

# WAYFARE

*The Act of Journeying; To Travel; To go to & fro*



**MEDIA KIT - 2011**

# MISSION STATEMENT



Wayfare is a brand new quarterly online magazine that celebrates the journey of travel, offering endless inspiration, instant trip solutions, and the intersection of home, style, and travel.

We recognize that travel is not defined by how many miles you cover. It's about finding inspiration along the journey and celebrating the everyday moments. It's about the spirit of discovery – breaking out of your routine to unwind, connect, and learn. It's this desire to go, to celebrate and to experience that drives everything we do.

Each page of *Wayfare* highlights what we feel travel should be: motivating, accessible, and delightful – whether you are in a faraway place, on a weekend getaway or simply exploring a new corner of your hometown.

Our mission is to bring our readers a beautiful digital experience highlighting great ideas and delivering a new kind of guidebook for travel and life.

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*“Travel is fatal to prejudice, bigotry, and narrow-mindedness.”*  
– *Mark Twain*

# ADVERTISE



The *Wayfare* experience brings back the art of editorial design and combines it with amazing content from today's leading voices and custom-built technologies.

Each page will enable the reader to explore content in a clutter-free environment that brands can complement, instead of disrupt.

We are determined to provide a new way for our readers to consume content on an emotional level and an opportunity for brands that share our vision to interact with them.

Brought to you by See Jane Fly, a high-profile travel website that elevates the best travel content from a vibrant community of travel influencers with a built in audience of more than 7 Million Travelers.

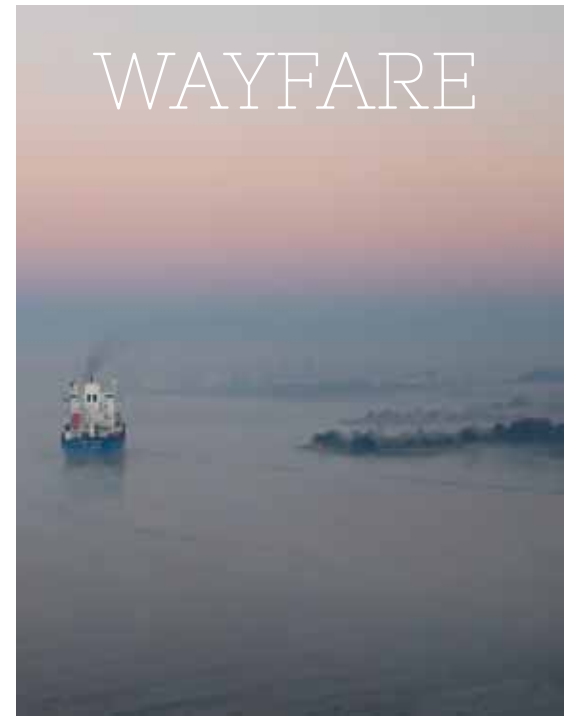
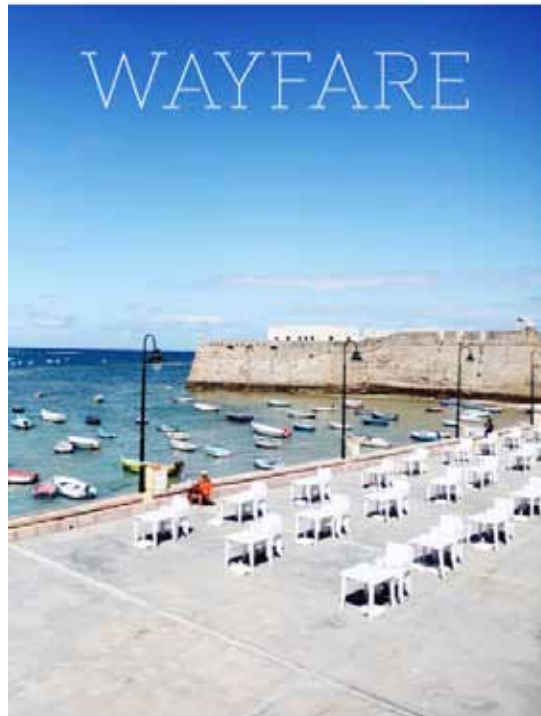
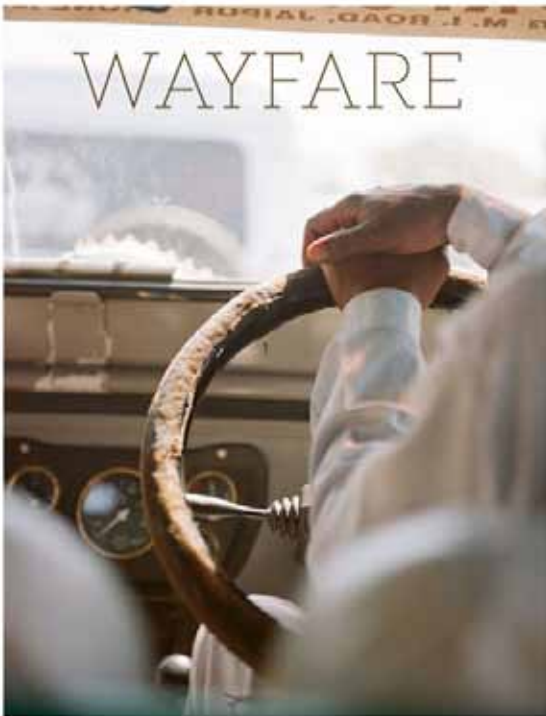
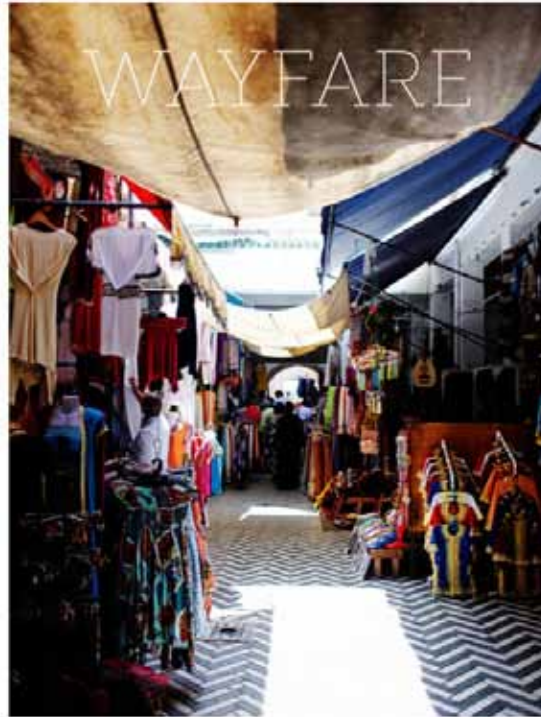
## Exclusive Features

