



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

9

3 min 30 sec time spent on page

262k+ pageviews

195k+ uniques



21k+ social media followers

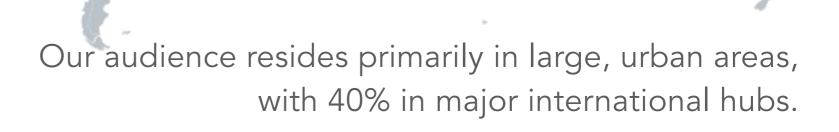
We are reaching busy, professional millennials capitalizing on experiences.

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





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







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.







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.