

# MAN ABOUT WORLD



- CONTENT MARKETING
- CREATIVE SERVICES
- STRATEGIC CONSULTING

**MANABOUTWORLD THEMATIC GUIDES**

...

**ENGAGING LGBTQ TRAVELERS  
WITH CONTENT-DRIVEN INSPIRATION**

# THEMATIC GUIDES

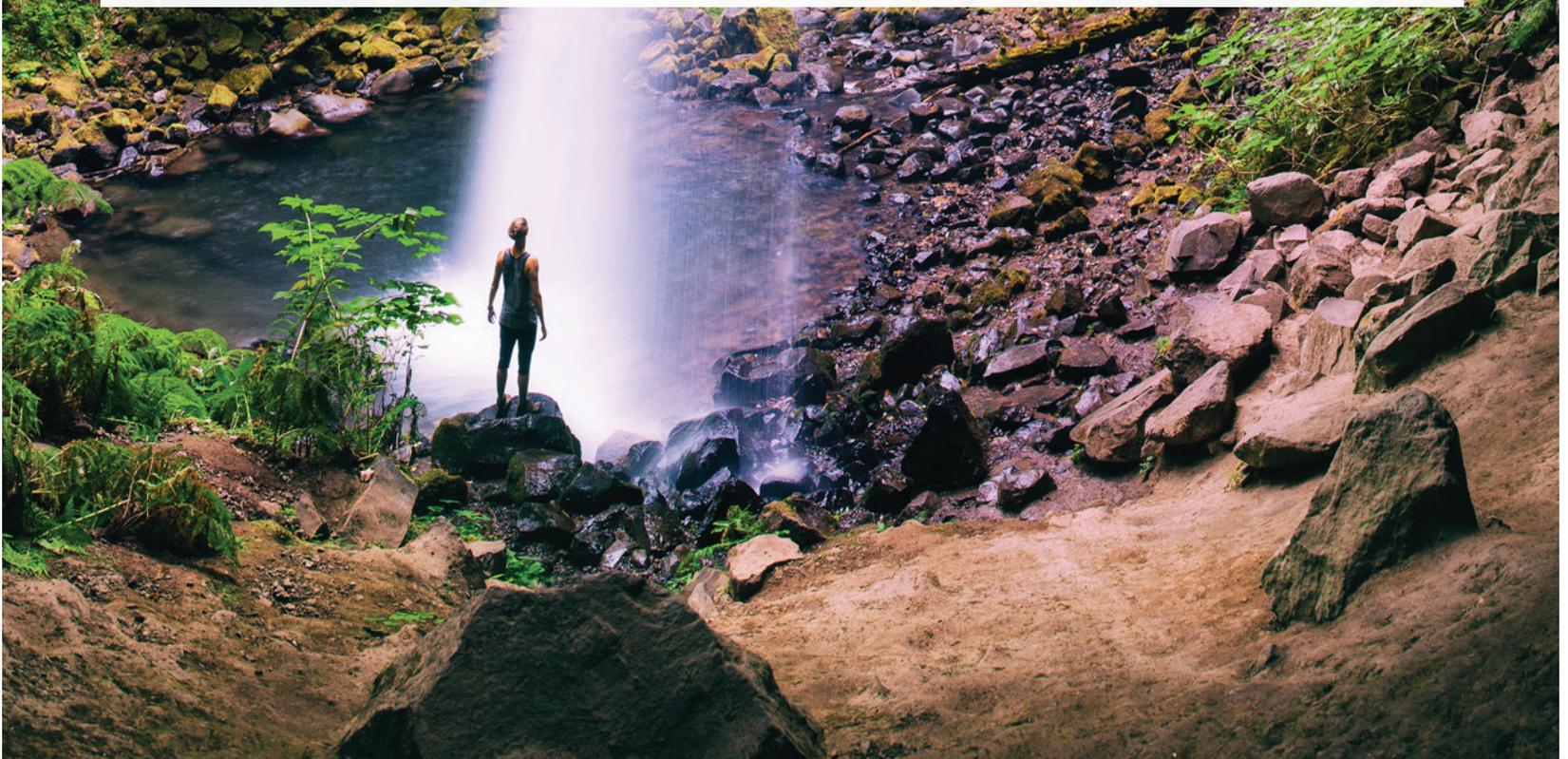
Our ManAboutWorld Guides offer an editorial package that inspires travel through unique perspectives on multiple platforms. We work with your team and partners to tell your story in our trusted voice for LGBTQ travelers. The resulting content is distributed free for a year to our full user base of 30,000, and designed to be deconstructed into snack-size content, listicles and social media shares on our platforms, and licensed for use on your own or third party platforms.

