



KIDS on a PLANE

Exploring the world with kids without losing your mind or your money!



ABOUT CHERYL

Blogger & Freelance Writer
Social Media Consultant

Cheryl Leung started Kids On A Plane in September 2012 as a way to encourage parents to get out there and travel with their kids - across the globe or in their own backyard.

Drawing upon her former career as a Digital Marketing Project Manager, Cheryl has built a loyal following that draws over 25,000 pageviews each month.

Cheryl has been named one of Toronto's Top 30 Mom Bloggers and has been featured in The Globe and Mail, National Post, Trekaroo.com and MomsandMunchkins.ca.

“ I get inspired to travel with my family after reading travel stories on KidsOnAPlane.com. I love Cheryl's honesty and sense of humour. ”

Jennifer C, Reader

ABOUT KIDS ON A PLANE

Travel Tips | Destination Profiles | Theme Parks | Hotels & Attractions

Kids On A Plane is a family travel blog that is devoted to helping parents get the most value for their money when traveling with children.

Kids On A Plane's readers are interested in memorable and unique family travel experiences in North America and the Caribbean.

XX,XXX	Pageviews/month
XX,XXX	Unique Visitors/month
X,XXX	Facebook Fans
X,XXX	Twitter Followers
X,XXX	Pinterest Followers
XXX	Instagram Followers

Last Updated: xx/xx/xxxx

PAST PARTNERSHIPS



..... And More!

THE READERS



Kids On A Plane readers are tech savvy parents and travel several times a year with their family.



Parents

The majority of our readers have children 12 years old or younger.



Tech Savvy

Almost all of our readers say they do extensive online research before committing to a family trip.



Travel Often

Many of our readers travel 3 to 4 times a year with their family outside of their hometown.

xx% USA
xx% Canada
xx% UK

xx%



xx%



xx%

Are 25-44 Years Old



WHAT READERS LOVE

Kids On A Plane readers love travel tips, attraction and destination highlights and food reviews.

Some of the most popular posts are:

1. [What to Pack for a Disney Cruise](#)
2. [A Boutique Hotel Stay – Hotel Monaco in Seattle](#)
3. [Exploring Olympic National Park in Washington](#)
4. [A Must Try at Disney World – Dole Whip](#)
5. [Bluff Works – Pants for Work and Play](#)
6. [Niagara Falls – 5 Ways to See the Falls with Kids](#)



PARTNERSHIPS

“We've had great success with sales and I know your blog contributed to that, so thank you.”

XXX XXXX,
Founder of XXXXXX



By partnering with Kids On A Plane, you get a professional writer and social media reach of over 8000.

Below are some of the advertising and sponsorship opportunities available on Kids On A Plane.

Reviews	Product or service must have a retail value of \$xxx.
Sponsored Posts & Ambassadorships	500+ word post(s) and social media support.
Community Management	Social media strategy, consulting and community management for your brand.
Monthly Newsletter Sponsorship	Link (text or graphic) to your company, service or product at the top of our newsletter - \$ per link.
Press Trips	Cheryl is available for family friendly and girlfriend getaway press & social media trips in North America and the Caribbean.

ADVERTISING RATES

300 x 250

\$

125 X 125

\$

160 x 600

\$

Rates are quoted per month and all ad blocks will appear in the sidebar.

A 10% discount is given for a 3+ month commitment.

Customized advertising packages are available as well.

Some of the companies we've partnered with:



RBC
Royal Bank



Holiday Inn

VISIT
seattle

The Florida Keys
& Key West
come as you are®



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LET'S WORK TOGETHER

Contact me and let's explore which opportunities can get your brand in front of Kids On A Plane's travel loving audience.

EMAIL cheryl@kidsonaplane.com **TWITTER** @KidsOnAPlane **PHONE**