



**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 and on-the-ground intel, we inform, enlighten and entertain.

## INFO-PACKED VERTICALS

- **PODCAST** fills you in on essential 10-minute tales from the road.
- **TRENDING** has insider tips plus the latest international travel news.
- **HOTELS** helps you find accommodations that suit you best.
- **DINING** dishes out culinary and cocktail recommendations.
- **DESTINATIONS** tells you how to do a city/country/island right. We lay the groundwork for inspiring ideas, bucket-list adventure and the perfect getaway schemes. Readers 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 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 30- to 50-year-olds who keep up with travel trends and want an authentic experience
- Young-at-hearts 50+ who have time and money to travel

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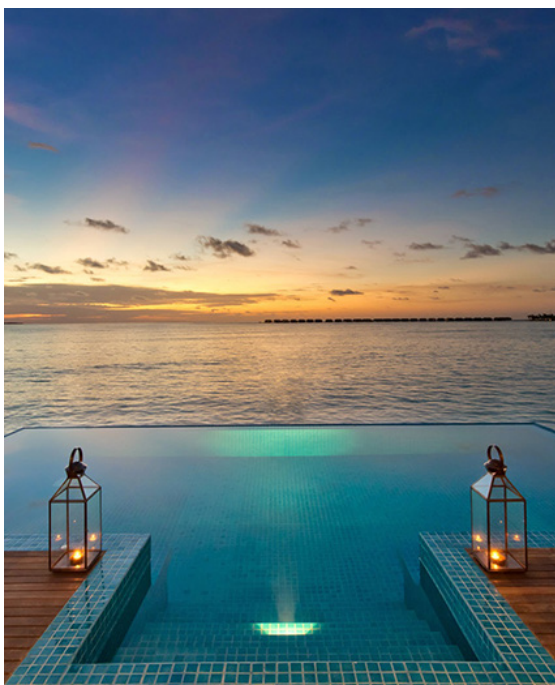




## GET YOUR MESSAGE ACROSS

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

- Podcast mentions
- Story posts
- Social media campaigns
- Paid media
- Any combination of the above



## CONTACT US NOW!

Doug Wallace  
[doug@travelright.today](mailto:doug@travelright.today)  
416-558-8075



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