

# 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, helping families make the most of their time and budget.

Monthly Pageviews

**30,500**

Monthly Unique Visitors

**14,800**

Newsletter/RSS

**1505**

AS SEEN IN

Shelley Rivoli's  
**FAMILY TRAVEL 411**

**FlightNetwork**

**minitime**  
Bring the kids!

## ABOUT JODY HALSTED

A frequent visitor to Ireland for over 15 years, Jody's affair with Eire did not dissipate upon the birth of two children. If anything, traveling in Ireland with family has only deepened Jody's love of the country – and her desire to share the magic of Ireland with others.



Jody and her family – husband Doug, daughters Brenna (12) and Caelan (10) – explore popular tourist destinations and off-the-beaten-track locations to discover the people, places, and phenomena that make an Ireland family vacation truly magical.

## PAST BRAND PARTNERS



TRAVEL WIFI  
STAY CONNECTED

shannon HERITAGE



 IRELAND  
CHAUFFEUR TRAVEL

## SOCIAL STATS



**8527\***



**6660**

+13.5k  
Ireland  
group board\*



**1478**



**2088\***

Top Referrers  
Pinterest  
Ireland.com  
Facebook

# THE READERS

**76%**

of readers said they plan to travel to Ireland in the next year.

**25%**



**75%**



Average age

**25-44**

“ Thank you to Jody Halsted of Ireland Family Vacations for helping to plan a most amazing family adventure to this magical and special land! Our first visit - just right and I could not have found the places where we stayed and the variety - all great and just right for our family. Much gratitude, and so glad to spend time in this blessed land - the land and the people ... amazing! ”

**Melinda A**



**Top Referring Countries**

**4**

**Average Page Views Per Visit**

**57%**

**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 souvenirs to bring home.



### Popular Posts & Pages

[Ireland Vacation Budgeting Tips](#)

[3 Week Countdown Ireland Vacation Checklist](#)

[Dublin Airport Arrival & Departure Tips](#)

[Interactive Ireland Vacation Planning Map](#)

# OPPORTUNITIES

## WHAT'S AVAILABLE

- Exclusive Newsletter Advertising
- Website Advertising
- Weekly RSS Ads
- Podcast promotion
- Podcast Advertising
- Partnerships
- Copywriting for Hire

“

*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, a finally got to do one hour on BLAB, 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*

## PARTNERSHIPS

**Partner with us during our Ireland travel**

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.

We are currently accepting travel partners (B&Bs, self-catering, hotels, attractions, and dining establishments) for fall 2017 travel.

Travel partners receive coverage from our many outlets – including the website, podcast, Facebook, Instagram, Twitter, and Pinterest. I am also very active in TripAdvisor Forums.

## 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](mailto:jody@irelandfamilyvacations.com) for current rates and she will work with you to create compelling ads to draw people to your Irish tourism business.

# ADVERTISING

Ireland Family Vacations offers limited advertising. All ads on Ireland Family Vacations must be specific to Ireland travel.

Basic rates are listed below, but special packages can be created to deliver better value and results.

## Website Advertising

### County Specific Sidebar ads – 3 sizes

Customized to reach the people who are visiting your area!  
Targeted county search to maximize your advertising spend.

260 x 150  
Maximum width/height

**\$20/month\***

1 available; just below search

125 X  
125

**\$15/ month\***

2 available; below the fold

250 x 50

**\$10 / month\*** 3 available; below the fold

## 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. \$25/ 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 \$20 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 families who are planning their Ireland vacations! Contact me and we will work together to get them to your door!

Email: [jody@irelandfamilyvacations.com](mailto:jody@irelandfamilyvacations.com)

PAYMENT: Payment for advertising is made via Paypal.