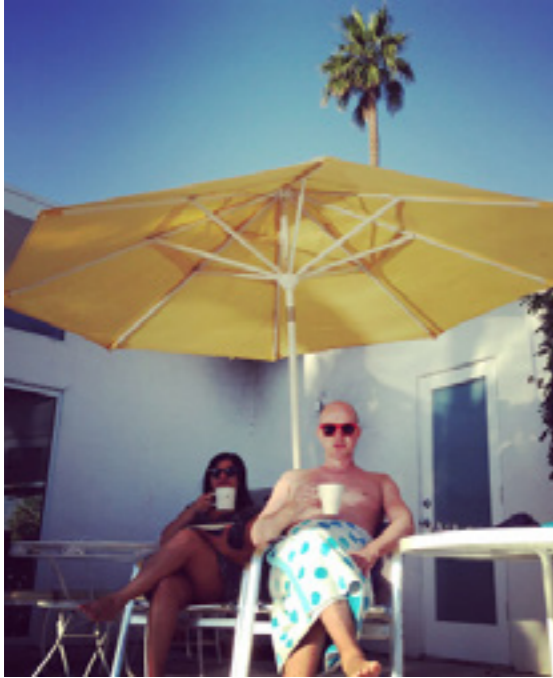


TravelRight.Today is a hub for travel tips and trends, inspiration and ideas that help discerning travellers save time, money and effort. With pre-trip planning, in-transit advice and on-the-ground intel, we inform, enlighten and entertain.

THREE INFO-PACKED VERTICALS

- **INSPIRATION** helps travellers zero in on destination ideas, bucket-list adventures and getaway schemes to get the creative travel juices flowing.
- **HOW-TO** provides detailed tips on planning your holiday, getting there efficiently and experiencing it to the hilt.
- **SPOTLIGHT** delves into the meat of the journey, allowing readers to really see what makes a particular destination worth the trip.





YOU NEED THIS NICHE, LOW-RISK TEST AUDIENCE

TravelRight.Today readers are going places!

- They are both experienced and novice travellers
- Household income \$100K+
- Collect travel points with a credit card
- Travel to at least one international destination per year
- Want adventure and a travel experience, not just a vacation
- Outgoing and open-minded; not afraid to explore and try new things
- Tech-savvy; have booked a holiday on their phone or tablet
- Use social media for travel advice, news, trends and deals

TWO AGE CATEGORIES

- Discerning, adventurous Gen-Xers 35-50 who keep up with travel trends
- Young-as-they-feel Boomers 50-65 with time and money to travel

SOURCE: TravelRight.Today Survey 2015

travelright.today



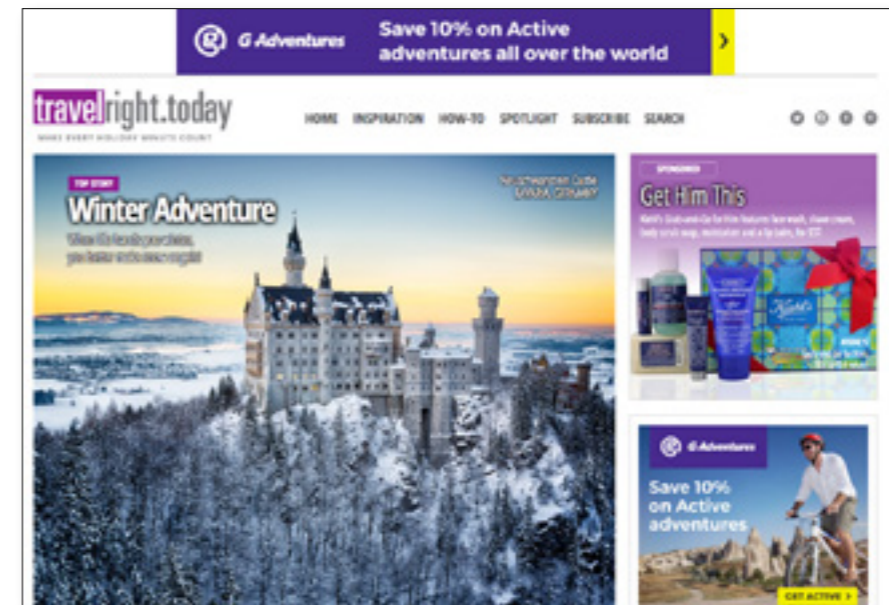
GET YOUR MESSAGE ACROSS

We produce travel stories for the audience you want to reach!
Content packages are scalable to your budget and may include:

- Blog posts
- Feature stories
- Social media campaigns
- Paid media
- Any combination of the above

CONTACT US NOW!

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travelright.today