



MATADOR NETWORK

2026 MEDIA KIT

Our Vision.

TRAVEL AS A FORCE FOR GOOD.

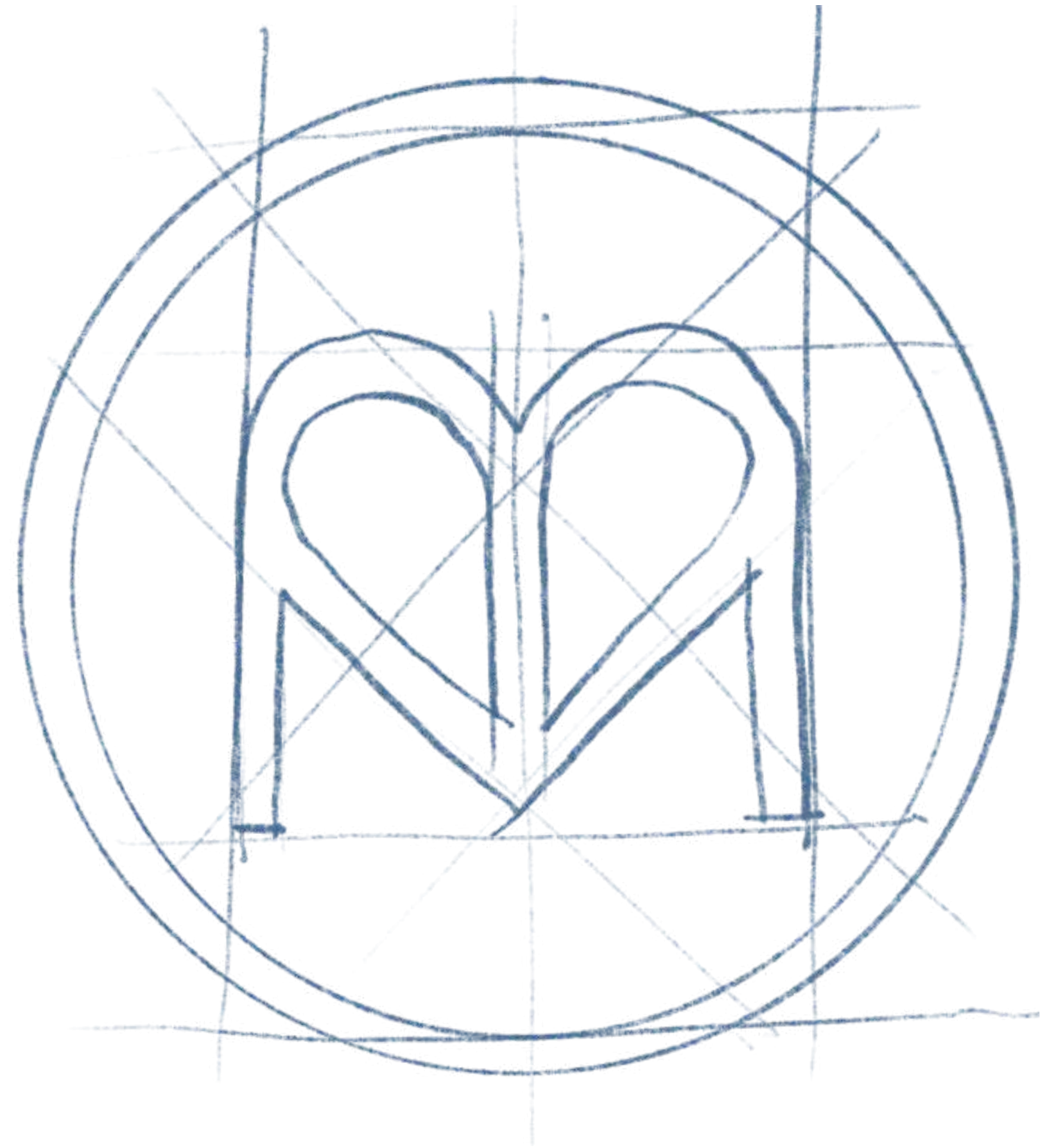
At Matador, we envision a world where travel is a transformative experience that enables us to find the humanity in each other, everywhere. It has the power to connect, heal, and inspire us to plan new adventures that have a positive impact on the world.

