

Ireland Family Vacations

ABOUT IRELAND FAMILY VACATIONS

[Ireland Family Vacations](#) is the only online resource dedicated to family travel in Ireland.

A treasure trove of information for families planning an Ireland holiday, Ireland Family Vacations provides first hand recommendations on where to visit, where to stay, and what to do in Ireland.

For families who want a magical vacation but don't have days or weeks to dedicate to vacation planning, Ireland Family Vacations also offers Ireland vacation coaching, easily customizable itineraries, and the award winning book **Planning the Ireland Vacation of Your Dreams**.

Monthly Pageviews
39,824

Monthly Unique Visitors
20,078

Newsletter/RSS
2225

AS SEEN IN

Shelley Rivoli's
FAMILY TRAVEL 411

FlightNetwork

NATIONAL
GEOGRAPHIC

TRAVELLER

ABOUT JODY HALSTED

A frequent visitor to Ireland for over 15 years, Jody travels through Ireland annually and has become an oft-cited and well-known resource on Irish tourism, travel in Ireland, and Ireland family travel.



Often exploring places most tourists –and many locals!- have never heard of, Jody assists hundreds of families, groups, and couples with their Ireland vacation plans each year.

PAST BRAND PARTNERS



TRAVEL WIFI
STAY CONNECTED

shannon HERITAGE



SOCIAL STATS



9639*



7190*



2293*



2471*

Social Reach

#1 on Google for 6 highly competitive Ireland vacation search terms: and an additional 10 in the top 20

Pinterest reach: 500.9 thousand monthly views

Pinterest engagement: 28,000 monthly

Instagram discovery: 24,000 monthly

Twitter Organic Impressions: 137,890 monthly

Newsletter open rates: over 30% (industry average is 15.9%)

Google+ reach: 32,000 monthly

Trip Advisor: Level 6 Contributor with 88 helpful votes and over 70,000 readers

Traveling In Ireland Podcast

After numerous appearances as a guest on other podcasts, Jody launched the Traveling in Ireland podcast in March 2016.

Initially designed as an introduction to the people you may meet while traveling in Ireland, Jody also interviews tourism officials and other travelers to Ireland. Each episode offers helpful Ireland travel tips and all interviews end with a recommendation of three places to consider adding to your Ireland itinerary.

Most Popular Episodes

[Airports in Ireland with Corey Taratuta](#)

[Ireland's Ancient East with Neil Jackman](#)

[Car Rental Tips with Steph Chastain](#)

Notable Guests

Shane Ross, Minister for Transport, Tourism & Sport

Niall Gibbons, Chief Executive Officer for Tourism Ireland

Ciarán Cannon, Minister of State for the Diaspora and International Development

Felicity Hayes McCoy, author of *The House on an Irish Hillside* and the *Finfarran* novels



THE READERS

94%

of readers are planning a trip to Ireland in the next 6 months to 5 years

23%



77%



Ireland Family Vacations reaches your demographic!

Ages 25-34	33%
Ages 55-64	17%
Ages 35-44	16%
Ages 45-54	16%

“ (Our trip) never could have been so successful without all of your generous advice and helpful planning. We DID have an amazing trip!!! We can't thank you enough for all of your hard work helping us make it a reality. It never could have been so successful without all of your generous advice and helpful planning. We're SO SO grateful to you for all of your help and we can't wait to go back to Ireland!! ”

Elisa U



Top Referring Countries

4

Average Page Views Per Visit

62%

Of Visitors Arrive via mobile device but return via computer for in-depth planning

IRELAND INFORMATION READERS WANT

The readers of Ireland Family Vacations are information seekers. A magical Ireland vacation takes planning and research, and readers know they can find tips and recommendations on everything from Ireland vacation budgeting to the best way to stay connected while traveling.



Most Popular Articles

[Ireland Vacation Budgeting Tips](#)

[What to Pack for Ireland Travel Checklist](#)

[Dublin Airport Arrival & Departure Tips](#)

[Tips for Using Your Mobile Phone in Ireland](#)

OPPORTUNITIES

WHAT'S AVAILABLE

- Destination Marketing Campaigns
- Exclusive Newsletter Advertising
- Website Advertising
- Podcast promotion
- Podcast Advertising
- Copywriting and Itineraries for Hire

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When Jody Halsted and her family came to visit us here in West Cork we really enjoyed her visit. She was here to learn as much as she possibly could about what our area has to offer. She took a lot of time and research to accomplish this and followed up with a good quality article about Top of the Rock on her website. She then managed to include us in an Irish Fireside blog and a podcast, which was a 'first time' for us. She has consistently followed this up on Twitter and Facebook, as well as reviewing us on various sites. All told, Jody has been very good to us. We would love to see her and the whole family again.

*David & Elizabeth Ross
Owners; Top of the Rock
Pod Pairc & Walking Centre
Drimoleague, West Cork ”*



Destination Marketing Campaigns

Highlight your Irish **destination** (region, county, town) or **brand** (accommodation, attraction, experience) to travelers who are planning their Ireland vacations now!

At Ireland Family Vacations we believe that the only way to advise families on Ireland travel is to travel in Ireland. And that means getting off the 'tourist track' and into the heart of what makes Ireland unlike anyplace else.

Our tourism partners are promoted through our highly engaged social networks, targeted email lists, free itineraries, customized Ireland vacation coaching, and optimized blog posts.

Traveling in Ireland Podcast

Join Jody on her twice monthly [Traveling in Ireland podcast](#) as a featured guest.

If you wish to sponsor an episode (or more) of the podcast, email jody@irelandfamilyvacations.com for current rates and she will work with you to create compelling ads to draw people to your Irish tourism business.

WRITING SERVICES

Itineraries & Travel Guides

Jody is the author of the award winning book Planning the Ireland Vacation of Your Dreams. She has also created itineraries for lodging brands filled with local and day trip advice for travelers in specific destinations.

Travel Articles

As a freelance writer Jody's articles have appeared in publications that include the Huffington Post, Fox News Travel, The Joy of Travel by Holiday Inn, Ancestry.com, Family Travel 411, and other outlets.

Jody is also available to provide quotes on Ireland, Irish tourism, travel tips, family and multigenerational travel. [Check out this article about the Value of Storytelling.](#)

Destination & Tourism Guides

Jody has written for destination and tourism guides across the United States.

ADVERTISING

Website Advertising

Ireland Family Vacations offers limited advertising. All ads on Ireland Family Vacations must be specific to Ireland travel. Rates available upon request

Monthly Newsletter or Weekly RSS Email Advertising

Place a banner ad within the text of the Ireland is Magical for Families Newsletter. 34% open rate. \$50/ month. Only one ad accepted per newsletter. Banner ads are page width (appx 728px) and no more than 150px high.

The weekly Ireland Family Vacations RSS email has a 28% open rate (above average for this type of email). For just \$60 you can be the monthly sponsor of the newsletter, appearing in inboxes at least 4x per month. One sponsor accepted per month.

LET'S WORK TOGETHER

Get your bit of Ireland in front of travelers who are planning their Ireland vacations! Contact me and we will work together to get them to your door!

Email: jody@irelandfamilyvacations.com

PAYMENT: Payment for advertising is made via Paypal.