



DAYS TO COME

MEDIA KIT  
2019



# WHO ARE WE?

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**Days to Come** is an online travel magazine powered by **TourRadar**, the world's largest and most trusted website to book multi-day tours.

Each year, our company makes it possible for millions of travellers to discover life-enriching experiences all over the world. The compelling stories we share on Days to Come are the beginnings of those new journeys and adventures.

## OUR PARTNERS





## Brand Mission

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Days to Come offers readers a momentary departure from everyday life. Our audience, comprised of savvy globe-trotters and armchair travellers, inspires us to publish impactful stories and helpful tips worthy of their daily consumption.

Launched in December 2015, Days to Come is powered by TourRadar's diverse team of experienced writers who are passionate travellers themselves. In addition, we regularly work with a collection of talented freelance contributors from around the world. Our core purpose is to deliver travellers content that both enriches and informs their own journeys around the world.



# KEY POINTS

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Our content highlights epic destinations and experiences, travel hacks and actionable advice, all from a unique angle. We share travel news, not trade news.

We explore the “why of travelling” and the transformational power of travel in a way that is relevant and resonates with a global audience.

Days to Come readers are intelligent yet endlessly curious. They define themselves as globe-trotting enthusiasts.



# AUDIENCE

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**Newsletter  
Subscribers**

**1M+**

**Average Page  
Views/Month**

**140K+**

**Facebook  
Followers**

**600K+**

**Twitter  
Followers**

**69K+**

**Instagram  
Followers**

**23K+**

## Who is reading Days to Come?

The majority of our audience is comprised of North Americans, (United States and Canada), with an active and growing following in Europe and Australia.

Our readers are an ethnically and culturally diverse group of casual and career travellers, always in search of the next share-worthy travel insight.

Our readers are a mix of affluent and budget-minded travel buffs with interests that include the outdoors, sports & fitness and food & dining. They are green living enthusiasts, in pursuit of a fulfilling lifestyle and meaningful hobbies. They are also lovers of art, theatre, books, movies, and music.

### Audience Facts

M: 36% F: 64%    Average Age: 18-44



# EDITORIAL

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## July 2019

### An Indian Summer

Content theme:

Stories about travelling later in the year and off-peak: the best destination for September, October and November.

## October 2019

### Unexpected Experiences

Content theme:

As we head towards the end of the year, it's time to plan a unexpected adventure for the mind, body and soul.

## August 2019

### The Art of Travel

Content theme:

Stories that highlight how to enhance every element of travel - from the airport to the final leg home.

## November 2019

### The Great Escapes

Content theme:

Winter wonderlands, beaches, urban city adventures, homestays in the Far East: there are hundreds of ways to explore the world.

## September 2019

### Sensory Adventures

Content theme:

Tours and destinations that indulge the senses. How far can sight, sound and taste take a person?

## December 2019

### 2020 Travel Lookouts

Content theme:

Stories to round-up the year and look to the future as well as stories that tap into travel trends for 2020 and the next hot thing.



# LET'S GO PLACES TOGETHER

## Why collaborate with Days to Come?

- Our editorial team will create immersive content for your brand. These articles will tell a story about your brand and are optimized for ranking, visibility and organic traffic.
- Your story will be promoted and distributed across multiple platforms by an expert team of social media and advertising professionals. Your brand will also be exposed through an exclusive feature to our 1M+ newsletter subscribers.
- Additional opportunities to increase brand awareness and engagement with a dedicated landing page, video content and Facebook Canvas Ads.

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## SAMPLE ARTICLE

DAYS TO COME  
by touradar

Worldly Insights Food & Drink Photography More About Us



### Everything You Need to Know About Kenya (From a Kenyan)

Kenya's wildlife is famous, and for good reason! However, there's more to this incredible country than safari, and it's there's more to this incredible country than safari, and it's about time you discovered it!

Sahar Aman  
July 8, 2019 — 10 min read

This story was created in partnership with: **Kenya Tourism Board**

Clued-in travellers have already experienced Kenya, but for the rest of us, this East African country alongside the coast of the Indian Ocean is only now making waves. The Kenyan wilderness has attracted safari enthusiasts for decades, after all, it's home to the famous Masai Mara National Reserve.