Our Mission.

EMPOWER A DIVERSE GENERATION.

Empower a diverse generation of modern adventurers to share their stories and travel fearlessly.

We Are Matador.



FASTCOMPANY



Most Innovative
Companies 2024

Matador Network is the Internet's #1 Publisher for Modern Adventurers.

We inspire our audience of millions to travel fearlessly through authentic storytelling, stunning video, and AI-first technology. We partner with brands to make content that informs, entertains, and inspires.

About Matador Network.

The Internet's #1 Publisher for Modern Adventurers

PREMIUM PEDIGREE.

- ◆ Global leader in **adventure, outdoor, and travel media**, producing big ideas with cinematic storytelling. Trusted by brands like:



- ◆ **Award Winning Results:**
Fast Company Most Innovative Companies, Gold & Silver Telly Awards, Skift IDEA Award



CAPABILITY.

- ◆ Full-service **in-house studio (50+ team)** producing 4K video — from short-form social video to streaming series
- ◆ **2,000+ elite influencers** (>1M followers) and **70K creators** in our *Matador Creators* global network
- ◆ Premium distribution with **Roku, Hearst, Uber, American Airlines**
Proven **brand lift, engagement, and cultural reach** from our campaigns
- ◆ **Full tracking, tagging, and retargeting capabilities**; compatible with all major brand lift partners

AUDIENCE.

- ◆ **245M+ monthly video views** with distribution across O&O, social, streaming, rideshare, airports, and in-flight entertainment
- ◆ A premium network connecting adventure, culture, and commerce with **16M+ adventure-first social followers**
- ◆ Our content ecosystem reaches **affluent, experience-driven consumers aged 25–44 with HHI above \$160K**
- ◆ Our audience is **8x more likely to be frequent travelers; 4x higher affinity for outdoor and adventure lifestyles**

The

BIGGEST media network

Our content lives everywhere across the traveler journey: Web, social media, Ubers, gas stations, airports, airline IFEs and lounges, and across streaming.

in Travel.



American
Airlines



reach tv

STV

Uber

Roku

Our Capabilities.

PREMIUM MEDIA

High-impact, takeovers, custom audiences, retargeting, you name it.

CUSTOM STREAMING SHOWS

We work with networks and we are now bringing brand-funded series with 360 content, from social to streaming.

EVENTS + ACTIVATIONS

Virtual film festivals, small group trips, speaker series—we redefine brand events.

CUSTOM CONTENT

Custom articles, guides, and interactive content, with built-in distribution.

TALENT + INFLUENCERS

Diverse talent from our 2000-person influencer team, leveraged for your content.

3RD BRAND PARTNERSHIPS

We bring together powerful brands to create bigger impact.

TURN-KEY PRODUCTION VIDEO

The best video your brand has ever created, with huge built-in distribution.

SHORT-FORM VERTICAL VIDEO PRODUCTION

Content production as a service with strategy for platforms like TikTok, Instagram Reels, YouTube Shorts and Google SEO.

PODCASTS

Partner with our new podcast division for custom episodes and pre-read/mid-read ads.

socially

WE LIKE TO BE

MASSIVE REACH ON SOCIAL.

18M+

social followers across platforms

PIONEERING MOBILE VIDEO AT SCALE.

150M+

video views per month, globally on Matador O&O

POWERING CREATOR-FIRST CONTENT.

70K

roster of *Matador Creators*

2K+

network of elite influencer, travel creators, actors, athletes, and celebrities



SINCE
2023

WE'VE BEEN LEADING THE GEN-AI EVOLUTION.

