

# GettingOnTravel: A New Online Destination for the Over-50 Luxury Traveler!

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[GettingOnTravel](#) (GOT) is a newly launched, multi-authored, online magazine brimming with information and inspiration for luxury travelers over the age of 50.

GOT is the first and *only* online multi-authored travel magazine geared to this high-worth readership. According to Neilson data, this target readership controls 70% of the country's disposable income. Born in an age of affluence and optimism, they have both money and the time to spend it.

AARP research found that 99% of baby boomers plan to take at least one trip each year for personal/leisure reasons. These frequent travelers have reinvented the term "luxury travel." Their passions are shaped by their interests rather than by their age. They enjoy being pampered in sumptuous settings but also seek opportunities for adventure and to improve their health and wellness.

Co-founded by award-winning, veteran travel writers/bloggers Irene S. Levine and Janice Mucalov (of [MoreTimeToTravel](#) and [SandInMySuitcase](#), respectively), GOT covers:

- Destinations and experiences;
- Cruise, hotel and spa reviews;
- Wine, spirits and food;
- Hot-off-the-press travel news and tips; and
- Book and gear reviews.

Updated regularly, the magazine is published in an easy-to-read, mobile-friendly format, accompanied by beautiful photography. Through GOT and the individual blogs and social media channels of the editorial team, which is spread across the U.S. and Canada, the magazine has a reach of more than 150,000 followers at launch (and is expected to grow rapidly).

GOT takes readers one-step deeper than conventional travel publications: All content is carefully curated to appeal to the special sensibilities of mid-life travelers. For example, most articles include specific tips to enhance the travel experiences of people over 50.

Stories and posts are written by an outstanding team of talented travel writers, bloggers and photographers whose bylines appear regularly in high-circulation newspapers, magazines and trade publications, both in print and online. All contributors have been vetted for their unique appreciation and understanding of travel at midlife and beyond.

The initial roster of 19 contributors (which is expected to grow with the magazine) includes: [Susan Campbell](#), [Bonnie Carroll](#), [Janice Chung](#), [Debra Dunning Brouillette](#), [Laura E. Kelly](#), [Judy Kirkwood](#), [Sheryl Kraft](#), [Susan Manlin Katzman](#), [Hilary Nangle](#), [John and Sandra Nowlan](#), [Doreen Pendgracs](#), [Michelle Peterson](#), [Sue Reddel and Diana Laskaris](#), [Penny Sadler](#), [Debra Smith](#), [Suzanne Stavert](#) and [Lori Tripoli](#).

The magazine, along with its Media Kit, can be found online at: [www.GettingOnTravel.com](http://www.GettingOnTravel.com)

Inquiries regarding advertising, sponsored posts and requests for product reviews should be directed to [info@GettingOnTravel.com](mailto:info@GettingOnTravel.com). Follow us on Twitter [@GettingOnTravel](https://twitter.com/GettingOnTravel).

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