Yet, there's so much more to this country than breathtaking savannah and wildlife. The cities, traditions, and legacy of the peoples, culture and history are all part of Kenya's story. To learn more about it, we spoke to Kulpreet Chadha, a 5th generation Kenyan of Indian origin and Sama Abdi, who also grew up in Kenya. She's the Social Media Manager at TourRadar, and — as she would say — knows all the cute spots in Kenya for Instagram (like the flamingos at Nakuru Lake, for example.)



Pink flamingos at Lake Nakuru, Kenya | ©Kandukuru Naqadun/Elickr

#### What are some essential things I should know about Kenya's major cities and communities?

**KULPREET:** The major cities are Nairobi, Mombasa, Kisumu and Eldoret.

I lived in Nairobi during my college years and it's a lovely city, even though it's got a bit of a reputation for pickpocketing. If you wander the neighbourhoods you'll get a sense of how much the city changes from one district to the next. If you love wildlife, then a visit to the Giraffe Centre is a must — it was established to protect the endangered giraffe, found only in the grasslands of East Africa.

Mombasa is my favourite place during a Kenyan winter (June to August). It's so relaxing and the perfect place to be when everywhere else is *brrrr*. As an adult I spent a couple of years in this city.






# SPONSORED CONTENT

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**TourRadar**  
Sponsored · 🌐

Discover Thailand off the beaten path with G-Adventures. Tap below to learn more ↓



See Thailand from a different perspective?

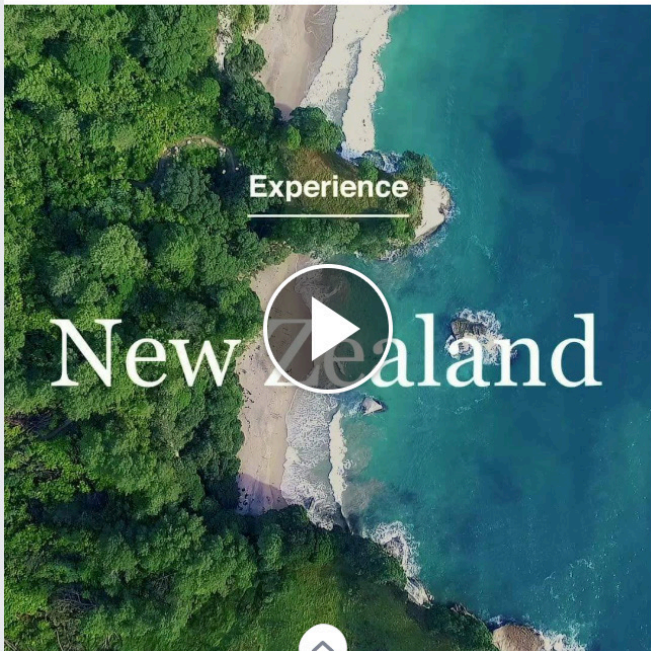
Thailand off the beaten path!

12 4 Shares

This is a sponsored video post from TourRadar. The video thumbnail shows a lush green landscape with a play button icon. The text on the video reads "See Thailand from a different perspective?". Below the video, the caption says "Thailand off the beaten path!". At the bottom, there are 12 likes and 4 shares.

**TourRadar**  
Sponsored · 🌐

Check out our ultimate travel guide to New Zealand and discover all that this incredible country has to offer! Tap below and be inspired ↓



Experience

New Zealand

Discover New Zealand!

914 61 Comments 160 Shares

This is a sponsored video post from TourRadar. The video thumbnail shows an aerial view of a coastline with a play button icon. The text on the video reads "Experience" and "New Zealand". Below the video, the caption says "Discover New Zealand!". At the bottom, there are 914 likes, 61 comments, and 160 shares.



