ManAboutWorld is not a print magazine or a website. It’s a digital gay travel magazine — the first developed exclusively for tablets and smartphones. It’s an immersive and interactive digital canvas that captivates and inspires gay travelers — and presents unique opportunities to reach and engage them.

ManAboutWorld is perfect for connecting with today’s wired gay travelers. It’s enticing like print and media-rich and interactive like the web. It’s the best of both. It’s the future. And it can help position your business or brand as savvy and forward thinking, while driving quantifiable consumer awareness, engagement and transactions.

ManAboutWorld is sold through iTunes and Google Play reaching tomorrow’s tech-savvy gay traveler. It holds the #1 search position on iTunes for “Gay Travel”, and is in the top 1% of all travel Apps (often ahead of National Geographic or Condé Nast Traveler). We’re currently at more than 29,000 downloads, and continue to add 1,000 users/month — all from organic growth.

ManAboutWorld offers unique marketing opportunities The Weddings, Honeymoons + Celebrations Travel guide positions your brand or property alongside the smartest, most sophisticated content ever created for gay travelers. Our turnkey program includes sliding layers, slideshows and direct links to your website.
UNIQUE:

Sophisticated + Stunning
Our decision-empowering editorial is renown: professionally written and illustrated with beautiful, evocative imagery. This guide is filled with how-to planning advice from the world’s foremost gay travel experts.

Advanced Interactivity
We bring travel to life with HD images and slideshows, dual-layer formatting and intuitive navigational tools. An embedded browser that pops out of the page makes your website, fan page or booking tool accessible with a tap.

AFFORDABLE:

Starting at US$1500
Our standard ad for properties features a slideshow of eight high-resolution images, up to 1,000 words of your own copy, and a direct link to the website landing page of your choice.

EFFECTIVE:

Global + Growing + High Caliber
Our reach extends to 100+ countries, and our growth is accelerating in 2015 with our Q2 launch of our small-screen version designed specifically for iPhone and android smart phones. Through organic growth, we’re building the most responsive and desirable user base of tech-savvy, affluent, frequent gay travelers.

Quality Environment
The guide leverages our trusted voice to position your property or brand in the most desirable, sophisticated and modern context: No amateur ads, no sexualized content, no sleazy imagery.
INCOMPARABLE:

Verified Response
Our tap-to-click ads are as trackable as the web. And an exact download count will be available for the guides. No guessing how many were left in a pile or recycled without ever being seen.

Editorial, not Advertorial
For impressing and inspiring gay travelers, there’s no comparing us to the simple directories or nearly unreadable fluff in the market. Our ManAboutWorld guide is the first to bring a savvy, opinionated voice to gay weddings, honeymoons and celebrations. Destined to become the go-to guide for travelers planning important trips, it’s filled with useful and enlightening editorial:

- Deciding on an experience/style
- Timing your trip
- Finding and working with an expert
- Planning your budget
- Choosing a destination
- Managing a guest list
- Communicating excitement
- Social media strategies
- Planning a ceremony
- Keeping track of the little details
- Packing for your trip
- Preparing for your departure
- Enjoying the moment
- Managing group dynamics
- Embracing the unexpected
- Easing your return
- Sharing your memories

Some of this content has already been published in ManAboutWorld Magazine. You’ll find it in our November 2013 and June 2014 issues.

Use this registration link http://bit.ly/14SEQVV And the password: doubleupgrade to access these issues at no charge.
TELL YOUR BRAND STORY

DISCOVER OUR WORLD

BELMOND

VACATIONS  OUR COLLECTION
HONEYMOONS  CELEBRATIONS
MAKE AN ENQUIRY  GROUPS

Auto-play video

slide or tap navigation to vertical screens below
We use your imagery, video and words to build your story, in stunning high-definition.

Scrolling pages take readers on a journey. Maybe it’s thematic. Or geographic. Maybe your story is your people. Or special moments. Capture reader attention with a bold compelling front page, and use up to five additional screens to engage, inspire and drive inquiries directly to your website or social pages.
CONNECT TRAVELERS TO YOUR DESTINATION

Celebrate Extraordinary

monaco
ENGAGING LIKE PRINT.
INTERACTIVE LIKE THE WEB.
EFFECTIVE LIKE NOTHING ELSE.