We partnered with OpenAI and Meta to launch GuideGeek, our AI travel genius. Now we offer customized AI agents for major brands and DMOs.

MATADOR NETWORK

WEBSITE



matadornetwork.com

SOCIAL



@matadornetwork

MOBILE APP



Matador Network

SOCIAL FOLLOWERS BY PLATFORM

2.5M

FACEBOOK

2.3M

TIKTOK

600K

INSTAGRAM

56K

YOUTUBE

SOCIAL CHANNELS POWERED BY

MATADOR  NETWORK





 **1.4M**
@guidegeekai



 **7.5M**
@visit



 **1M**
 **130K**
@epic.stays



 **2.4M**
@wonders

The Matador Audience.

2.3x more likely to have a **household income**

\$150K+

5.3x

higher affinity for
Adventure Travel

7.2x

more likely to be actively
searching for **Hotels &
Accommodations**

48%

male

52%

female

50%

have **Kids**

8x

more likely to be a
Frequent Traveler

92%

hold **Passports**

2.4x

more likely to be in the
Luxury Traveler segment

4x

more likely to be interested in
Family Travel

3x

higher affinity for
Outdoor Enthusiasts

MATADOR  CREATORS

We've Built A Creative Network — Not Just Social Media Creators.

A FULL-STACK CREATIVE WORKFORCE

The Matador Creator network includes:

- Influencers and content creators
- Writers & editors
- Video directors & DPs
- Drone & FPV pilots
- Audio specialists & podcast producers
- Editors, colorists, and post-production talent
- Production assistants & field producers

Our **global network of over 70,000 individuals** allows Matador to scale from a single social video to a full, multi-market production.



Destinations We Work With.



Brands We Work With.



EXAMPLE CONTENT

Family Influencer Hero Video.