# BRANDED CONTENT PAGE

## Enjoy expertly crafted itineraries

If you've never been to Morocco, you will likely have plenty of questions about how you should spend your time exploring this jewel of North Africa. Thanks to insights provided by Intrepid, we've developed a guide to answer all your pressing questions about spending two weeks in Morocco, including things like "What city should you arrive in?", "How do you get around the country?" and "What visas should you visit?"

[Read the guide](#)



## FAQs about Intrepid Travel

### Are there any age restrictions on tour?

In most cases, the minimum age is 16, and an adult must accompany children under the age of 18. Overland Adventures have a minimum age of 16. Younger children can join certain tours, but most don't have a maximum age limit; however, some additional paperwork is required for all travelers 70 years and over.

### What is the average group size?

Intrepid Travel is known for its intimate group sizes and, in most cases, tours host between 12-18 people, although the group is usually made up of no more than 10 travelers. Overland tours use vehicles that can accommodate up to 24 travelers.

### Is it possible to extend my stay?

Please contact for details. Our 24/7 customer support team are happy to assist with bookings and any other tour requests.

### Are solo travellers allowed on tour?

Yes, absolutely, and most individuals that travel with Intrepid are actually solo travellers. They don't charge compulsory single supplements. Instead, they'll match you up with roommates of the same sex.

### Can my dietary requirements be accommodated?

If you have any food requirements or allergies, simply make a note at the time of booking and this information will be passed onto your tour guide. It's also recommended to carry a card with your dietary requirements written in the local language to cover you for any meals where you're eating away from the group.

### What is not included on tour?

Spending money, visas if applicable, personal travel insurance (highly recommended), medical fees, cost of optional activities, entrance fees and excursions (unless otherwise specified), flights, and departure taxes.

The screenshot shows the top of the Intrepid Travel website. At the top, there's a navigation bar with the logo and search options. Below that is a hero section with the headline "Discover Morocco with Intrepid Travel" and a sub-headline "Why Intrepid Travel?". The main content area is divided into several sections: "Local guides who really care" featuring a photo of a guide, "Interested in saving on your next tour?" with a sign-up form, "Experience Morocco's Imperial Cities" with a video player, "Enjoy expertly crafted itineraries" with a list of tour options, and "Embark on unforgettable active adventures" with another list of tour options. At the bottom, there's a section titled "Go touring in Morocco now" with a grid of tour cards for "Morocco Family Holiday with teenagers", "Sahara Family Holiday with teenagers", "Morocco Atlas and Atlantic", "Sahara Family Holiday with teenagers", "Best of Morocco", and "North Morocco Adventure".

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## Why Intrepid Travel?

### Local guides who really care

"Travelers need to feel you doing your job for your heart, not just for a machine."

When you travel to Morocco with Intrepid, you'll immediately understand the difference that local guides like Tariq make. Connecting you to a country's people and places, Intrepid guides know all the best places to eat, unwind and understand new surroundings. They're the heart and soul of the places you travel, acting as your gateway to these one-of-a-kind, authentic experiences that make a trip unforgettable.

[Meet Tariq](#)



### Experience Morocco's Imperial Cities

The cities of Fez, Meknes, Marrakesh and Rabat are the four imperial cities of Morocco, and each one has played an important role in the country's history throughout the centuries. On a tour with Intrepid, you'll spend time in each of these cities, taking time to explore the unique and culturally rich characteristics of yourself.

[Watch now](#)

The screenshot shows a grid of tour cards on the Intrepid Travel website. Each card features a header image, a title, a list of highlights, and pricing information. The cards shown are: "Morocco Atlas and Atlantic" (highlight: "Take in the atmosphere of Djamaa el Fna"), "Sahara Family Holiday with teenagers" (highlight: "Visit the iconic 'Baobab Kessah'"), "Morocco Atlas and Atlantic" (highlight: "Take in the atmosphere of Djamaa el Fna"), "Sahara Family Holiday with teenagers" (highlight: "Visit the iconic 'Baobab Kessah'"), "Best of Morocco" (highlight: "Discover ancient Roman settlements"), and "North Morocco Adventure" (highlight: "Enjoy epic views over the Atlas"). Each card also includes a "View More" button.

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