



# The Family Adventure Project

Digital Storytelling, Features, Videography, Photography, Poetry, Campaigns, Social Media

directors: stuart wickes & kirstie pelling

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## Advertising on The Family Adventure Project

We offer a range of simple ways to get your travel, family, outdoors, adventure lifestyle brand, destination or product featured on [The Family Adventure Project](http://www.familyadventureproject.org).

### 1. Image banner advertising

We offer sidebar image banner advertising on our home page and either sidebar or in post banner advertising on individual pages. Rates depend upon banner size and duration of hosting. There is usually a minimum term of three months and minimum charge of £100. Discounts are available for longer term advertising or ongoing collaborations. Adverts are removed immediately hosting term is complete unless renewed in advance. Contact us with specific requirements for a quote.

### 2. Feature Post/Sponsored Post Advertising

We offer a feature post/sponsored post service to help you get your message to our audience. These posts are professionally produced and include either contextual, introductory or sign off mentions of your site, brand, product or service, including a link back to a landing page on your site. Posts are usually written by us to maintain style and narrative. The post will be contextually relevant to your brand, on a topic and with an angle relevant to our audience of active family travellers and agreed between us. This may or may not profile your product or service directly. The price for this is £500 per post which includes a minimum of one mention and link hosted live for 12 months, renewable. It also includes initial organic social media promotion of the post across our social media channels. Posts remains indexed in our archive to attract long term search engine traffic.

### 3. Product or Service Review

We visit your premises, sample your service or interview you and write a review which will be hosted on our site. The post will focus on your brand offering and include either contextual, introductory or sign off mentions of your site, brand, product or service, including a link back to a landing page on your site. The post will be written by us with an angle relevant to our audience of active family travellers. You will provide free of charge the necessary access to your service and staff for us to write this. The price for this is £500 per post which includes a minimum of one mention and link hosted live for 12 months, renewable. It also includes initial organic social media promotion of the post across our social media channels. Posts remains indexed in our archive to attract long term search engine traffic. We also offer a premium service which includes production of video content which is embedded in posts and shared on [our YouTube channel](#). Please enquire for details.

### 4. Mentions in News or Ideas Posts

We run regular posts which highlight ideas for family travel, adventure and activities. Advertisers can purchase a mention of their product or service in one of these posts. The price for this is £150 for a paragraph mention and £250 for a mention and a photograph.

### 5. Social Media Mentions or Campaigns

Please contact us with details of your requirements and we can give you a quotation.

Family Adventure Lifestyle Blog \* Social Media & Content Creation \* Professional Blogging Services \* Motivational Talks & Speeches

[www.familyadventureproject.org](http://www.familyadventureproject.org) [www.familyonabike.org](http://www.familyonabike.org)

[www.facebook.com/familyadventureproject](https://www.facebook.com/familyadventureproject) [@familyonabike](https://twitter.com/familyonabike)

email: [stuart@familyadventureproject.org](mailto:stuart@familyadventureproject.org) [kirstie@familyadventureproject.org](mailto:kirstie@familyadventureproject.org)



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## Terms

All prices are in GBP. Payment is required in advance. Invoices can be provided if required. We accept payment via transfer direct to our bank or via Paypal. Payment via Paypal attracts a small handling fee (typically around 3.5%) to cover transaction costs.

The hosting of advertising on any specific page on our site is at our discretion and fees may vary depending upon demand for any specific page or position. Where we agree to host a link, banner or sponsored advert, we reserve the editorial right to refuse to host content, images or links which in our opinion are inconsistent with the values of The Family Adventure Project. Where you provide copy or images for hosting on our site, we may require written confirmation that all copyright clearances required have been obtained for the use of materials. Size and positioning of sponsored adverts amongst our content is subject to mutual agreement.

Our policy is to disclose all paid ads and sponsored posts on the page to ensure compliance with ASA requirements and to make all links 'nofollow' to ensure compliance with Google quality guidelines. For further information please review [our disclosure policy](#).

## Further Options

We can also run more complex promotional campaigns. See [our Advertising and Partnering Page](#) for case studies that showcase a wider range of possibilities for promoting your brand. We are also open to discussing your own ideas for bringing your message to our audience or ours to yours.

## Why Advertise with The Family Adventure Project?

- We're a niche channel and have the eyes and ears of families interested in travel, adventure, outdoor activities, the natural environment and responsible parenting.
- We offer unique opportunities to get word about your destination, product or service out to this very targeted and engaged audience.
- We have a reputation as experts, networkers and thought leaders when it comes to family adventure and are seen as trusted source of ideas, inspiration and advice in this field.
- We're a recognised presence in the online world of family adventure travel, especially amongst active, independently minded parents and families.
- When you advertise with us, you are able to reach a niche market in a very targeted and contextual way and have the benefit of being associated with our brand.
- We run two sites [www.familyonabike.org](http://www.familyonabike.org) and [www.familyadventureproject.org](http://www.familyadventureproject.org) and social media channels and can offer packages that add value by using a combination of channels.
- We are skilled writers and bring professional experience in journalism, marketing and social media to bear in working with business partners.
- We have a reputation for high quality, original narrative content which we generate ourselves and do not republish anywhere else on the web.

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