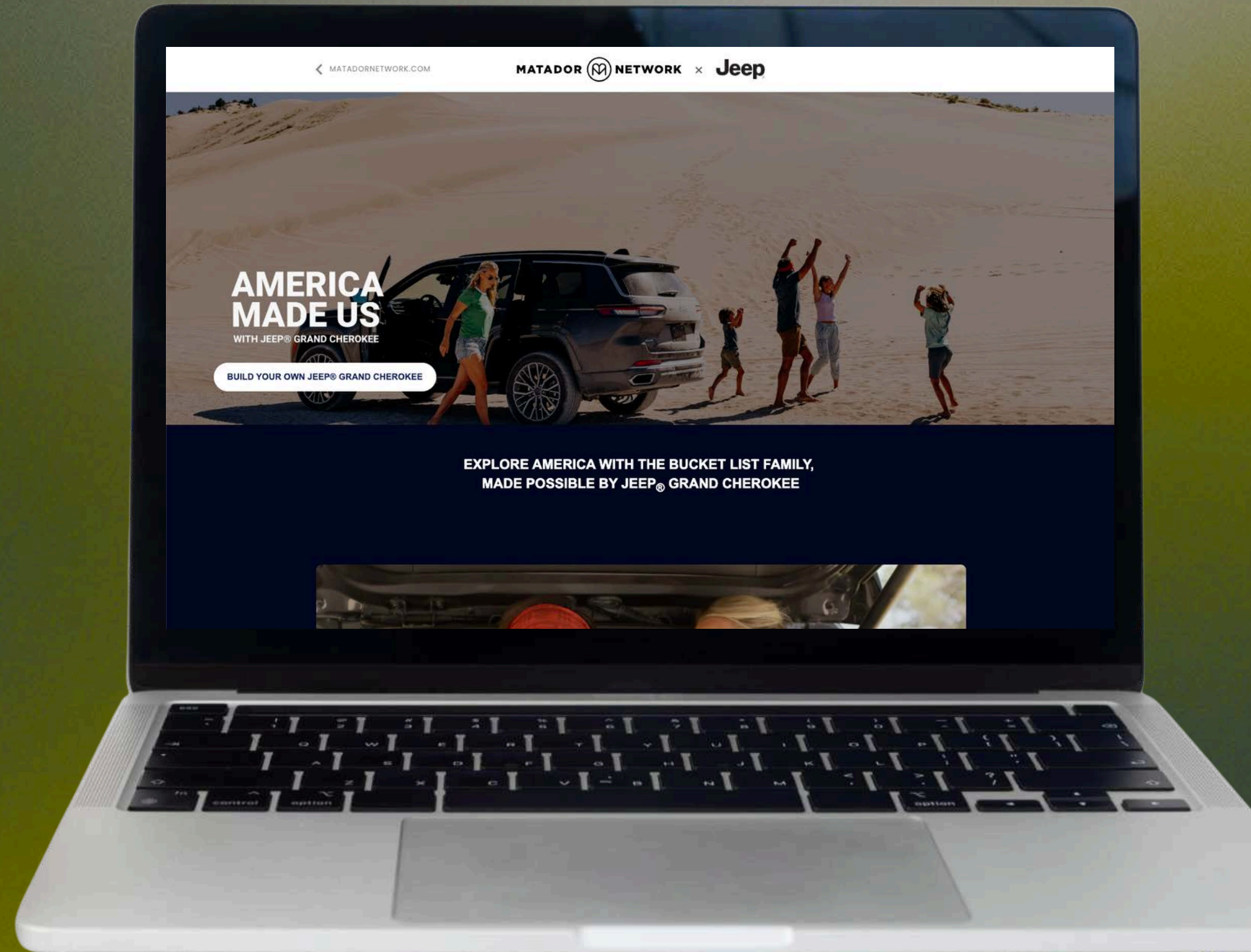
PARTNER



CAMPAIGN OVERVIEW

Matador activated *The Bucket List Family*, famed global travelers Garrett and Jessica Gee, to showcase the Jeep Cherokee as the ultimate vehicle for turning home-turf exploration into an extraordinary family adventure. This integrated content ecosystem paired authentic creator storytelling with a custom digital hub to prove that the vehicle's versatility is best demonstrated through the lens of a family that lives for the road.

CLICK TO VIEW



EXAMPLE CONTENT

Celebrity Hero Video.

