



Reach the entire Travel Weekly and TravelAge West advisor audience in a unique way with our exclusive podcast sponsorship.

## Why podcasts?

- Podcasts offer a unique and interactive way to reach advisors
- According to a recent CBNBC study, 63% of podcast listeners bought something after hearing a podcast ad
- 67% remembered the products or brands they heard
- Speak directly to your audience and increase brand awareness, engagement and association
- Podcast listeners are invested in the topics, and therefore our most engaged audience
- Reach and influence the travel advisors you need at their desk or on the go

## All podcast sponsorships include:

- **One full episode of Humans of Travel or Trade Secrets and one 7-minute bonus interview as a bonus episode of the FOLO**
- Two 30-second ads in each episode
- Logo placement/brand recognition on 28 email sends, 6 monthly ROS banners and 6 monthly native units (a \$175k marketing value)
- Social promotions

**Pricing for two months of exclusive sponsorship and 3.5M impressions is \$20,000.**

## —THE FOLO BY TRAVEL WEEKLY

A folo is a journalism term for an article that “follows” a breaking news report to offer additional facts and context.

With The FOLO podcast, the Travel Weekly team takes listeners behind the scenes as we explore ideas and share personal experiences in our reporting on the biggest trends in travel and tourism.

**Best enjoyed:** During morning coffee or on your commute to work

**Frequency:** Weekly

## humans TRA of EL PODCAST

TravelAge West’s Humans of Travel features conversations with exceptional people who have compelling stories to tell.

Listeners will hear from the travel industry’s notable authorities, high-profile executives, travel advisors and rising stars as they share the experiences — the highs and the lows — that make them human.

**Best enjoyed:** Unwinding during your workout or making dinner

**Frequency:** Monthly

## TRADE SECRETS

BY TRAVEL WEEKLY  
AND TRAVELAGE WEST

On each Trade Secrets episode, our Travel Weekly and TravelAge West editors ask a veteran travel advisor to join them and field listeners’ questions. Topics will range

from business advice to industry trends, history and more. As long as it’s travel-related, we want to address it!

**Best enjoyed:** At your desk, pen and paper in hand

**Frequency:** Bi-weekly