- Wayfare community can bookmark, pin, book travel, and share their finds.
- Articles from award-winning writers and photographers inspire users to travel now.
- Content expansion on See Jane Fly's Getaway blog.
- A custom platform designed for online, mobile, and tablet.

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*“Marketing is no longer about the stuff that you make, but about the stories you tell.”*  
– Seth Godin, [sethgodin.typepad.com](http://sethgodin.typepad.com)

Sample Covers



# OUR REACH & RATES



## **Wayfare Digital/Tablet:**

7 MM pageviews guaranteed  
300,000 Absolute Unique Visitors

Term: Quarterly, 3 Months

## **Stand-Alone:**

Expandable Full-Canvas  
CPM: \$5.00 per 1000 impressions  
Minimum Buy: \$10,000

## **300x900:**

100% SOV  
CPM: \$3.50 per 1000 impressions  
Minimum Buy: \$7,000

## **300x250:**

Marketplace (4 per screen)  
CPM: \$1.00 per 1000 impressions  
Minimum Buy: \$1,000

## **iPad:**

Exclusive advertising sponsor only - 100% SOV  
Flat fee: \$7,500

## **Sponsored Advertorial:**

Custom itineraries, product rounds-ups, etc.  
Starting at \$15,000

# READERSHIP PROFILE



Wayfare is a media brand for today's modern traveler who has the means and desire to travel now.

Our audience is 4x more likely to take an international flight, 3x more likely to attend theatre, concerns, museums, 3x more likely to travel for business, 3x more likely to spend \$10,000 on travel.



22 – 54 Years of Age  
0-2 Children in Household  
HHI: 150K+  
Female 85%  
Male 15%

**Industries & Interests:**  
Travel, Food, Blogging,  
Online Shopping,  
Design, Home, Entertaining.

\*Source: comScore 2011 (Under Travora Media)

# January 2012 Issue



**Dazzling hotels across the globe**

**Culinary adventures in Oregon**

**Family celebrations worth a trip**

**Home in South Africa**

**Travel moments shared by today's celebrated photographers and writers**

**Artsy finds inspired by adventure**

**Undiscovered ski towns**

**Postcards from Paris**

**Revisit the Jet Set Era**

**View from Sweden**

**Guide to the best of Hong Kong**

**Plus the best travel products, places we're loving now, tips, downloads, celebrity interviews and more.**

# CONTACT



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# PLATFORM

