



ADVENTURES AWAY - HAPPINESS AT HOME

THE VACATION GALS is a collaborative blog founded in 2009 by three travel writers and moms of children ranging in age from 2 to 17. On our award-winning travel and lifestyle website, we like to share our **Adventures Away and Happiness at Home**. That is, we cover family vacation destinations, as well as kid-free trips, local fun, outdoor escapes, healthy living, favorite gear, comfy clothing, and much more.



JENNIFER MINER of Southern California is a founding member of the Professional Travel Bloggers Association and EcoAdventure Media. Jen covers SoCal theme parks, luxury resorts, national parks and eco-minded travel topics. She delivers conference talks on working with bloggers, SEO and social media, and she has been a media partner and panel moderator at the Los Angeles Travel & Adventure Show for the past four years. jendeavor.com

KARA WILLIAMS is a freelance writer who has contributed to such outlets as *The Denver Post*, *Luxury Las Vegas* and *Ocean Home*. One of the inaugural Expedia Viewfinder bloggers, she has written for custom publications at such companies as Inspirato, The Broadmoor and Vail Resorts. From her home in the Colorado Rockies, the fitness enthusiast covers active pursuits, mountain resorts, upscale hotels and spas. karaswilliams.com

BETH BLAIR, author of *Break Into Travel Writing* (McGraw-Hill, 2013) and *The Unofficial Guide to the Mall of America* (Unofficial Guides, 2016), makes her home in the Twin Cities area of Minnesota. Her beats include outdoor fitness, road trips and spas. As a freelancer, she's recently written for the *St. Paul Pioneer Press*, *Destination Weddings and Honeymoons*, and *Midwest Meetings*. She was also the 2013 Shape Magazine Weight Loss Diarist. bethblair.com

WHEN YOU PARTNER WITH **THE VACATION GALS**, YOU GET **triple the social-media coverage**, since we promote all of our blog posts across our personal social-media channels, as well as our blog's accounts:



- **Twitter** 16,000 @thevacationgals, 19,000 @bethblair, 25,000 @karasw, 12,000 @jenniferminer
- **Facebook** 4,900 Likes at The Vacation Gals page
- **Google+** In 10,000+ circles across four accounts
- **Pinterest** 5,000 followers across four accounts
- **Instagram:** 5,000 followers across four accounts

BLOG STATISTICS

- **70,000** monthly page views
- **48,000** monthly unique visitors (Google Analytics' "users")
- Domain Authority **56/100**
- Page Authority **57/100**
- Readers are primarily women between the ages of 35 to 44, who reside in the United States, are college educated, with household income of \$100,000+

AWARDS AND ACCOLADES

- **Lowell Thomas Travel Journalism GOLD** for "Best Blog" 2012
- **North American Travel Journalists Association GOLD** for "Best Independent Travel Blog" 2010
- **Cision Best Travel Blogs** ranked #9 in 2013

As friendly, quotable travel experts, we are regularly interviewed by mainstream media:



Just a few of our current and former clients and partners:

- American Express/
Starwood Preferred Guest
- Sage Hospitality
- Starwood Hotels & Resorts
- Lanai Visitors Bureau
- Grand County Visitors Bureau
- Los Angeles Tourism
& Convention Board
- Vail Resorts
- Thermacare
- MasterCard
- Expedia
- Fodors.com
- Homewood Suites

We work with brands in a variety of ways. We might visit your destination on a hosted press trip or partner with you to create a dynamic social media campaign, which can include Twitter chats, Pinterest coverage, Facebook promotion, sponsored blog posts, in-person meet-ups or giveaways. We accept display advertising on our blog, and we can also write custom content for your website or magazine.

We look forward to working with you! Email: gals@thevacationgals.com