In 2017-2018, we are adding four new theme guides to our library:

travel:unexpected  
Blue Dot/Red State  
Fitness + Wellness  
Shopping

Weddings, Honeymoons & Celebrations (rerelease)  
LGBT Travel Safety (rerelease)  
Cruises, Tours and Guided Vacations (rerelease)

Our Guide program is turnkey and bespoke. We produce a feature-length article include a landing page and three additional sliding screens of content (equal to 8-12 magazine pages), designed by our team, and paired with promotion in three ManAboutWorld emails, two blog posts, three Facebook/Twitter campaigns and one push notification. All of the content we create is licensed to you for use on your own platforms and marketing initiatives.





## CONTENT DEVELOPMENT + PROMOTION

**Our content partnerships leverage our experience and voice to create compelling editorial that focuses on the intrinsic, authentic appeal of your destination and brand. Through our four passion pillars, we get to the heart of what motivates modern travelers, with inclusive writing that makes LGBTQ travelers feel comfortable and welcome.**

### **Our packages include:**

- Content and itineraries (where applicable) based around passion points
  - Food, wine and spirits
  - Outdoor soft adventure
  - Arts and culture
  - Local shopping
- ManAboutWorld recommendations for dining and accommodations
- A combination of image/video assets (stock, Creative Commons, original)
- A 4-vertical (8-12 page print equivalent) feature/mini-guide
- Repurposing of feature content for social media and other platform use
- Promotion of content on ManAboutWorld Magazine App, Blog and Social Media

# WE DELIVER CONTENT + CONTEXT

## **travel:unexpected**

Designed to showcase lesser-known destinations and unusual takes on popular destinations, travel:unexpected offers new beginnings for destinations and travelers alike. Inside these pages, readers discover our freshly crafted perspective on your appeal. It's a perfect platform to help quash old notions and hone your message for the next generation of travelers.

## **Blue Dot/Red State**

It's easy for progressive cities to be tarred by the actions of their conservative states. And while others call for boycotts, we call for visitation. This imaginative guide shines a light on these bold and inspiring cities — showcasing their inherent travel appeal and encouraging readers to explore these inclusive and welcoming destinations.

## **Fitness + Wellness**

Travel can be food for the soul, but it can sometimes be tough on the body, mind and spirit. This guide looks at travel through a lens of health: Exploring spa experiences, active adventures, spiritual retreats and fitness vacations. This inspiration combines with need-to-know information: travel considerations for HIV+ travelers, sexual health strategies and tips for keeping your skin and everything underneath it comfortable and functional.

## **Global Shopping Guide**

The most popular tourist activity globally, shopping around the world offers countless adventures, memorable souvenirs and a connoisseur's choice of the best everyday-products from around the world. When done conscientiously, shopping supports economic empowerment of whole communities. This guide points the way to local, authentic, unique and sustainable shopping adventures and secrets — which countries sell the best sunscreen, how to buy made-to-measure in Bangkok, how to bring wine home with you and more.

