



# Our Editorial Mission

Anticipate, meet and exceed our visitors' expectations and to bring order to the complex and changing world of miles and points.



we are the most influential content provider for frequent flyers in the world.

### What Makes Us Different

Having the most comprehensive source of information for frequent travelers.

The Frequent Flyer Network has won numerous awards and accolades. Some of which include Forbes – "Best of the Web" and PC World – 100 Top Travel Web sites.





### **Our Network**















### **Demographics**

• Male: 78%

• Female: 22%

• Average age: 29

• Have completed college or grad school: 75%

Average earned income: \$125,000+



#### **Travel**

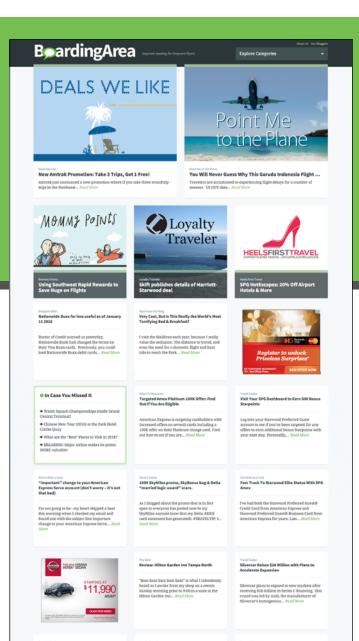
- Average number of domestic trips per year: 33.4
- Average number of international trips per year: 5.7
- Hotels stays per year: 55.9



#### **Frequent Traveler Programs**

- Average total number of miles/points: 933,931
- Average number of miles in top frequent flyer programs: 377,265
- Average number of frequent flyer programs memberships: 6.9
- Average number of hotel guest programs: 3.7
- Average number of airline elite-level program memberships: 2.4
- Average number of hotel elite-level program memberships: 1.8

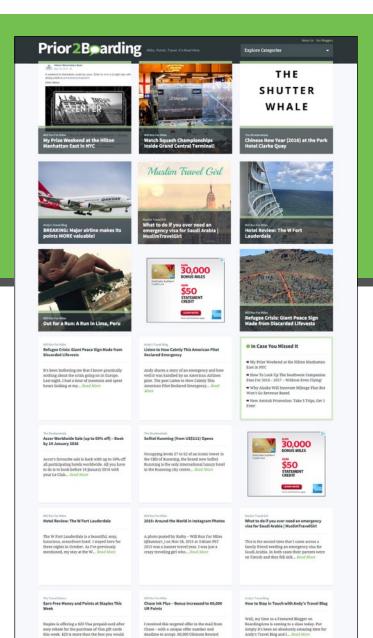
# **BoardingArea**



BoardingArea.com compiles the best business trave blogs on the internet, all in one place.

Traditional media outlets are still a good source for traditional news stories, but business travelers who want to know what's really happening on the road, in the air and online are increasingly turning to bloggers for information and advice.

# **Prior2Boarding**



Prior2Boarding compiles the best business travel blogs on the internet, all in one place.

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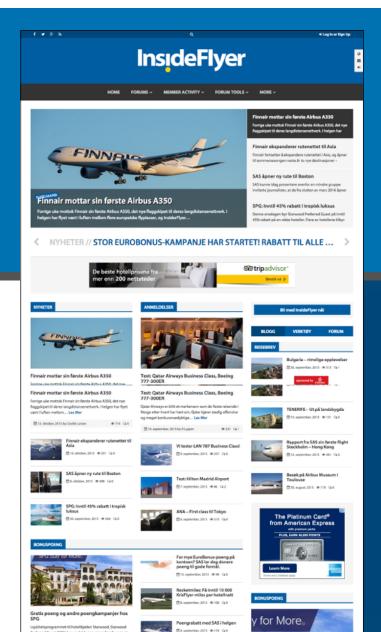
## **TravelUpdate**



TravelUpdate.com compiles the best business trave blogs on the internet, all in one place.

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# InsideFlyer

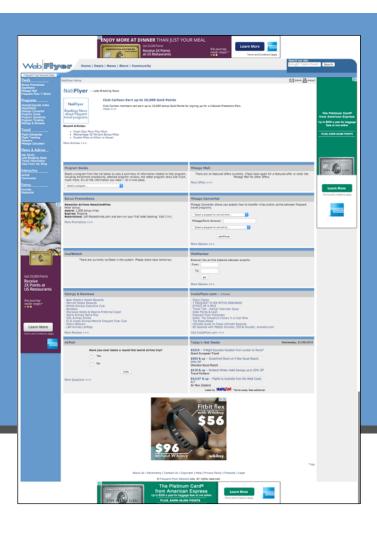


InsideFlyer is largest travel website with focus on loyalty programs, frequent travelers and earning/redeeming points and miles. Sites are available in the United States, United Kingdom, Germany, Norway, Sweden, Netherlands, Denmark.

A unique environment with the latest blog and forum technology connected with social networking for the frequent traveler.



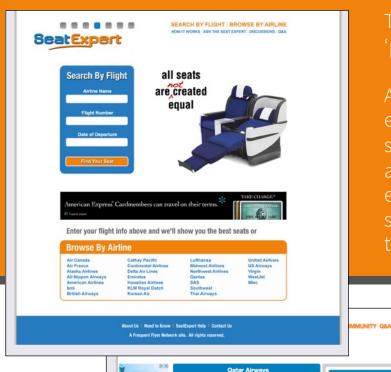
# WebFlyer



The first, and still the best source of frequent flyer and business travel information.