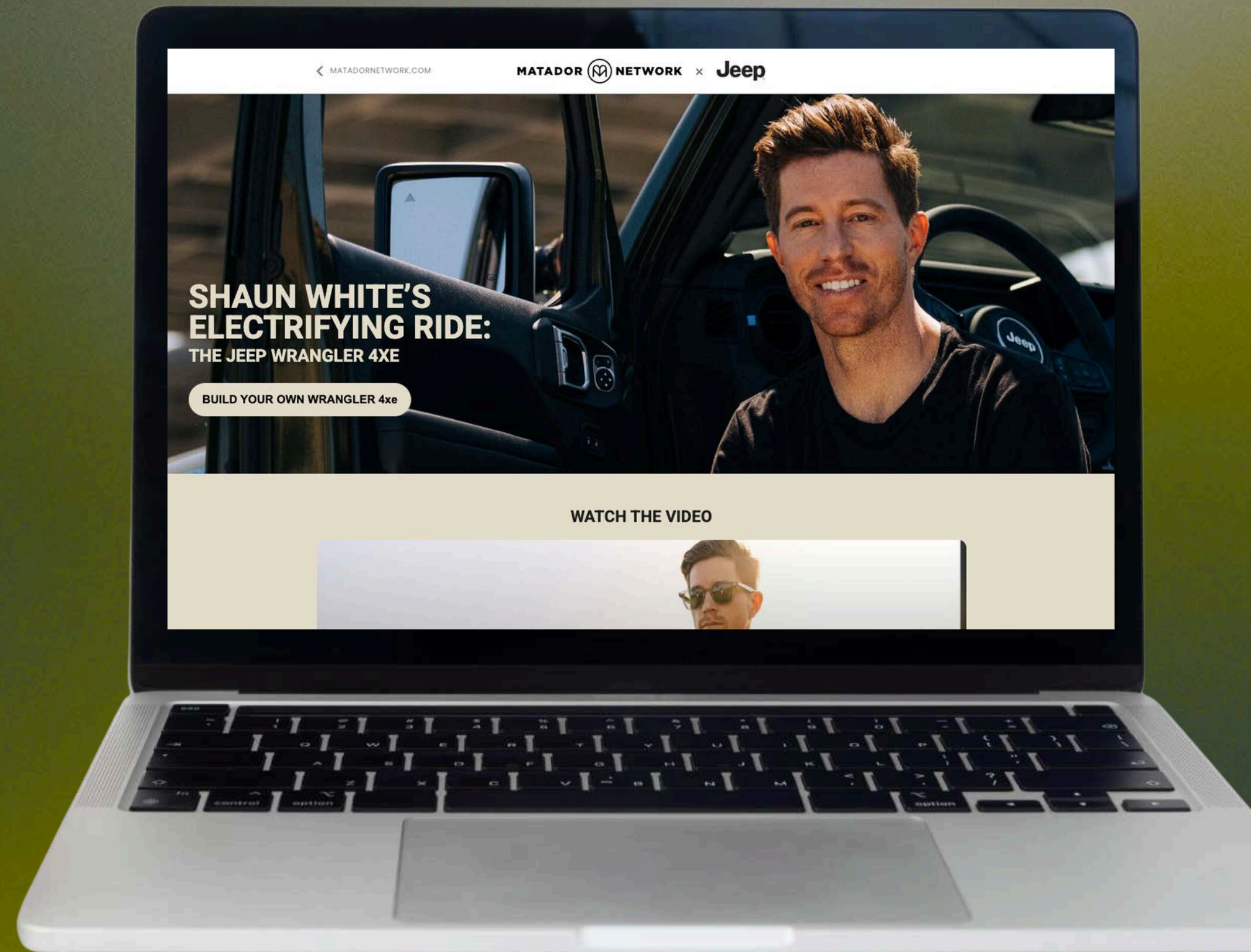
PARTNER



CAMPAIGN OVERVIEW

This high-octane program featured Olympic Gold Medalist Shaun White, whose high-energy persona perfectly mirrored the electrified performance and "go-anywhere" spirit of the Jeep Wrangler 4xe. The cross-platform activation leveraged celebrity social influence and a premium distribution network to drive a 70% overdelivery on video views and 4.5 million engagement minutes, successfully lifting both brand favorability and purchase intent.

CLICK TO VIEW



EXAMPLE CONTENT

Travel Influencer Hero Video.

