



THE PLANET D

MEDIA KIT 2011



CANADA'S ADVENTURE COUPLE



WHAT IS THE PLANET D?

- *The Planet D is the leading adventure travel website offering advice, inspiration and valuable information regarding destinations around the world.*
- *We offer our audience a unique balanced blend of travelogues, photography, advice and video. The average length of stay at The Planet D is a whopping eight minutes.*
- *Adventure Travel is a rapidly growing market. The Planet D shows the mainstream traveler that anyone can partake in a great adventure. You don't necessarily have to give up all the comforts of luxury travel to have an adventure.*
- *Travelers need information and the readers of The Planet D benefit from our first hand experiences on the road. We offer an interactive community that aims to tell the "Truth about Travel".*



HOW YOU CAN BENEFIT

Reach an engaged audience

Using The Planet D's large social media platform, our loyal following of readers and our monthly newsletter, we will promote your brand or destination to a wide variety of independent travelers.

- *We have over 18,000 Followers on **Twitter** and are considered highly influential by Topsy.com.*
- *We reach over **300,000 people** in 50 tweets according to tweetreach.*
- *Our **Facebook fan page** has close to 2200 fans with a high ratio of engagement and discussion.*
- *Our monthly newsletter grows consistently each month with a higher than average open rate for both the Travel Industry and List Rate.*
- *The Planet D is syndicated on such websites as The Lonely Planet, World Reviewer and Uptake Travel Gems*



A Long Term Asset

- *The Internet market has a longevity that other media platforms cannot sustain. Using proper key words and excellent content, articles that appear on theplanetd.com will be found in the search engines for years to come.*
- *Our content places highly in all search engines.*
- *We take pride in writing entertaining and informative articles with world class photography that keep people coming back even after they have found what they were looking for.*
- *We can guarantee that we will take our position seriously when promoting your brand or destination while offering our readers an informed and researched opinion about our experience.*



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BY THE NUMBERS....

According to the site analytics our readership consists of mostly women but also highly educated childless people between the ages of 25 - 35 browsing from home.

Traffic Sources

- **The United States 35%**
- **Canada 11.1 %**
- **United Kingdom 7.4%**
- **India 7.1%**
- **IThailand 4.1%**
- **Australia 3.9%**

Rankings

- **Alexa:** 35473
- **Google PR:** 5
- **Compete:** 136,000
- **Blog Rank Canada** 1
- **Invesp.com** 13
- **Travel Blog Sites** 10

Site Stats

- **Views/mth:** 108,292
- **Unique views/mth** 70,965
- **Avg time on Site** 8min

Social Media

- **Twitter:** 18630
- **Facebook** 2177
- **StumbleUpon** 563

Our Statistics are compiled monthly. All statistics are current as of June 1, 2011. If you would like more detailed information please email us at theplanetd@gmail.com.



PRESS & MEDIA

Television Appearances



Canada AM



CHCH Morning



South Africa TV



Rogers Television

Print Media



Toronto Star



BootsnAllTravel



Cape Times



Norwich Gazette

Podcasts and Radio



Friendly Planet Podcast



KPAM Radio



CBC Radio

Speaking Engagements

2010

- MeetPlanGo
- Everest Base Camp - MEC
- Tour d'Afrique - Intrepid

2009

- Toronto Bicycle Network
- TDA 2008 Multimedia Presentation-MEC
- Media Presentation Japanese Cultural Centre



EDITORIAL ON THE PLANET D

The Planet D implements strict editorial policies. We only accept editorial content from brands that offer a value to our readers. It is important that there is a connection between our editorial content and our audience.



- *We provide reviews on related travel products, destinations and services.*
- *We are open to invitations for **Press Trips** or **Special Events** to any member of our team.*
- *We welcome partnerships with tourism boards to promote your campaign and bring a unique perspective to your destination.*

We have developed ideas with many different brands and are interested in building relationships with anyone involved with The Planet D.

The Planet D is cutting edge company. If you have an idea that you think might push the envelope contact our Editor at theplanetd@gmail.com



ON SITE ADVERTISING

The Planet D gets on average 108,000 page views per month by 71,000 different people. In the past year we have seen traffic grow by over 300%. We predict this trend to continue over the next year. You can be a part of this ever growing audience in a niche market.

