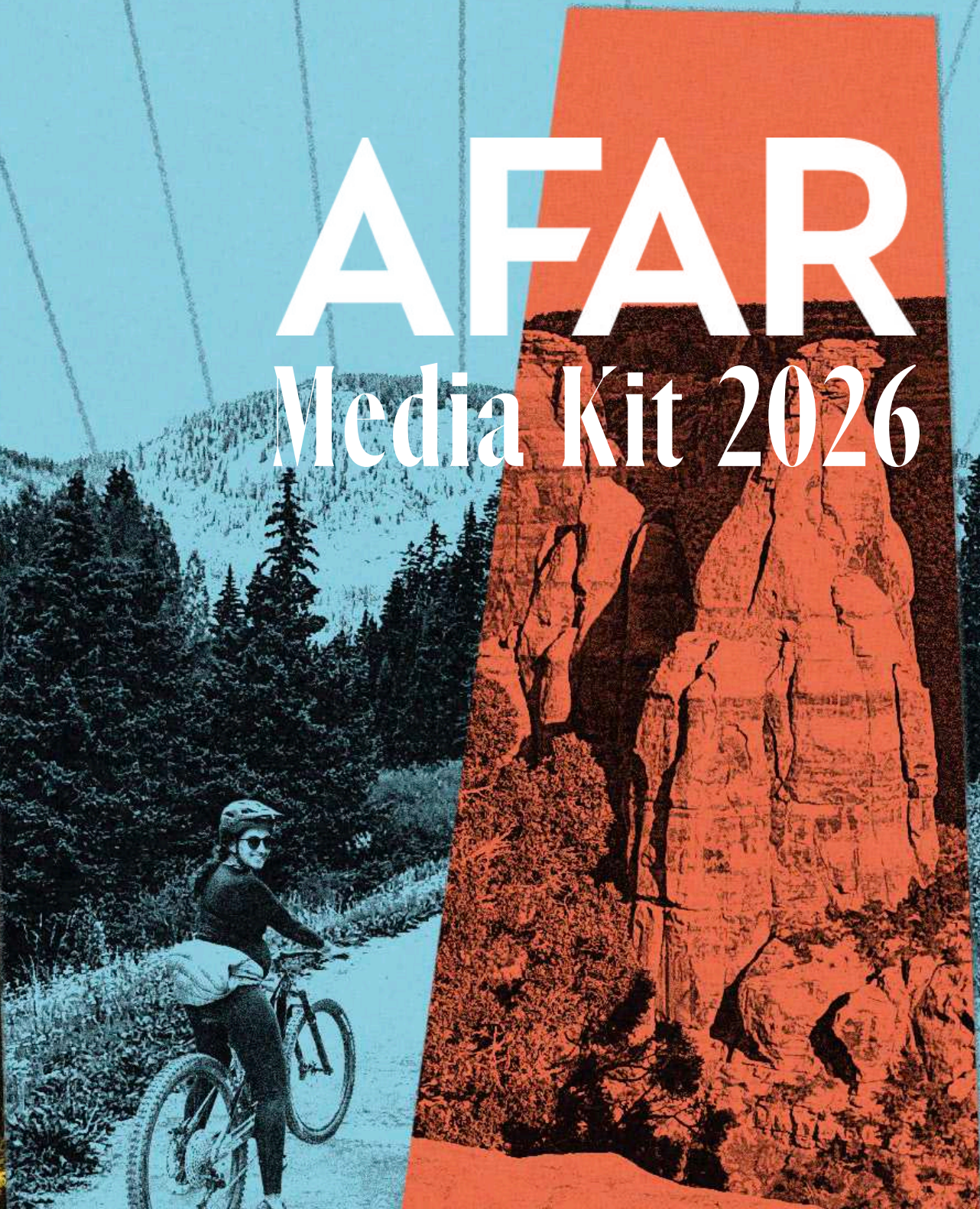
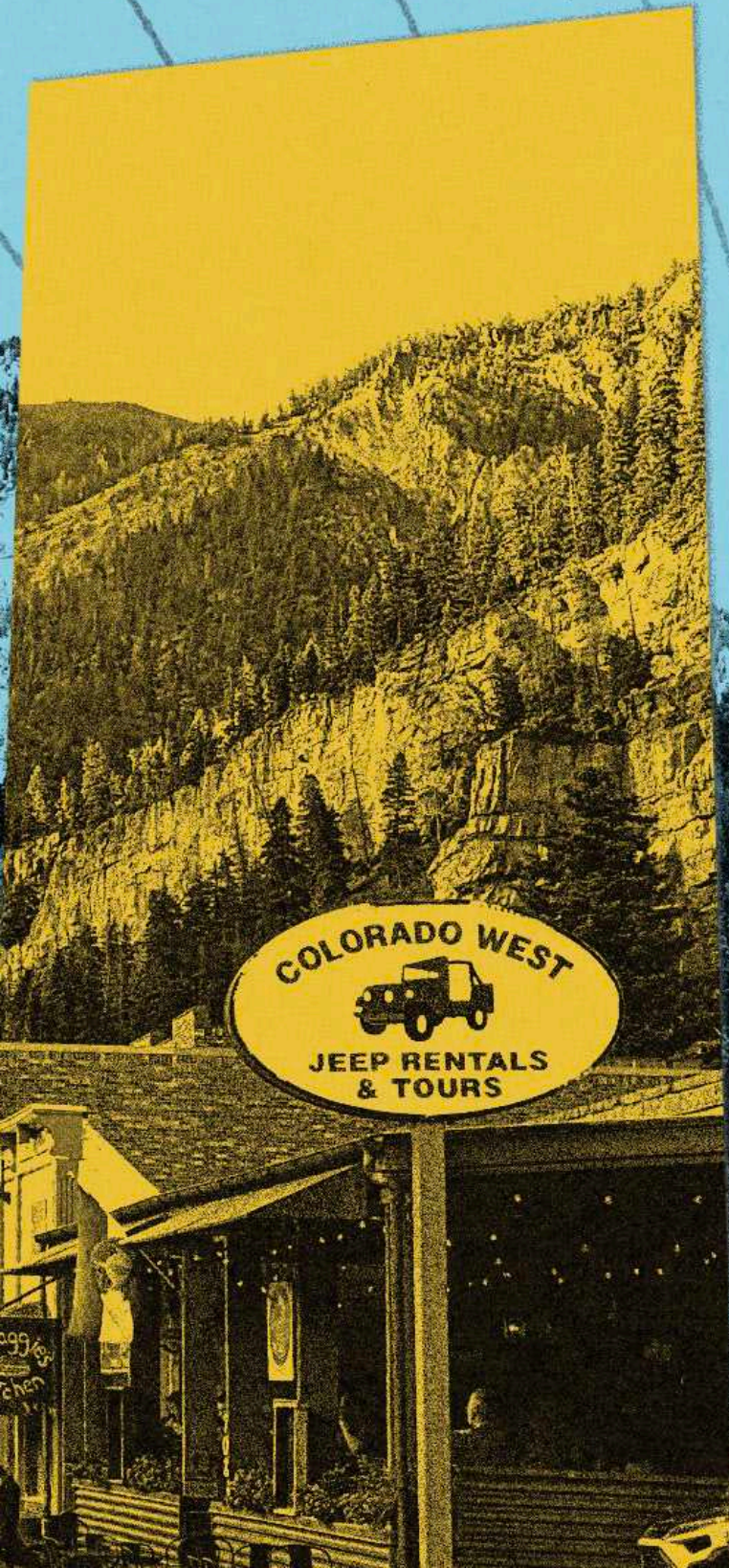


A FAR

Media Kit 2026



Who We Are
Audience Demos
Afar Platforms
Case Studies
Appendix



Who We Are

AFAR

SUITCASE

Certified



Corporation

Recognized for meeting high standards of social and environmental performance, transparency, and accountability as we inspire and empower millions of travelers to make travel a force for good.