Unlike print, our digital canvas brings travel possibilities to life, with the same beautiful imagery and interactivity as our HD magazine. No one else bridges digital and print like this.

**SLIDING LAYERS**
Use our innovative, mobile-friendly layers to provide detailed information and listings, such as marriage venues, vendors or requirements.

**POP-UP BROWSER**
Create hotspot links directly to your website. With a single tap, prospective customers can interact directly from within the guide.

**EMBEDDED MEDIA**

ManAboutWorld’s creative services are included to conceptualize and structure your brand or destination ad. Leverage our digital expertise to adapt your creative for iPhone, iPad and Android devices.

(A small layout fee ($300) applies for each additional screen of content after the first.)
On the Northern Laem Tong beach of Koh Phi Phi is the romantic and barefoot-chic Zeavola Resort, a posh getaway of 53 free-standing bungalows that have been built from Teakwood to resemble a Thai village from decades past. Arrive from Phuket on the resort’s speedboat, you’ll be met with cool towels and a welcome drink by the gracious and casual staff who will escort you to your Garden Suite, a spacious room set in a lush jungle garden, or the breathtaking pool villa up...
FEATURES

Scrolling text layer

Direct web link

Tap to share

Rotate for full-screen slideshow
Your Milestone Celebration Trip

It started with the destination wedding. As our families — both by blood and more modern definitions — live increasingly spread-out lives, the idea of bringing people together somewhere other than our hometowns becomes increasingly attractive and practical. As long as people are getting on a plane, why not make it somewhere exciting and different? For those of us in expensive places like New York and London, exotic can also end up being less expensive. The trend quickly extended to other celebrations, and at ManAboutWorld, we can think of no better way to celebrate a birthday, anniversary or...
THE RIGHT ENVIRONMENT

COORDINATION & COMMUNICATIONS

Your group communications will necessarily cover logistics, but don’t let them be just about trip details, deadlines, expectations and reminders. Our experts discuss how to do all that more efficiently, while building excitement for the trip, and setting the stage for a peak experience.

Take me to your leader

Avoid too many cooks in the kitchen! Schedule a conference call or Google hangout to discuss expectations of the trip, budget, etc. with your whole group, and then leave it to ONE person to coordinate details, either on their own or with an agent or tour operator. This will save a lot of time and conflict, because everyone has an opinion, and nobody has time for all of them.

Gather The Details

If you’re buying plane tickets for your guests, we recommend hiring a travel agent to do it for you.

PREPARATION

Once you’ve thought about how much you can spend and what kind of experience you’d like to have, it’s time to start researching the possibilities, and making your bookings.

Call on An Expert

Sure, the Internet has made it possible for you to repair your own dishwasher. But would you ever attempt it? Working with a travel planner is our top recommendation for preparing your perfect honeymoon. These professionals will work with your tastes and desires to create a post-wedding treat that you’ll never forget. They are exposed daily to worldwide suppliers offering multiple options and experiences worldwide. Many of them belong to international networking groups, with access to suppliers and experiences you will not discover on your own. In fact of that, you’ll not

SCHEDULING

If you’re paying for the group’s expenses, you’d be wise to build a 25-30% cushion into it. Irresistibly, incidental expenses and options present themselves, and accounting for them upfront will avoid an unpleasant surprise when the bill comes. If you’re expecting your guests to pay the majority of their own expenses, choosing a location with accommodations in a broad price range and scheduling activities that don’t discriminate by net worth will help ensure that your guests aren’t put in an uncomfortable situation.

It’s ideal to start with a “save the date” six to 12 months in advance. The longer the trip, the more advance notice is required. Airlines start selling tickets 11 months in advance, so this will at least ensure that few of your guests will already be locked into non-refundable travel plans to go somewhere else. It also makes it easier for you or your guests to use frequent traveler points for flights and hotel rooms. If you’re traveling to a popular destination at
Net Rates

Property Advertisement
- Full page
- Slideshow of 8 images
- Up to 1,000 words copy
- Direct web link
12-month insertion US$1,500

Placement priority is based on contract date.

Brand/Destination Advertisement
- Full page
- Up to 6 sliding screens
- Premium placement
- Includes up to 15 seconds embedded video
- Creative services for your interactive ad creation
12-month insertion US$4,500

Contact

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