What we offer

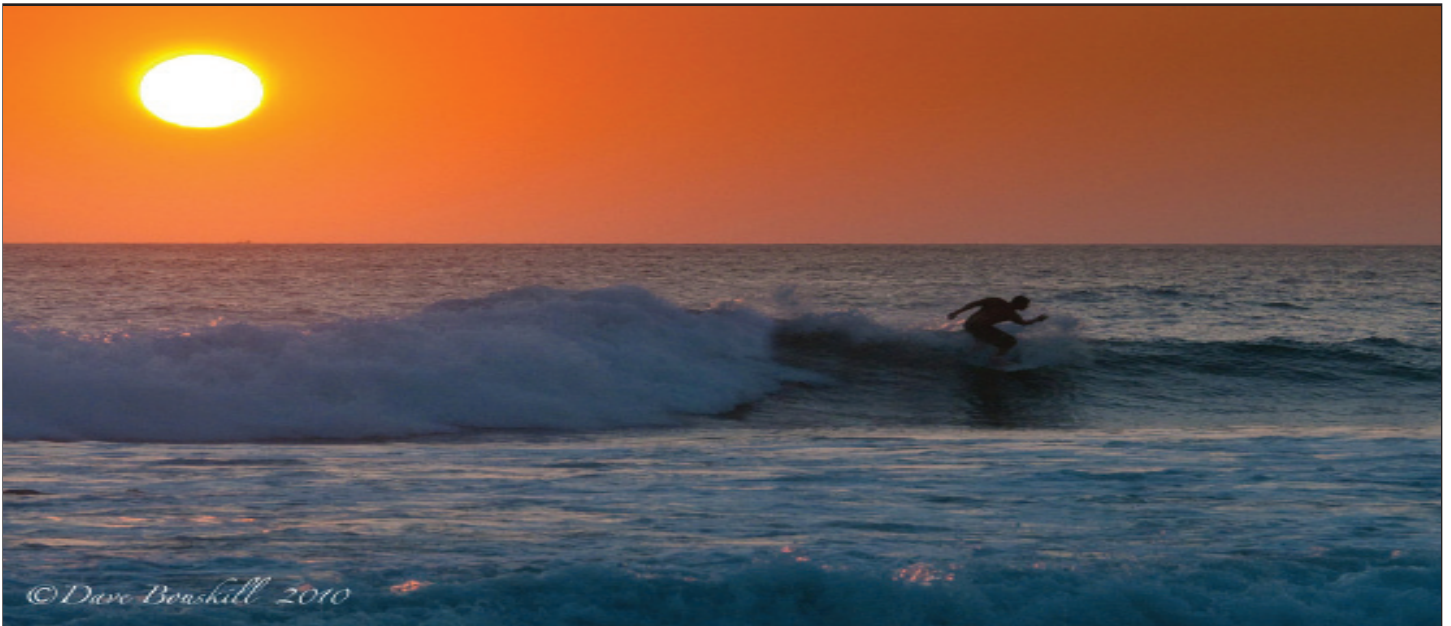
Sidebar Advertisement	A great and simple way to get noticed. Our sidebar ads have consistant Click through Rates
Newsletter Sponsorship	Our Monthly newsletter reaches that all important target audience and offers a high engagement rate.
Sponsored content	Editorials are a great way to use unique content to appeal to a specific market. Let us help you create the best article that has great content and a targeted audience.
In Article Advertisements	This is an excellent way to build brand recognition. We have several options available.

Banner Ad's

We also offer a small variety of banner advertisements.

- **125X125 Sidebar Button**
- **300X250 Sidebar Block**
- **600X120 Sidebar Block**

*Advertising rates start at \$50USD/mth Please **contact** for more details.*



CONTACT US

To further discuss your sponsorship or advertising needs and how we can help please contact:

Sponsorship Enquiries:

Managing Director- Dave Bouskill

Email: theplanetd@gmail.com

Advertising Enquiries:

Co-Managing Director- Debra Corbeil

Email: theplanetd@gmail.com

Phone:

We run a virtual business model here at The Planet D and are in many different countries throughout the year. This makes it difficult to maintain a consistent telephone number. If you would like to talk we are available via Skype at “theplanetd” or drop us an email and we can set up a time.

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