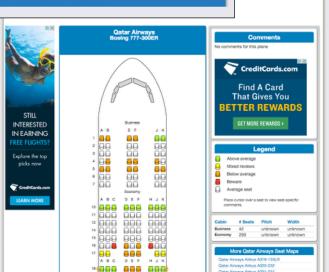
The first, and still the best source of frequent flyer and business travel information on the Internet. WebFlyer offers a vast assortment of tools for travelers. Among the most popular are Mileage Mall (a comprehensive and easily searchable list of offers available via the program's online shopping portals), MileMarker (a feature-rich mileage calculator), and Mileage Converter (a tool that shows frequent flyers how to transfer miles and points between programs). In addition to the tools, the WebFlyer editorial staff reports on changes in the industry and how those changes affect the traveling public.

## SeatExpert



The ultimate guide for any traveler seeking the 'perfect seat'.

As most travelers know, all airline seats are not created equal. SeatExpert is the ultimate guide for any traveler seeking that exit row, bulkhead seat, or even a seat far away from the bathrooms. With tens of thousands of expertly flown comments to accompany easy-to-read seat maps, SeatExpert takes the guess out of what seat the airline assigned you.



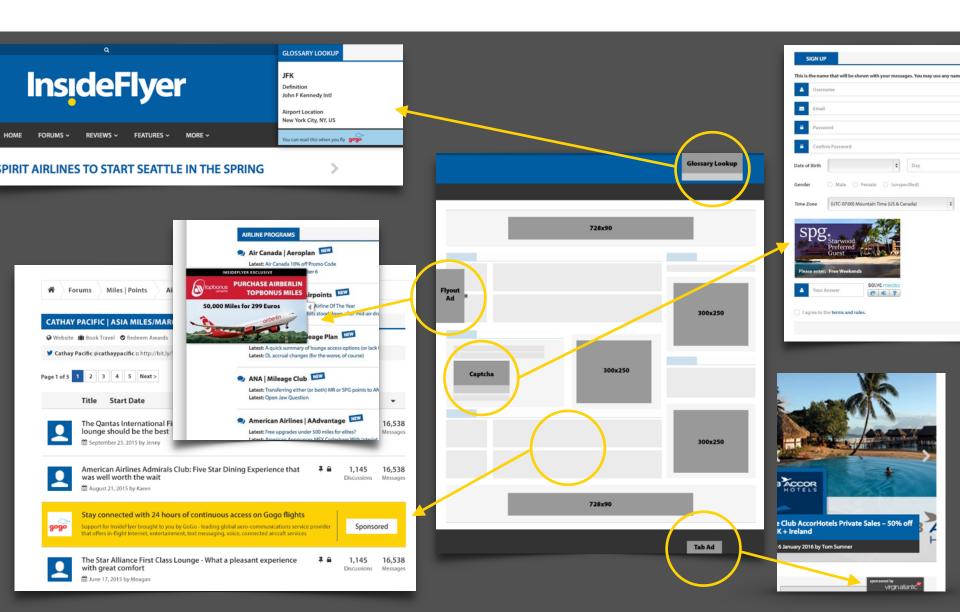
# **Advertising Opportunities**

We offer traditional banner advertising on our travel websites. Impressions are offered across our entire network, specific regions, on specific pages and bloggers.

We also offer unique ad-blocker free advertising locations such as fly-ins, tabs, captcha registration, sponsored threads, and glossary lookup.



## **Ad Sizes**

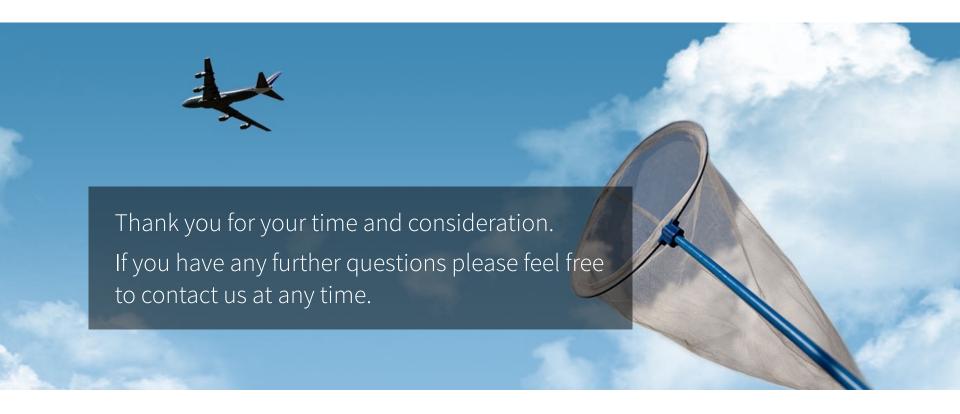


# Why Choose Frequent Flyer

The Frequent Flyer Network is the premier multi-media platform for the most influential road warriors / frequent flyers. Our discerning audience is driven by travel, technology, service, add-ons and social media. The Frequent Flyer Network reaches these travelers through its unique curation efforts, its credible platforms, authentic viewpoints and is amplified by its unparalleled social presence.

Our audience understands a program's umbrella of properties and is very interested in the unique bonus and promotional opportunities that each brand has to offer. Our visitors are educated consumers who base their travel reservations on the information that is available.

# Thank you!





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