

trips WITH tykes



ABOUT TRIPS WITH TYKES

Pageviews/mo: 295,000

UMVs: 200,000

Trips With Tykes is the leading travel blog for families with young children. It helps parents overcome the logistical challenges of family travel so they can focus on the experiences that matter. The site covers a wide variety of destinations and travel styles, all with the goal of unlocking the joy in exploring the world with kids.



15,000



20,000



2500



5000



ABOUT LESLIE HARVEY

Travel Writer | Consultant | Podcaster

Leslie Harvey is a mother of two kids, ages 10 and 6, living in the San Francisco Bay Area. She is a former attorney who originally hails from Alabama. She loves air travel, national parks, theme parks, skiing, and is an expert in maximizing frequent flyer miles and credit card rewards to travel more.

Leslie's work is featured in major travel outlets such as The Points Guy, Disney Baby, Mommy Nearest, Tahoe Ascent, and Twist Travel Magazine. Leslie also co-hosts *Disney Deciphered*, a podcast specializing in family travel to Disney destinations that averages over 20,000 monthly downloads.

TRIPS WITH TYKES READERSHIP

77% between ages 25-44

84% college educated

39% income over \$100,000

TOP METRO AREAS

1. Los Angeles
2. San Francisco Bay Area
3. New York City
4. Chicago
5. Washington, DC

OPPORTUNITIES

Leslie's deep expertise in both SEO and Pinterest marketing creates measurable results for her brand and destination partners.

PARTNERSHIPS

- Brand Ambassadorships
- Sponsored Travel Campaigns
- Pinterest Consulting



PAST RESULTS

Southwest Airlines: Leslie was one of the first brand ambassadors for Southwest Airlines. Her blog posts for the #SouthwestStorytellers campaign generated over 130,000 pageviews in less than two years.

Northstar California Resort: As an ambassador for Northstar's 2016-2017 ski season, Leslie created blog posts highlighting the resort as destination for families with young kids. Her posts have generated over 70,000 pageviews.

Ka'anapali Beach Resort Association (Maui): A single blog post from a sponsored trip has generated over 50,000 pageviews in under two years.

LET'S TALK!

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