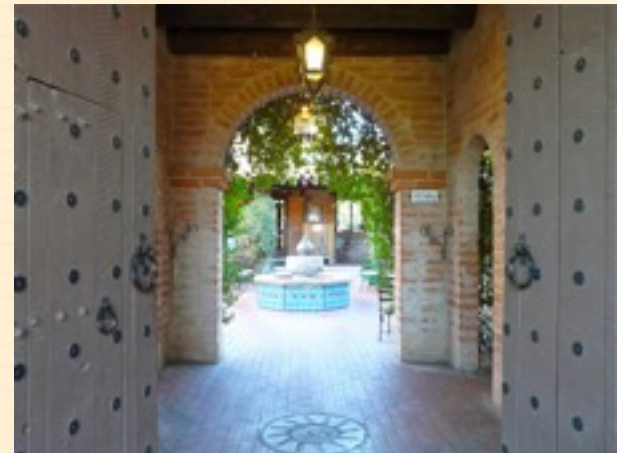
Our statistics are calculated from the current year's numbers and updated monthly. If you would like more information, please contact us.
donna@myitchytravelfeet.com



Recommendations

Reader Keneta Anderson says,

I found your 2009 blog post about Tucson attractions and just used it to assemble a Christmas gift of a Mt. Lemmon Sky Night program, Amerind Museum admission and admission / lunch / plant shopping at Tohono Chul. Thanks for the great suggestions and solving my last-minute shopping problem!



Tohono Chul, Tucson, Arizona

My Itchy Travel Feet was a finalist for best travel blog in the 2011 Weblog Awards (Bloggies)



Media Mentions:



We've been featured, interviewed and used as sources for many of the major online markets. Do you need expert commentary on boomer travel? We deliver with research-based statistics and first-hand boomer travel experiences. Contact

donna@myitchytravelfeet.com



Editorial Policies:

My Itchy Travel Feet's content is based upon our personal travel experiences. However, we occasionally accept first-hand travel accounts from other boomer travelers. After all, we can't travel everywhere, although we wish we could.

Our goal is to encourage boomers to travel by publishing quality content illustrated with compelling photographs and videos. You will not find any paid text links, paid guest posts or articles based upon press releases.

We accept media trip invitations. Previous tourism partners include InnerSea Discoveries Cruises, Select Registry and Alachua County, Florida. We also accept products for review, if we feel they are of interest to our boomer readers.





How can we work together?

Content Syndication

Does your site or publication need quality content and photographs to attract the baby boomer market? We have content and/or photographs ready to be published for your audience. To discuss paid syndicated content, contact donna@myitchytravelfeet.com

Public Speaking

How do you connect online with the baby boomer market? Donna will help your clients and employees reach them through Facebook, Twitter, Google+ and Pinterest. In September 2011, Donna gave a keynote speech highlighting Facebook and Twitter to the Boomers in Groups travel conference. She's also available to inspire boomers with travel tales and photographs. Contact donna@myitchytravelfeet.com





Site Sponsorship

Quarterly sponsorship packages are available with the following marketing options:

- Logo and paragraph on our sponsor page
- One-time sponsor introduction with one link back to your site – must be relevant content for active boomer travelers. Can be updated each quarter.
- Publicizing of your specials (exclusive to My Itchy Travel Feet) announced in our monthly newsletter
- Monthly mentions of your site in a blog post written by My Itchy Travel Feet (will include a link back to your site).
- Mentions of your specials and/or promotions at the My Itchy Travel Feet page on Facebook (2 x per month)
- Sponsored tweets about your specials and/or promotions (2 x per month)
- Your banner ad on our sidebar – 125 x 125

Contact donna@myitchytravelfeet.com for pricing details.



Contact Us:

How can we help you? To discuss paid syndicated content, purchasing a sponsorship, arranging a speaking engagement or other networking opportunities contact Donna Hull.

donna@myitchytravelfeet.com
520.241.0900