Our Mission



Make a positive impact in the world through high-quality storytelling that inspires, enriches, and empowers Travelers Who Care®.



Our Audience

The travelers and travel advisors who influence how the world travels.



The World's Best Travelers

Afar reaches the most affluent, influential, and well-traveled consumers.

Affluent and Influential

Median Age: **41**
*Highest Concentration
of Affluent Millennials*

Average HHI: **\$336,159**

Average Net Worth: **\$3.7MM+**
*More than \$750K higher
than other travel media*

Most likely to influence others across:
Travel, Watch/Jewelry, Banking, Auto,
Spirits, and more

Discerning Travel Preferences

Most trips/year: **16**

Highest Annual Travel Spend

Most likely to:

Fly first class or private
Stay at a 5-star or luxury boutique hotel
Take a river or expedition cruise
Eat at a Michelin-starred restaurant

Driven by Their Values

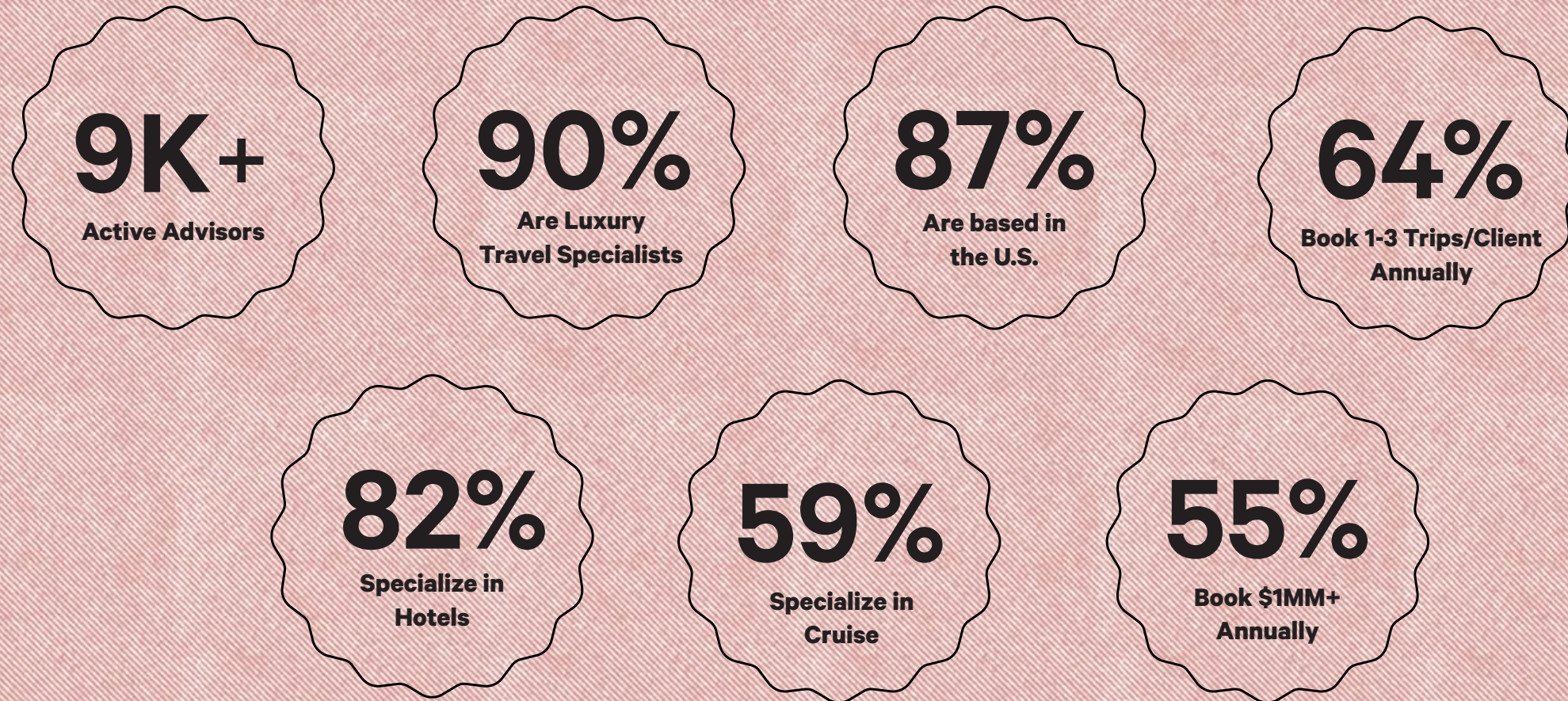
Actively try to minimize their
environmental impact

Pay more for sustainable products

Prefer to go off the beaten track and
where the locals go

Influential Travel Advisors

Afar's proprietary network of advisors across consortia who shape what's next.



Our Platforms

Human-centered storytelling across all our channels.



AFAR

Reaching 54MM+ travelers across platforms each month

Afar.com
2.5 MM monthly UVs

Afar Creates
Consultation and creative services

Afar Social
720 K+ followers

Afar Email
1.2 MM+ opt-in subscribers

Afar Video
13 MM+ views annually

Afar Audio
2 MM+ lifetime downloads

Afar Magazine
1.1 MM audience

Events and Experiences
Consumer and B2B, bringing travel to life

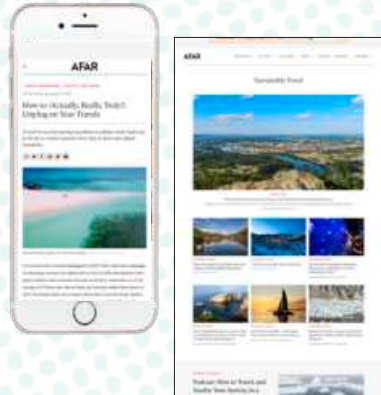
Afar Journeys
Expertly curated itineraries with AI-powered personalization

