

# Walking ON TRAVELS



## ABOUT US

Walking on Travels, owned by Keryn Means, is the site that gives hope to today's adventurer that doesn't want to put their active lives on hold when they have children. They want to learn how to take their kids along for the ride and show them all the great sights, eats and hotels across the globe.

But we are taking "family travel" one step further. Moms want and NEED permission to run away when they need a break, and we are ready to show them how to ditch the family, get refreshed and come back to the kids. After all, if mom is a wreck, who is going to plan the trip that shows the kids the world?



WALKINGON  
TRAVELS.COM

27K-95K+ UVMS  
30K-125K+ PVS



/WALKINGON  
TRAVELS

22490+



/WALKINGON  
TRAVEL

20635+



/WALKINGON  
TRAVELS

5165+



/WALKINGON  
12000+

707.5K MVS

## OUR AUDIENCE

58% Female • 42% Male

51% Ages 25-44

51% Have Children

72% USA • 16% UK, Canada and Australia

34% \$50k-100k • 28% \$100k-150k+ income

48% College Educated • 23% Grad School

27% Desktop • 73% Mobile

Interests: Travel, Family & Parenting, Food & Drink, Society, Shopping, Home & Garden

KERYN@WALKINGONTRAVELS.COM

MOBILE (206) 713-5423

## PARTNERSHIPS

*A small sample of the destinations and brands we have worked with in the past.*

- Visit Maine
- Louisiana Tourism
- Tempe Tourism
- Visit Virginia Beach
- Visit Wilmington DE
- Visit Williamsburg
- Visit Huntsville, AL
- Experience Kissimmee
- Brand USA
- Explore Edmonton
- Tourism Calgary
- SkiBig3 Banff
- ATOUT France
- Amtrak Virginia
- Procter & Gamble
- IHG Hotels
- Booking.com
- Micro Kickboard
- Arnold Bread
- Random House Kids

## AMBASSADORSHIPS

- Rocky Mountaineer- *current*
- Moon Travel Guides- *current*
- Allianz Travel- *current*
- Universal Orlando Resort- *past*
- Alamo Insider- *past*
- Travelocity- *past*
- Microsoft 365- *past*
- Aventura Clothing- *past*

## SAMPLE OF AWARDS

10Best.com Best Family Travel Bloggers ·  
Babble 100 Best Bloggers · Red Tricycle  
Totally Awesome Awards Winner

## AS SEEN ON

Travel Age West · Travel Channel · Parent Map  
HuffPost · Thrillist.com · Mom.me · Trivago  
Travelocity · TODAY Show · FoxQ13 · Good  
Morning Washington · Family Vacation Critic



## OUR OTHER PUBLICATIONS

### Twist Travel Magazine:

Launched in 2017, our print and digital publication is showing millennial and Gen X women how to bring travel back into their home as well as go out and see the world.  
[TwistTravelMag.com](http://TwistTravelMag.com)



### DC Travel Magazine:

Launched in 2019, this local city website dives into what makes Washington, D.C. so much fun to visit, from the sites to logistics and beyond.  
[DCTravelMag.com](http://DCTravelMag.com)



## ASSOCIATIONS

- SATW: Associate + DPC Second Vice Chair
- NATJA: Media Member
- Family Travel Association: Media Member
- Adventure Travel Trade Association
- HeyMamas: Female Entrepreneur Member

# WORK WITH US @ [WALKINGONMEDIA.COM](http://WALKINGONMEDIA.COM)

## LET'S GROW YOUR CONTENT & REACH

- Custom content
- Social media campaigns & takeovers
- Destination Marketing Campaigns
- Giveaways and newsletter advertising
- SMTs and TV appearances



## LET'S GROW YOUR INFLUENCER OUTREACH

- Ambassador and influencer program development
- Influencer Relations Project Management
- Influencer Vetting
- Speaking engagements



## TESTIMONIALS

*I've had the pleasure of working with Keryn both in an editorial fashion and as an ambassador for Rocky Mountaineer. I appreciate her tireless drive to share authentic stories that offer a fresh angle, an interesting perspective, and – always – a compelling reason to travel. Keryn approaches her content as a storyteller first, weaving a narrative throughout each piece to bring the story to life in a such way that feels like you are on the journey with her. She has an innate ability to produce and convey meaningful content, be it with words, photos or a combination of the both, that inspires you to strive for new experiences, which is an incredibly powerful thing.*

