



map happy

the journey is the destination



AUDIENCE



Map Happy has served **eight million** people since the inception.

Our readers are adventurous, curious, and affluent. They are seeking reliable information enabling them to their best lives.

The team has been invited to present at The New York Times Travel Show twice.

The site has received the highest honors from the Society of American Travel Writers and the North American Travel Journalists Association.



MONTHLY USERS



3 min 30 sec
time spent on page



262k+ pageviews



195k+ uniques



21k+
social media followers

We are reaching busy, professional millennials capitalizing on experiences.

ACTIVE EXPLORERS.

- ▶ 22% spend \$15k+ annually on travel;
8x more than average
- ▶ 29% have been to 21+ countries
- ▶ 59% traveling within the next 3 months

AFFLUENT AND WELL-EDUCATED.

- ▶ 59% are 25-44 years old
- ▶ 30% place in HHI \$100k+
- ▶ 23% hold graduate degrees

Our audience resides primarily in large, urban areas,
with 40% in major international hubs.





NEW CHAPTERS

Our cultured readers are reaching the next phase of life, **intent** on passing the knowledge gained through travel.

Half of our audience is busy starting families and looking for reliable, high-quality information in **one place**.

They are responsible for **generational decisions**; for their parents, themselves, and their children.

Our award-winning editorial team has written for publications like The New York Times, Insider, TIME, CNN, Fast Company, and The Atlantic to name a few outlets.



SELECTED PARTNERS

K A Y A K

AWAY

JNTO
Japan National
Tourism Organization

allbirds

MONOS:



DIVERSITY

As a **woman-owned** and **minority-owned** business, **inclusion** is a core value.

73% of the people we work with—including vendors, contractors, writers, and photographers—identify with a historically underrepresented group.

Map Happy also sits on the Society of American Travel Writers' DEAI Committee, advocating for diversity in the travel publishing world at large.



VARIETY

PNC

 **SHE** MEDIA

Map Happy is proudly part of the SheMedia and Penske Media network, spanning 134 million monthly uniques over 23 brands.

For further reach, partners are also able to tap into Penske brands including SheMedia, Rolling Stone, Billboard and SXSW.