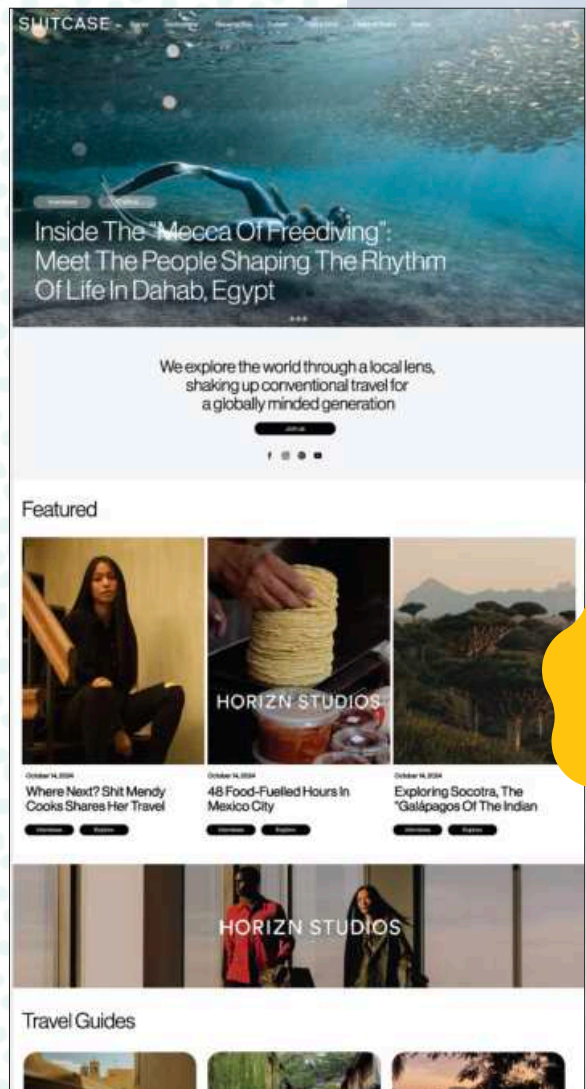
Suitcase
U.K. Based
500K+ audience

Afar Network
33 MM+ monthly UVs

Afar Advisor
9 K+ luxury travel advisors

SUITCASE
DISCOVER WHAT MATTERS





[Click Here for a full Media Kit](#)



International
Suitcase

A celebrated U.K.-based travel brand that encourages thoughtful exploration of the world through beautiful storytelling

Overview:

- 4MM+ Monthly Impressions
- 75% global audience reach
- £160K+ Average HHI
- 10+ trips/year

Opportunities:

- Brand pages and custom advertorials
- Impact units
- Custom content development
- Newsletter integration
- Social campaigns



90% take action after reading



Print

Afar Magazine

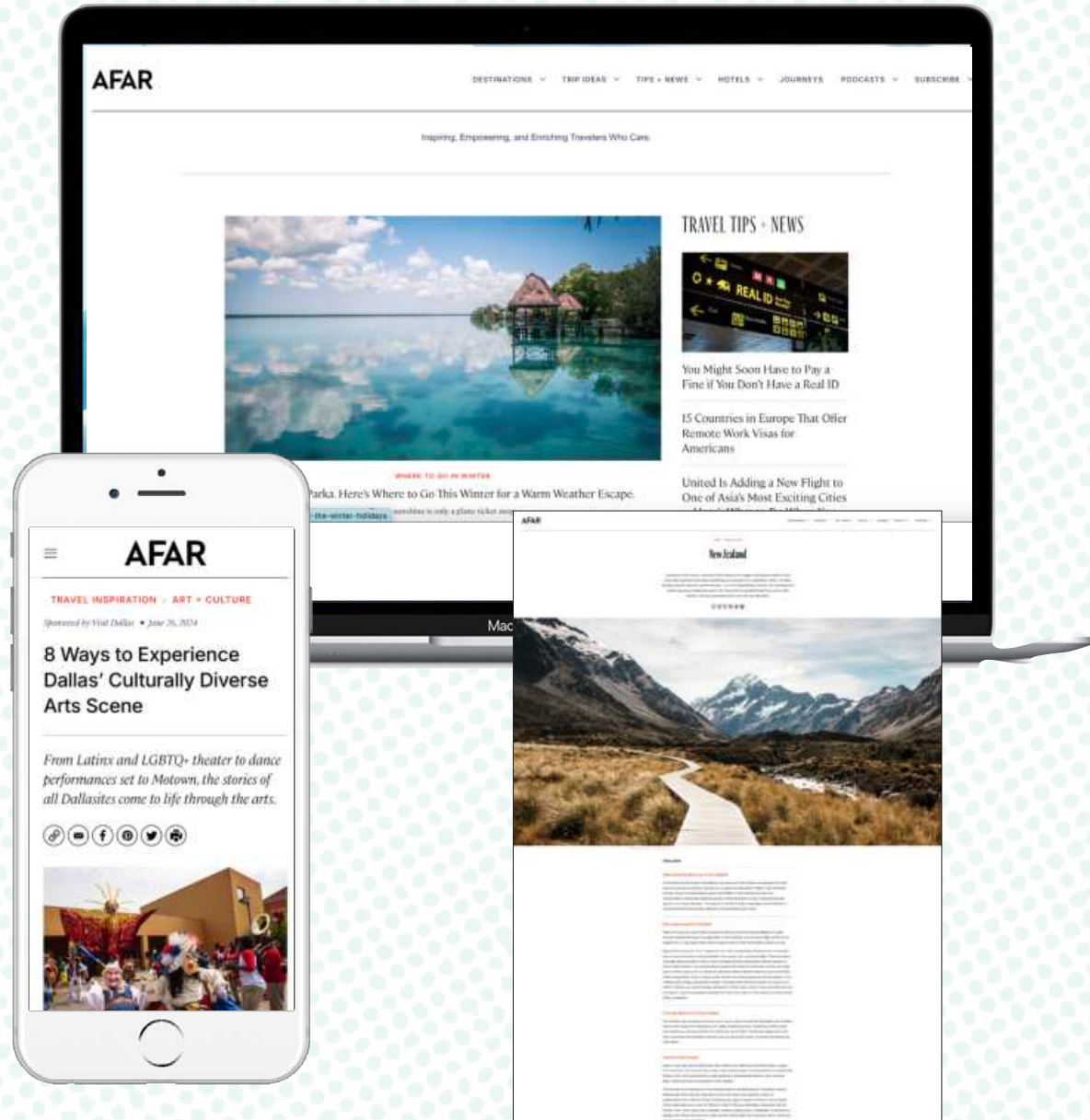
Award-winning journalism, immersive photography, and distinct design from a diverse group of publishing experts.

Overview:

- 4x Issues a year
- Rate Base: 275,000 | Audience 1.1MM
- Ad/Edit: 40%/60%

Opportunities:

- Brand pages and custom advertorials
- Impact units
- Targeted distribution including: Geographical copies, Advisor-only mailing, private airport distro, and more



Digital

Afar.com

The best inspiration and planning tool for Travelers Who Care.

