

Media Kit

 gettingontravel.com/media-kit

Getting On Travel

**A FRESH TAKE ON LUXURY
FOR TRAVELERS OVER 50**



Launched in the spring of 2017, GettingOnTravel is a multi-authored, online travel magazine uniquely catering to the over-50 luxury traveler. We may be young, but we're gearing up for a strong growth trajectory and online presence!

GettingOnTravel was co-founded by two professional, award-winning travel writers and bloggers – [Irene S. Levine](#) and [Janice Mucalov](#) – who each have their own travel blogs, [MoreTimeToTravel](#) and [SandInMySuitcase](#), respectively (that have snagged top blog awards). Joining them in contributing to the magazine is a highly talented team of other travel writers and bloggers.

Everyone involved in the site understands the special pleasures of the travel experience at midlife and beyond.

Also, GettingOnTravel is a women-owned enterprise currently with predominantly female writers. According to [Forbes](#), more than 80 percent of travel decisions (including those that involve spouses or partners) are made by women! Of course, we aim to appeal to all of our readers, no matter what their gender.



About GettingOnTravel

Our reviews, travel stories and tips are targeted to mid-life travelers who like a touch of luxury on their trips. Many are seasoned travelers. They want to be inspired by new experiences and seek a fresh take on travel. And they have the money to pamper themselves a little on their trips.

Read more about [this lucrative over-50 market](#) (see “A few factoids about our readers”)

Read [About GettingOnTravel](#) and the stories we cover

All our articles include information about why the particular trip, experience, cruise or hotel is appealing to the over-50 luxury traveler plus points that should be noted.



Followers and social media

We and our contributors regularly share each others posts as well as GettingOnTravel posts.

Through GettingOnTravel and the combined social media channels and blogs of all contributors to our magazine, we conservatively estimate our initial audience at launch is 150,000+ followers.

GettingOnTravel is also active on social media; find us here:

Many of our writers contribute their prose and photography to high-circulation newspapers, magazines and online venues.



Work with us and our writers

We and our writers are ready to work with you. We accept comped media and familiarization trips to experience and write about destinations, cruises, accommodations and/or tours first-hand. Note that our first and foremost responsibility is to our readers so we always write honest, balanced reviews.

For press invitations, you may [contact us here](#) or individually:

Irene S. Levine – Irene@GettingOnTravel.com

Our contributors – Find them through their individual websites or contacts shown on our [Contributors](#) page

Interested in signing on as a sponsor? Let's start a dialogue to see how we can best build your brand awareness among our highly targeted readership of sophisticated travel aficionados who understand that experiences trump possessions.

GettingOnTravel can also help amplify awareness of your or your client's destination, cruise line, hotel and/or tour through our [Hot News](#) section. Here, we post non-sponsored news stories based on press releases – so send us your releases.

****[Download a PDF of our Media Kit.](#)**

We look forward to hearing from you!

Irene S. Levine

Publisher and Editor, GettingOnTravel

Some brands we've worked with...

