

Editorial Podcast Sponsorship



Take advantage of this highly engaging medium that is quickly growing in popularity with travel agents and advisors.



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.

HOW IT WORKS

Monthly sponsorship of our editorial podcast, includes sponsorship placement on all of the episodes (2) within the month, and is comprised of the following...

- 30 second pre-roll audio spot, and 30 second mid-roll audio spot (ea. episode).
- Logo sponsorship on two (2) promotional email sends per episode.
- Logo sponsorship on 30-day ROS banners (728x90, 300x250, and a 320x50).
- Logo sponsorship on 30-day off-site banners (728x90 + 300x250) (est. 20,000 imps).
- Logo sponsorship on social promotion (est. 11,000 imps).

CLIENT DELIVERABLES

- Script(s) for :30 second pre-roll and mid-roll audio ad placements.
- Logo (PNG format)

PERFORMANCE INDICATORS

- Total market impressions, Podcast plays

PRICING

- \$9,995 net (all episodes in a month) (over 200k cumulative promotional impressions)

Let's start the conversation!

To get started, contact your Travel Weekly Sales Representative or reach out to **Anthony Carnevale**, SVP/Group Publisher of Travel Weekly and TravelAge West: acarnevale@ntmlc.com or 201-902-1976