Overview:

- 2.5MM+ Monthly unique visitors
- 15MM+ Monthly impressions

Opportunities:

- Editorial launch sponsorships and integration
- Contextual takeovers
- Interactive ad units
- Custom content development
- Dedicated hubs

Digital

Afar Network

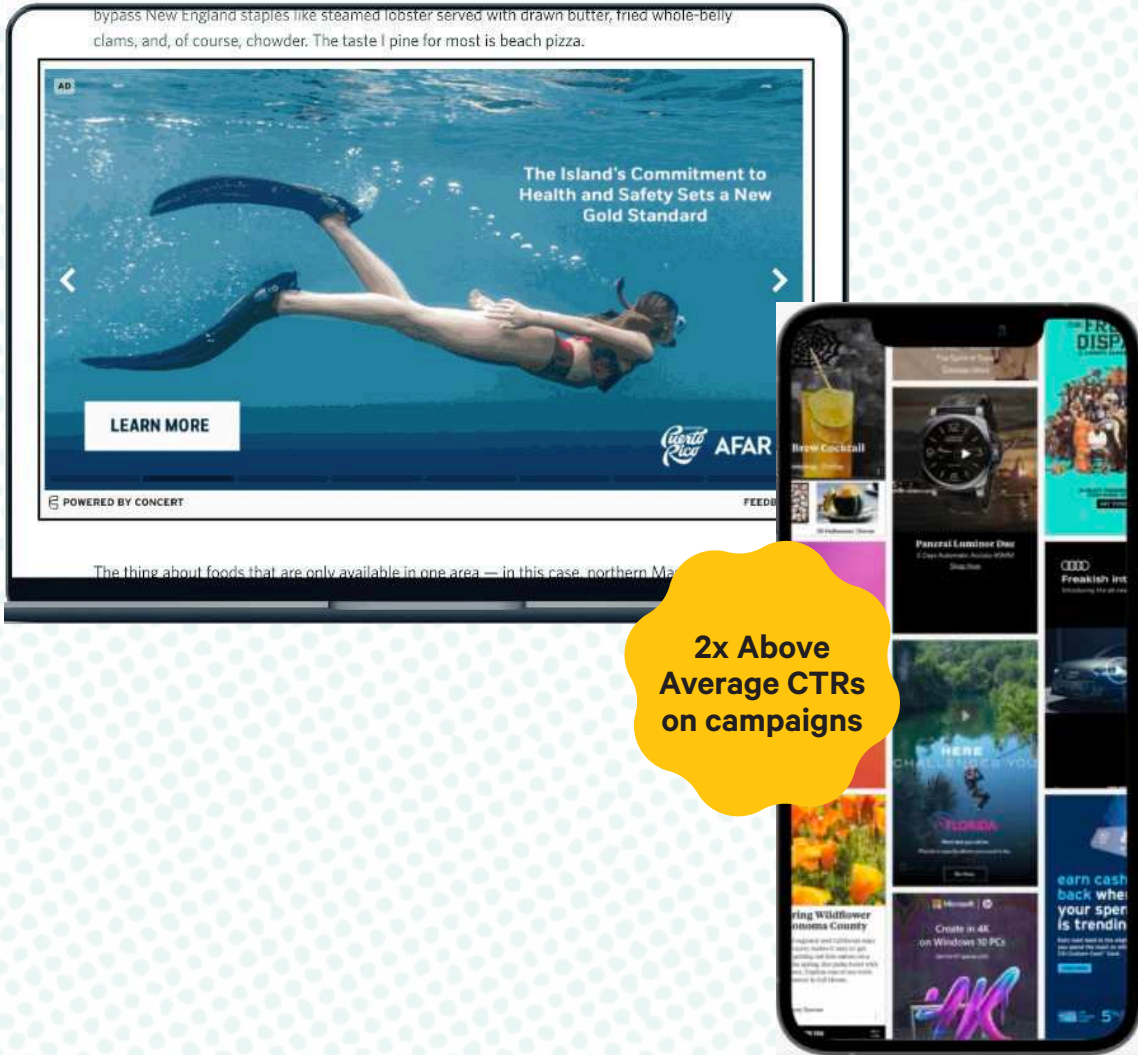
Extend your campaign into premium, brand-safe environments that reach the same high-intent travelers as Afar.

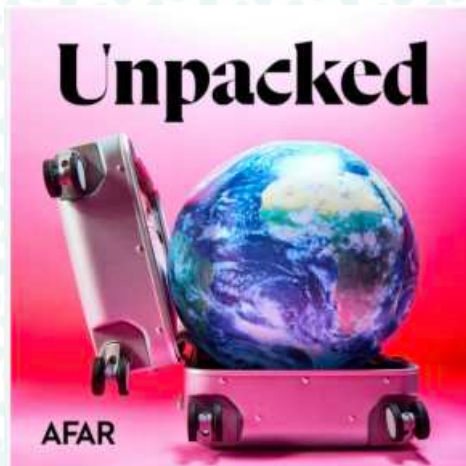
Overview:

- Powered by Afar’s first-party and contextual audience data
- Seamless creative alignment with on-site content (native, display, or video)
- Brand-safe, premium publisher inventory
- Weekly human optimization for efficiency and brand alignment

Opportunities:

- Premium audience targeting at scale
- Interactive custom units
- High-impact video and audio content distribution





2MM+
Lifetime
downloads

“Afar has always had amazing travel writing. Love that the stories are now available in podcast form.”

- Apple Podcast Review

Audio

Afar Podcasts

Thought-provoking podcasts that celebrate travel as a force for good

Overview:

- Three exciting and dynamic shows: Unpacked by Afar, Travel Tales, and View From Afar
- 4.8/5.0 ratings on Apple Podcasts
- Premium distribution across Apple Podcasts, Spotify, and the Airwave Network for scale

Opportunities:

- Pre-roll and mid-roll spots
- Custom Afar-produced brand segments
- Destination-focused editorial episodes
- Dedicated miniseries
- Full-season takeovers
- Consultative services