## **Weddings, Honeymoons + Celebrations**

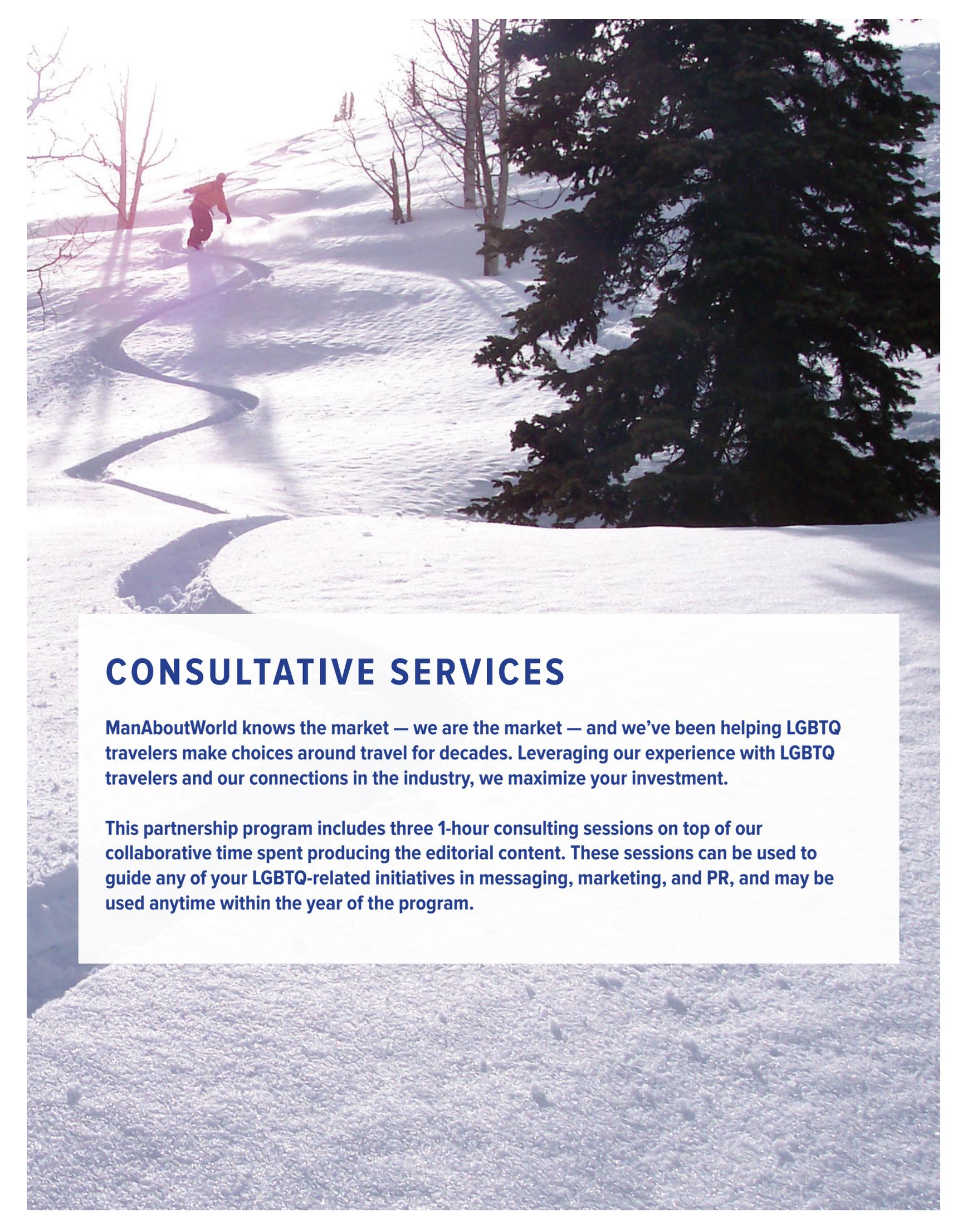
This How-To guide is filled with expertly-sourced advice and tips for planning the perfect LGBT wedding, honeymoon or travel-based celebration. We guide readers on every aspect of planning these trips, with insightful, expert advice, and position your destination or brand in the ideal context for driving bookings.

## **Cruises + Tours**

This exhaustive resource explores the full range of guided vacations, from fully-escorted tours to app-based walking itineraries, and everything inbetween. Focused on Care, Comfort, Convenience, Companionship and Cost, we explain the appeal of each kind of guided vacation, and the differences between them. It's the ideal editorial adjacency for tour and cruise operators of all kinds.

## **Travel Safety**

Our LGBT Guide to Travel Safety was the first comprehensive guide to the challenges faced by LGBT travelers in the 72+ countries where homosexuality is criminalized. Consisting of interviews with world travelers, activists, and experts, we curate advice on staying safe, respecting cultures, knowing your rights, and accessing resources. Sponsorship of this guide is geared for brands looking to be part of the conversation it started around LGBT travel safety.

A photograph of a person snowboarding down a snowy slope. The snowboarder is in the middle ground, leaving a trail in the snow. In the foreground, a large, dark evergreen tree is partially visible on the right side. The background shows more snow-covered trees and a bright sky, suggesting a winter mountain setting.

## CONSULTATIVE SERVICES

**ManAboutWorld knows the market — we are the market — and we’ve been helping LGBTQ travelers make choices around travel for decades. Leveraging our experience with LGBTQ travelers and our connections in the industry, we maximize your investment.**

**This partnership program includes three 1-hour consulting sessions on top of our collaborative time spent producing the editorial content. These sessions can be used to guide any of your LGBTQ-related initiatives in messaging, marketing, and PR, and may be used anytime within the year of the program.**

# PRICING AND DELIVERY

## 1. CONCEPTUAL REVIEW

Our proposals are unique, because every client and project is unique. Before we finalize your program, we'll discuss this broad outline to make sure that we incorporate your business goals, priorities and peculiarities. By aligning interests, expectations and processes up front, we will deliver the most effective program with the least complication.

## 2. CONTRACTING

After incorporating any final changes, we'll provide a simplified agreement for your approval.

## 3. PRICING

This partnership program is priced at US\$8,000, and is inclusive of:

- Content development as described herein
- Consultative services, as outlined
- Inclusion and promotion of developed content in a ManAboutWorld Guide:
  - 3 Social media campaigns on ManAboutWorld Facebook and Twitter channels
  - 3 email promotions to the ManAboutWorld list
  - 2 ManAboutWorld blog posts
  - 1 Push Notification to ManAboutWorld App users

## 4. DELIVERY

Our work will begin as soon as we're contracted. You can expect the various components to roll out over a 3-12 month period.

## QUESTIONS/COMMENTS/FOLLOWUP

**Billy Kolber**

**Founder**

**ManAboutWorld**

**+1.310.365.0348**

**[billy@manaboutworld.com](mailto:billy@manaboutworld.com)**