



- 🌱 Website & eNewsletter delivered monthly to 450,000 readers
- 🌱 Managed by editor, writer and travel journalist Jan Schroder
- 🌱 Part of The 100 Companies content marketing network
- 🌱 Eight 100-word stories with photos or videos in each issue
- 🌱 Many link to much longer content on the website
- 🌱 Five featured stories are linked at the bottom of each issue

Editorial Strategy of The Travel 100

Editorial includes reviews of destinations, travel products, hotels and resorts, cruises and cars – along with travel tips. While the eNewsletter publishes 100-word stories, linked website versions are often more than 2,000 words and are SEO-optimized.

Some top stories include [Navarre Beach, Florida: Jewel of the Emerald Coast](#), [Get that Peaceful, Easy Feelin' at Getaway House](#) and [Vantage River Cruises an Amazing Way to Explore the World](#).

Although the site is relatively new, it has a few stories on page 1 of Google. One example is “southern hotels,” where it ranks #4 or #5 and is in the snippet at the top of the page. Other stories are gradually moving towards page 1.

The Travel 100 has a [YouTube channel](#).

Quick Facts about The Travel 100:

- 🌱 In the first quarter of 2020, 1.15 million emails were delivered, with 167,000 opens, for an open rate of 14%.
- 🌱 First distributed in February 2019, The Travel 100 delivered 4.2 million newsletters in 2019 with 470,000 openers.
- 🌱 Other than the newsletter, Pinterest is the primary method of driving traffic to the website. The Travel 100 has 18k followers and 127k monthly viewers on Pinterest.
- 🌱 The Travel 100 is on Instagram, Facebook and Twitter, but aren't proving as effective for driving traffic.
- 🌱 Website traffic is growing slowly but steadily, with around 12,000 MUV.
- 🌱 Jan Schroder, an award-winning writer and editor with more than 25 years' experience, is editor in chief of The Travel 100 and writes the majority of stories.
- 🌱 Chris Schroder, owner and founder of The 100 Companies, and Chris Butsch, a car reviewer, write monthly stories. A few professional travel writers contribute as well.



Content Sponsorship Partnerships start at \$1,000 monthly:

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