Editorial Storytelling

Afar Video

A growing platform that transports travelers through visual storytelling

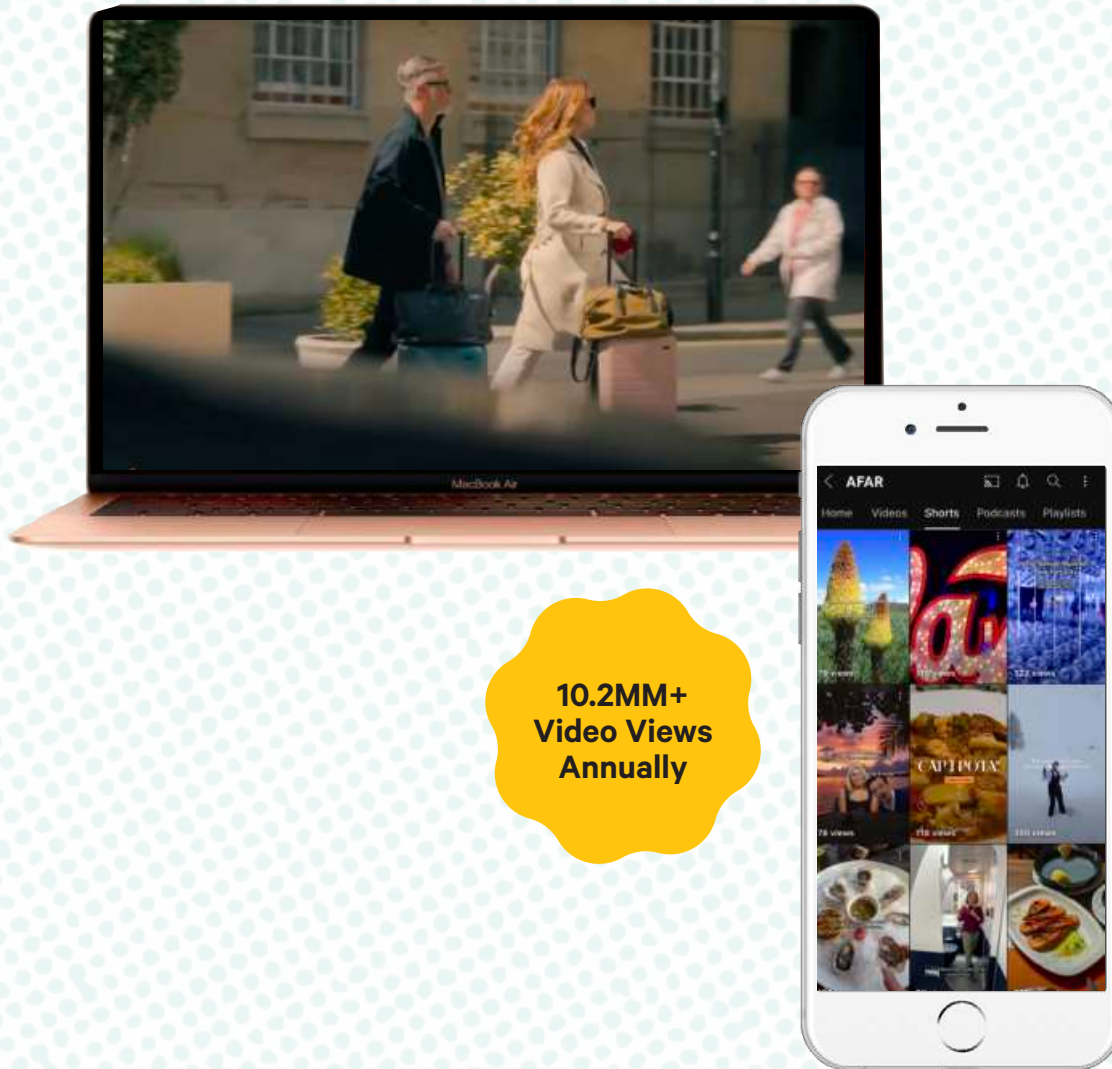
Overview:

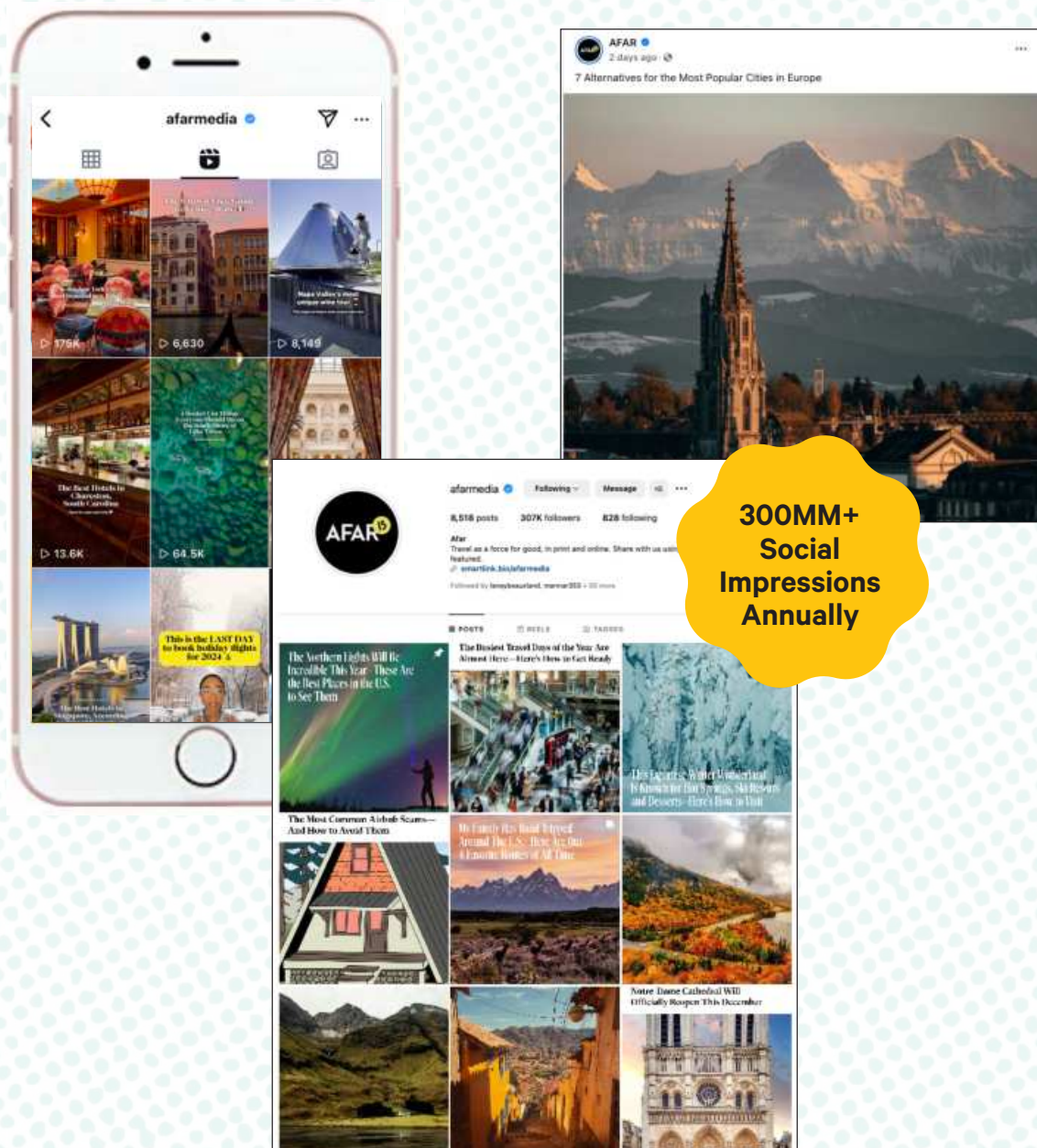
- 118%+ YoY increase in views
- 400% YouTube subscriber increase over the past 3 years
- Comprehensive YouTube, social media, and streaming distribution
- Targeted amplification to reach the right audience

Opportunities:

- Editorial destination coverage
- Branded integration into editorial content
- Development of episodic series for streaming
- Custom solutions

