

# 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 and groups 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 those 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

**43,931**

Monthly Unique Visitors

**23,855**

Newsletter/RSS

**2671**

AS SEEN IN



## 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 visited, Jody assists hundreds of families, groups, and couples with their Ireland vacation plans each year.

## BRAND PARTNERS



## SOCIAL STATS



**10,191\***



**8833\***



**2652\***



**2722\***

# Social Reach

**#1 on Google for 14 highly competitive Ireland vacation search terms:** and an additional 35 in the top 20

**Podcast Consumption Rate of 75%** on average

**Pinterest reach:** 380.3 thousand monthly views

**Pinterest engagement:** 28,000 monthly

**Instagram Engagement Rate:** 12.83%

**Twitter Organic Impressions:** 110.9k monthly

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

**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. In 2018 the podcast won a first place award in the digital category.

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](#)

[Old Irish Traditions with Felicity Hayes-McCoy](#)

[Ireland's Most Popular Destinations](#)

### 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

**28%**



**72%**



**Ireland Family Vacations reaches your demographic!**

Ages 25-34	32%
Ages 55-64	17%
Ages 35-44	18%
Ages 45-54	16%



Thank you so much from my 70 year old parents down to my 4 year old wild man for helping make this such a fantastic family trip!!

First of all, we had an AMAZING time! The itinerary went off without a hitch– so a huge thank you to your helping make it all come together!! We loved every second, and really didn't feel that we didn't get to do anything we wanted. We love the Irish people and land, and we definitely want to go back and see more.



**Kyle H.**



**Top Referring Countries**

**4**

**Average Page Views Per Visit**

**64%**

**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](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.

# 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 destination and tourism guides in the United States and Ireland.

# 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 Traveling in Ireland 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 Inbox 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](mailto:jody@irelandfamilyvacations.com)

PAYMENT: Payment for advertising is made via Paypal.