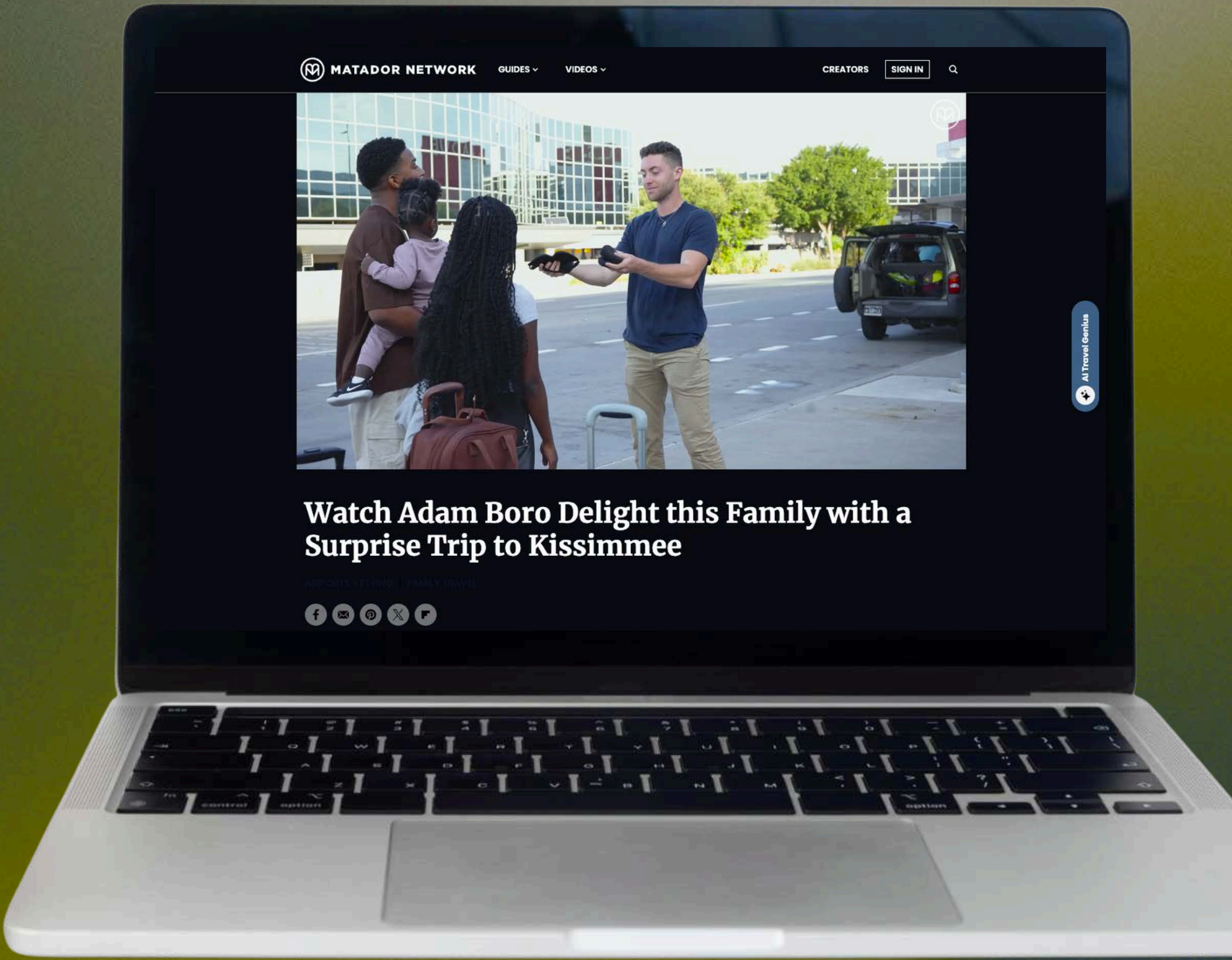
PARTNER



CAMPAIGN OVERVIEW

Matador partnered with travel filmmaker Adam Boro, who is known for his spontaneous and emotional "travel with strangers" content, to capture a surprise family journey that brought Southwest's mission of "heart" and connection to life. This multi-layered initiative achieved 10.5 million viewing minutes and a 23% lift in travel intent by combining raw, human-centric storytelling with a high-performance media strategy that overdelivered on clicks by 95%.

CLICK TO VIEW



EXAMPLE CONTENT

Multi-Creator Video & Editorial Series.

PARTNER



CAMPAIGN OVERVIEW

By deploying a strategic roster of adventure-specialist creators, Matador delivered a multi-market storytelling program that brought BC's diverse landscapes to life through hyper-local and authentic perspectives. This end-to-end solution synchronized creator-led content with a robust media plan, providing a scalable funnel that transformed destination awareness into measurable engagement across premium editorial and social placements.

CLICK TO VIEW



GuideGeek AI.





**Best Use
of AI**
2025 Winner

GuideGeek is the Travel Industry's #1 AI Platform.

GuideGeek gives your visitors exactly what they're looking for with personalized itineraries, real-time travel product advice, visual trip planning and curated local experiences for the leisure and meetings markets.

[VISIT OUR WEBSITE](#)



DMOs Using GuideGeek



MATADOR  NETWORK

Thank you.