**10.2MM+
Video Views
Annually**





Social Media

Afar Social

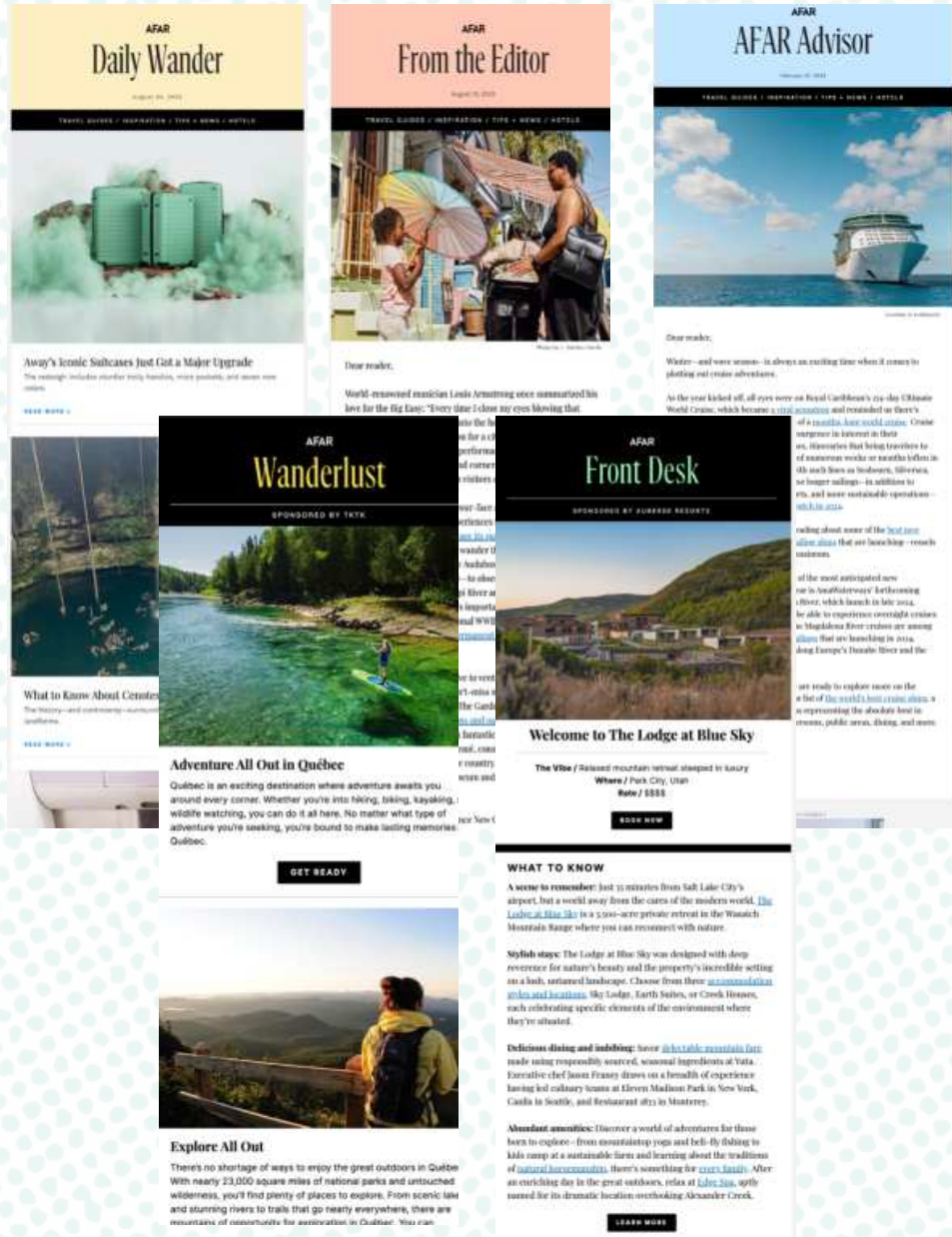
Bringing travelers together through scroll-stopping content and a curated visual aesthetic

Overview:

- 17% Follower growth YoY
- 247% growth in social impressions YoY
- Above-industry average engagement

Opportunities:

- Social content integration and original storytelling across our channels, including: YouTube, Instagram, Tik Tok, Facebook, Pinterest, and LinkedIn



Database

Afar Email

Deliver your message directly to the inboxes of travelers who care

Overview:

- 1.2MM+ opt in subscribers
- 4 editorial newsletters, 7 dedicated emails
- Above-industry average engagement

Opportunities:

- Newsletter sponsorships/custom integrations
- Dedicated email sends
- Specialized high interest lists, including geotargeting
- Polls/surveys

Editorial Newsletters

- Daily Wander
- From the Editor
- Stay Here Next
- Afar Advisor

Dedicated Emails

- Wanderlust
- Dream Deals
- Front Desk
- On Deck
- Spotlight On
- Journeys Itinerary
- Advisor Dedicated



Experiential

Afar Events

Bring industry thoughtleaders and influential travelers together through curated experiences

Overview:

- Highly bespoke event experiences
- Curated audiences including industry thoughtleaders, editors, advisors, and/or consumers
- Available in key domestic and international markets

Opportunities:

- Private dinners
- Cocktail receptions
- Custom concert series
- Live podcasting
- Bespoke parties and product launch events
- Retail store pop-up experiences
- Consumer or industry events/festivals
- Curated trips/in-market experiences



Brand Collaborations

Afar Partnerships

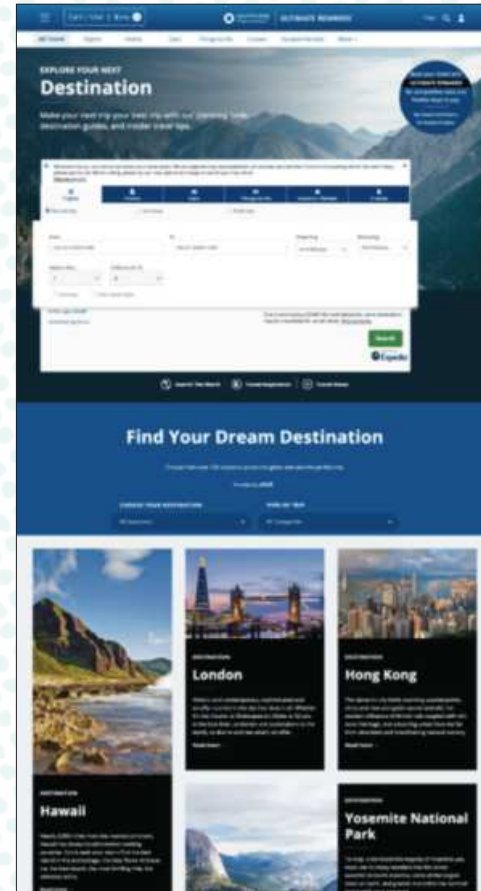
Tap into unique partners that share the same nimble, creative spirit as Afar

Overview:

- A network of collaborative partnerships that bring brands to life through video, audio, and curated events
- Who we work with: Mindtrip AI, Odyssey Studios, Spotify, Sofar Sounds, Cloth & Flame, Fora, Poster House, the James Beard Foundation, and more

Opportunities:

- AI-powered itineraries
- Best-in-class video and TV production
- Dynamic streaming capabilities and distribution
- Highly bespoke event programming



“In a genre that can feel stodgy and pretentious, Afar brings a distinctly modern sensibility into the mix.”

- Society Of American Travel Writers

Consultative Services

Afar Creates

Full-service content marketing, consulting, and creative solutions from Afar's award-winning creative studio

Overview:

- Guided by research, data-led insights, and client needs, we create full-service content solutions
- Partners Include: Visit California, Chase Ultimate Rewards, Holland America Line, United Airlines, Marriott, Atlas Ocean Voyages, Explore Charleston, and more

Opportunities:

- Creative direction and design
- Licensing and syndication
- Photography, video, and podcasts
- Technology and platforms
- Production, distribution, marketing, and analysis
- B2B + B2C communications



90%
College
acceptance
rate

“Learning Afar runs to the core of everything we do. We want to empower students to live with curiosity and an open mind, and develop the ability to push past boundaries.”