**- Nicole Ford, Rocky Mountaineer**

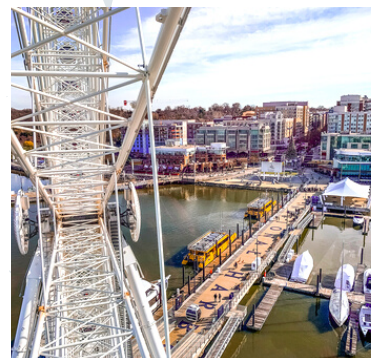
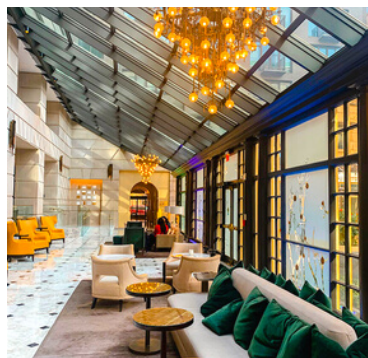
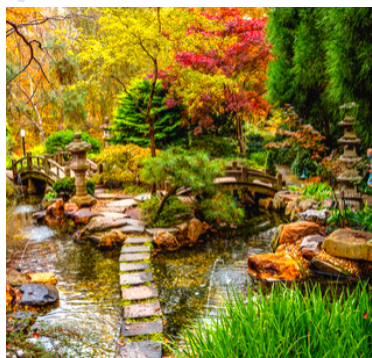
*My colleagues and I have worked with Keryn on many travel stories and trips. She is a true professional and always delivers. Keryn pays meticulous attention to detail which shines through in her stories, where she relays the best and most noteworthy parts of her travel experiences in an honest and authentic voice. Keryn is extremely easy to work with, very patient, understanding, and truly a pleasure to work with.*

**- Samantha Stump/ Day1Agency**

*Keryn Means is the ultimate professional travel blogger. We have worked together on two destination marketing campaigns and she helped me find the right writers for each trip, who all produced inspiring online content about my city. She is extremely detail oriented and helped with every aspect of campaign planning, and just as important, she has a great sense of humor. I would highly recommend her as a partner for any destination or brand that is looking to amplify their message to an ideal audience.* **- Toni Smith, Tempe Tourism**

*I had the opportunity to work with Keryn for a number of years during her time as an ambassador for Microsoft Office. One of the things that I came to appreciate the most about her was her natural ability for storytelling. Her role as a wife, mom, friend, traveler and businesswoman, coupled with her ability to speak to the product in a natural way, took Office from Seattle, to New Orleans to D.C. and beyond. As a public relations professional, I can say that Keryn is passionate, honest and an absolute pleasure to work with.*

**- Vanessa Dowty, We Communications**



## ABOUT US

### THE BEST OF WASHINGTON D.C. AT YOUR FINGERTIPS:

Washington, D.C. is a complex city. Not only is it the nation's capital, but it is also an international hub filled with communities, cuisine, cherry blossoms, arts and culture that millions come to experience every year. On the site and social readers will find tips, guides, useful information and stories about the best D.C. and the surrounding area has to offer no matter their travel style.

DC Travel Magazine, owned by Keryn Means, was launched in 2019 as a compliment to her global site, [WalkingOnTravels.com](http://WalkingOnTravels.com), and quarterly magazine, *Twist Travel Magazine*.



DCTRAVELMAG.COM  
12,700+ UVMS  
18,115+ PVS



/DCTRAVELMAG  
1,060+



/DCTRAVELMAG  
14+



/DCTRAVELMAG  
1,270+



/DCTRAVELMAG  
92 FOLLOWERS  
73,000+ MVS

## OUR AUDIENCE

57% Female · 43% Male  
27% Ages 18-29 · 55% ages 30-55  
48% Have Children  
97% USA · 3% UK, Canada and Australia

33% \$50k-100k · 35% \$100k-150k+ income  
47% College Educated · 28% Grad School  
30% Desktop · 70% Mobile  
Interests: Travel, Society, Food & Drink, Shopping,  
Arts & Entertainment, Style & Fashion