



**map happy**

the journey is the destination



AUDIENCE



Since 2017, Map Happy has served **eight million** people since the inception.

Our readers are adventurous, curious, and affluent. They are seeking reliable information to enable their best lives.

The team has been invited to present at The New York Times Travel Show twice.

The site has received industry honors from the Society of American Travel Writers and the North American Travel Journalists Association.

A world map with several regions highlighted in a light green color. These regions include North America, parts of Europe (specifically the UK and France), India, Australia, and parts of Southeast Asia. The rest of the world is shown in a dark grey color.

Our entire network of writers,
influencers, and travelers
reach over **195 million people.***

ACTIVE EXPLORERS.

- ▶ 22% spend \$15k+ annually on travel;
8x more than national average
- ▶ 29% have been to 21+ countries
- ▶ 59% traveling within the next 3 months

AFFLUENT AND WELL-EDUCATED.

- ▶ 49% are 25-44 years old
- ▶ 41% place in HHI \$100k+
- ▶ 23% hold graduate degrees

***COMSCORE/QUANTCAST**



AUTHORITY

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 children, parents, and themselves.



ENGAGEMENT



4.2 million
annual impressions



3 min 30 sec
time spent on page



up to 262k+
monthly pageviews



21k+ social media
followers



Raptive

PRODUCTS

PROGRAMMATIC

- Open Market
- Private Marketplace
- Programmatic Guaranteed

CUSTOM MEDIA

SOCIAL MEDIA

- f 3,300+
- @ 4,000+
- t 1,700+
- p 9,500+

EVENTS

EXTENDED REACH

Map Happy collaborates with **Raptive**, the largest creator network in the world, spanning 195M+ monthly uniques.

They also represent 400 diverse creators spanning over 40M+ monthly pageviews.

2024 HIGHLIGHTS

JANUARY

Global Entry/CLEAR/Real ID
Managing frequent flier points

FEBRUARY

BLACK HERITAGE MONTH (AFRICA TRAVEL)
Planning/realities of digital nomad life

MARCH

DIVERSE MEDIA HAPPY HOUR (EVENT)
Post-retirement travel
How to cruise, and what to expect

APRIL

Travel finance and budgeting
Filing taxes for digital nomads
Short weekend getaways

MAY

AAPI HERITAGE MONTH (ASIA TRAVEL)
Credit cards and budgeting
Packing basics and strategies

JUNE

Bucket-list travel
Adventure and extreme travel

JULY

TRAVEL MEDIA INDUSTRY MIXER (EVENT)
Car rental basics
International travel

AUGUST

Road tripping
Traveling with small children

SEPTEMBER

HISPANIC HERITAGE MONTH (LATIN AMERICA TRAVEL)
Business travel
Points and miles management

OCTOBER

Navigating career as digital nomad
The best suitcases and gear

NOVEMBER

Security and packing strategies
Holiday gift guide

DECEMBER

Navigating family travel
Beating the stress of holiday travel



AWAY

A two-year-old suitcase company approached us about driving brand awareness and sales to their flagship product.

SOLUTION

Map Happy traveled over 30,000 miles with the bag, creating an in-depth review with original photography, sharing our opinion.

RESULT

The two posts have culminated in **305,789+ pageviews**, resulting in **\$94,670+ in sales**.

Each review dominated the #1 Google search result for the keyword "away review" for years.

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.





The people
behind our work.





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.



CULTURE

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Travel is the gateway for connecting with other cultures, and where people interact with the unknown. Travel sets the framework for how we perceive the world, and ultimately race.

SATW Certified
Writers:

<https://maphpy.org/bipoc>



EDUCATION

Our webinars are focused on industry education, averaging ~90 registrants.

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Diversifying Travel Stories: From Assigning to Editing

<https://maphpy.org/diversifyingtravelstories>

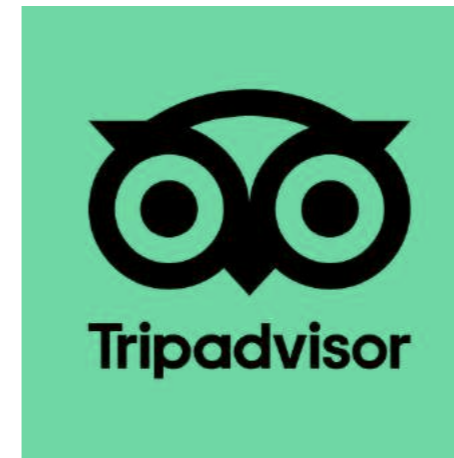
Decolonizing Travel Photography: How It Can Perpetuate Stereotypes

<https://maphpy.org/travelphotography>

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Attendees have included Conde Nast, adventure.com, CNN, Travel + Leisure, TripAdvisor, representatives from tourism boards and industry organizations.

Inspired by
Iceland



Organizations known to participate in and access our resources.

For more information:



Erica Ho
Publisher
erica@maphappy.org
(714) 924-4646