— Joe Diaz, Afar Co-founder

Philanthropy

Learning Afar

Travel scholarships for students from underserved communities to explore the world

Overview:

- Partnership with GLA Foundation
- 1,500+ scholarships awarded to students from under-resourced communities
- Global service trips to destination including Ghana, Costa Rica, Belize, Cambodia, Mexico, Peru, and the U.S.

Opportunities:

- Fund a class scholarship
- Be a travel partner
- Launch an impact study
- Make a corporate donation
- PR and content opportunities

Best-in-Class Brand Campaigns



DISCOVER
Puerto Rico

Unpacking Puerto Rico
In-destination reporting bringing to life
Puerto Rico's cultural history in a dedicated
podcast episode and content series.

A Local's Guide to Off-the-Beaten-Path Puerto Rico

Sponsored by Discover Puerto Rico LOCAL CONTENT CREATORS Hershey Government

Unpacked
AFAR

May 30, 2024 - S3 E19 - 47 min left

From Bomba to Bad Bunny: Searching for the Sounds of Puerto Rico
Unpacked by Afar >

[▶ Resume](#)

Puerto Rico has had a huge impact on the world's music scene, in comparison to its size. And on this week's episode, host Aislyn Greene travels to the island to find out why. She explores bomba and plena, two of the earliest forms of music that emerged from Puerto Rico's African ancestors. Discovers jibaro music, or "hillbilly" music, though this style of music is incredibly complex and improvisational. Found the source danza music, watched salsa musicians urge people to their feet, and met with reaaetón

**2024 TRAVEL WEEKLY
MAGELLAN AWARDS
SILVER AWARD WINNER**

Unpacked: From Bomba to Bad Bunny: Searching for the Sounds of Puerto Rico
May 30, 2024

THE MARRIOTT BONVOY
BOUNDLESS™ CARD
EMPOWER YOUR OWN TRAVEL TALES

AFAR

DESTINATIONS ▾ TRIP IDEAS ▾ TIPS ▾

TRAVEL INSPIRATION ▾ TRAVEL TALES

By Negin Farsad • January 28, 2019

She Came, She Saw, She Told Jokes: A Comic's Last-Minute Trip to Kansas City

New York comedian Negin Farsad headed into the heartland of her country, and fell head over heels for a two-state city in the middle of America.



MacBook Air

MPA
KELLY
AWARDS
• 2019 •



MARRIOTT
BONVOY | CHASE

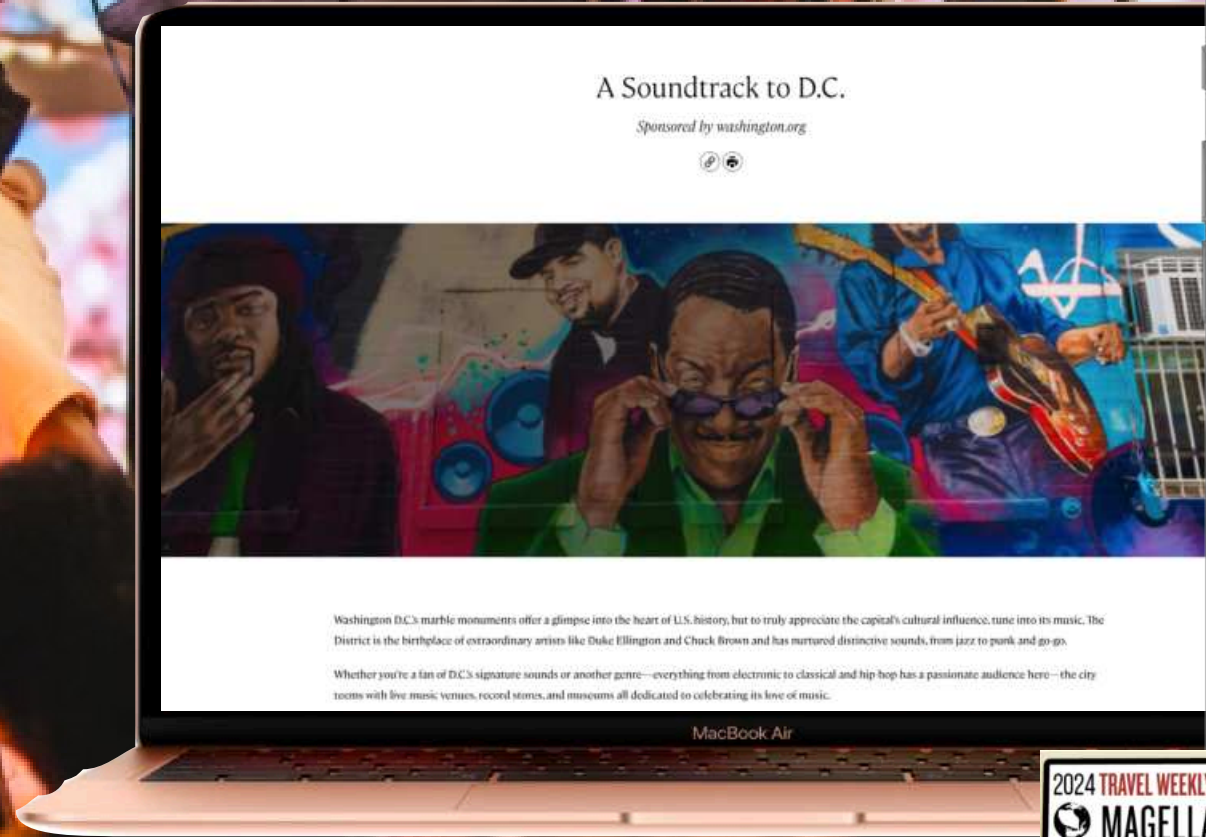
Travel Tales LIVE!

Sensory experiences that pushed the boundaries of storytelling, built brand equity, and inspired engagement

THERE'S ONLY
★★★★
ONE DC

DC Sounds

Immersive live music events paired with a dynamic library of multimedia storytelling—extending impact well beyond the event stage.





SPIN THE GLOBE
 Afar chose a destination at random—by spinning a globe—that launched Genevieve Gorder and Christian Dunbar on a spontaneous perspective-shifting journey in the first episode of our new original travel show.

UNEXPECTED LONDON

Two designers on a last-minute trip use their Chase Aeroplan® Cards to find a playground of cultures.

WITH JUST 24 HOURS' NOTICE, WE SENT INTERIOR DESIGNER GENEVIEVE GORDER TO LONDON with her husband, furniture designer Christian Dunbar, to shake up their idea of a city they thought they knew. "We definitely forget to do new things," Dunbar said. Follow along as they discover the city's hidden side streets, visit its musical heritage, a Michelin-starred restaurant celebrating seasonal cuisine, and more—all starting in the flat above the Afar series, Spin the Globe, sponsored by the Chase Aeroplan® Card.

Denmark Street
 Here, the designers dipped into London's music history, where legendary artists have recorded since the 1950s. "Sometimes you don't need a time machine to hear echoes of the past," said Gorder before picking up a locally crafted guitar strap for a friend at Husky Guitar Shop.

