

The background of the image is a photograph of a narrow, cobblestone street in a historic town. The street is flanked by colorful buildings with tiled roofs and flower boxes. A dark, diagonal overlay covers the upper half of the image, creating a sense of depth and focus on the text.

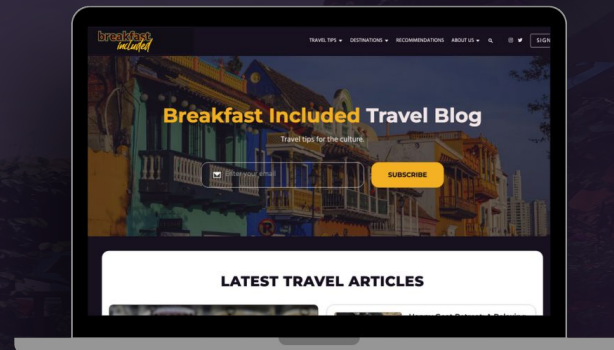
# breakfast *included*

**MEDIA KIT**

[breakfastincluded.co](http://breakfastincluded.co)

# About Us

Our **collaborative travel blog** aims to build travel equity by pooling and distributing travel advice and resources from different perspectives, catering to those who don't often see themselves in travel promos.



**~2K**

avg monthly  
sessions

**~1.5K**

avg engaged  
sessions

## Audience Snapshot

- **Women ages 30–50**, educated and curious
- **Domestic travelers** interested in international travel & traveling more often in general
- Often in the **idea or early planning stage**
- Looking for **practical tips, relatable experiences, and inspiring stories**
- Interested in **family travel, group trips, solo escapes, and budget-friendly options**



### Why the name **Breakfast Included**?

"When booking budget friendly trips, I usually aim to book accommodations with breakfast included. You get a free meal and don't have to worry about spending money on your next meal until later. Often times the food was plentiful and good (China, Peru), other times you're left with toast and a boiled egg. Either way, it was a free meal to start your day."

**NIKKI**, Lead @ *Breakfast Included*

# Travel is **diverse**, and so are we!

What works for one traveler may not work for another. That's why we collaborate with a range of writers, contributors, and businesses, offering options for every kind of traveler including:

- Travel Equity
- Decolonize Travel
- Basic Economy Travel
- Budget Conscious Travel
- LGBTQIA+ Travel
- Medical Needs Travel
- Solo [Female/Senior] Travel
- Adventure Travel
- Staycations & Slow Travel
- so much more!

Because we truly value the trust and integrity of our readers, we carefully vet our partners to ensure reliable, relevant information and opportunities for our audience.

**Want to learn more about our partnership?**

[travequity@breakfastincluded.co](mailto:travequity@breakfastincluded.co)

# It's all about being intentional.

Here's what the **next traveler's journey** looks like with **Breakfast Included**:

1

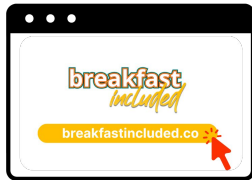
Search for  
travel info



Prospective travelers visit our site to discover trusted travel content and partner brands related to their next destination or interests.

2

Finds an article of  
interest on our website



They explore carefully curated content from our trusted pool of **writers and contributors**, offering valuable insights and recommendations.

3

Explores relevant  
brand placements



**Business partnerships** are strategically embedded into the content, aligning with the narrative to effectively reach and resonate with target audiences.

4

Builds connection  
through engaging  
content



We build trust with our readers through authentic, engaging content, making them **more likely to connect with and consider the integrated offerings**.

5

Discovers their  
next adventure



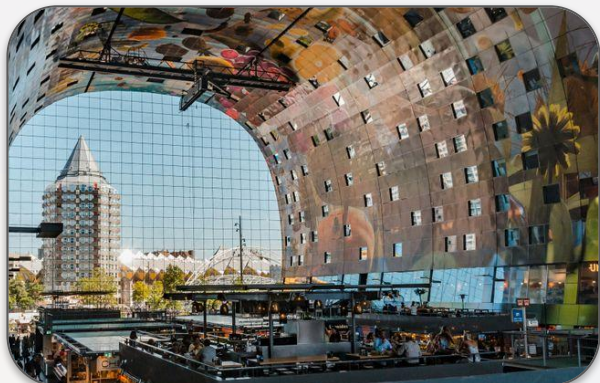
With our pool of **writers, contributors, and business partnerships**, this means increased traffic, conversion rates, visibility, and bookings—it's a win for all, **especially the traveler!**

## Want to learn more about our partnership?

[travelequity@breakfastincluded.co](mailto:travelequity@breakfastincluded.co)

# Featured Partnerships

At Breakfast Included, we strive to create partnerships that reflect our commitment to equity in travel. Every traveler deserves the opportunity to explore and experience the world in a way that aligns with their unique needs.



Collaboration with **Palmtrees & Allergies**

**Amazing Rotterdam: Allergy Conscious Foodie + City Guide**

[VIEW GUIDE](#)



Partnership with **Zayera Khan**

**Adventures on the Pink Caravan:  
Iceland and the Faroe Islands**

[VIEW ARTICLE](#)

## Social Good & Community Impact

We occasionally spotlight mutual aid efforts and grassroots giving, especially during times of crisis. It's part of our belief that travel and storytelling can also support real communities in meaningful ways.

**Example:**

[Hurricane Beryl](#)  
[Mutual Aid Guide](#).

**Want to work  
together?**

[travelequity@breakfastincluded.co](mailto:travelequity@breakfastincluded.co)



# Let's work **together** !

**CONTACT US**

[travelequity@breakfastincluded.co](mailto:travelequity@breakfastincluded.co)

**breakfast**  
*included*