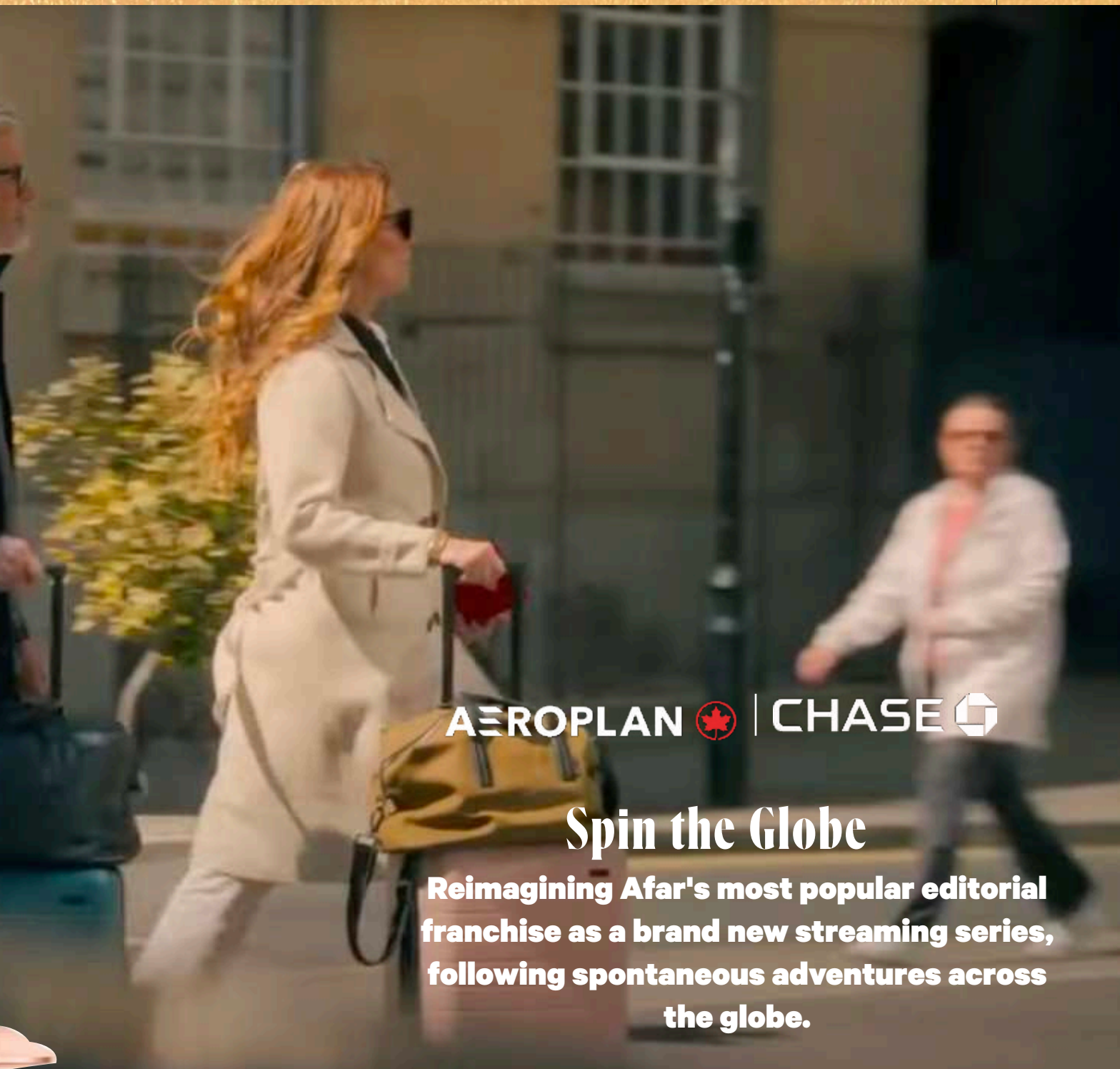
The Design Museum
 "I had no idea how magnificent this was going to be," Gorder said of this museum, housed in one of London's most significant examples of modern architecture. The collection aims to transform how people perceive themselves and

The Queen's Canal
 Moved on the Queen's Canal, this 96-foot long double-decker boat celebrates Britain's cheesemaking revival. The pair sampled the best goat cheese Dunbar says he met here—and by the way, it's north London that's exciting. "This is all I ever really need in a meal," Gorder said.

The spirit of going on the editorial adventures "The trip changed more than how I travel. It changed how I see," said Gorder. And the points earned are already helping fuel more travel—thanks to access to over 1,500 destinations through more than 40 global airline partners with the Chase Aeroplan Card.



MacBook Air



AEROPLAN  | CHASE 

Spin the Globe

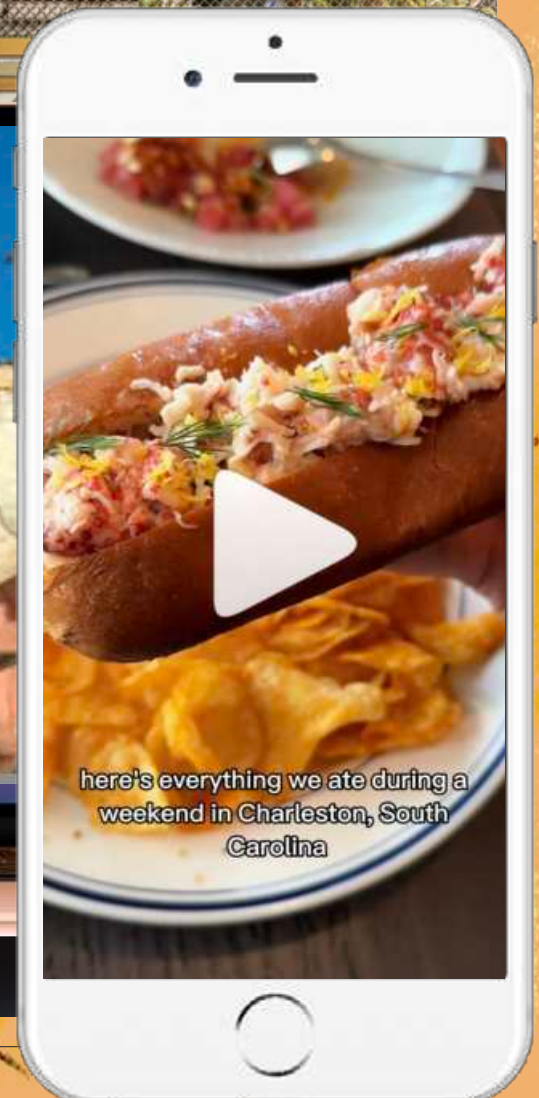
Reimagining Afar's most popular editorial franchise as a brand new streaming series, following spontaneous adventures across the globe.



Explore *Charleston*

Destination Spotlight

Social content series featuring first-person narratives that bring Charleston's seasonal food experiences to life.



Appendix

- 
- An aerial photograph of a white commercial airplane with two red engines, parked on a grey tarmac with yellow ground markings. The aircraft is oriented diagonally from the top left towards the bottom right. The background is a blue and white halftone pattern.
- I. Editorial Calendar & Close Dates
 - II. Print Advertising Rates
 - III. Print and Digital Specs
 - IV. Key Afar Contacts