



- 📌 Website & newsletter delivered monthly to 550,000 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

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 newsletter publishes 100-word stories, linked website versions are often more than 2,000 words and are SEO-optimized.

Some of our top stories include [7 Best Things About Wonder of the Seas](#), [Amazingly Fun Things to do in Gulf Shores](#), [Spectacular Spa Sets This All-Inclusive Resort Apart](#)

The Travel 100 has a [YouTube channel](#) now adding content. The two most popular videos are one on [Emerald Waterways](#) (17k views) and [Origami Paddler Review](#) (12k views)

Quick Facts about The Travel 100

- 📌 Through May 2022, 3.77 million emails were delivered, with 530,000 opens, for an open rate of 17%.
- 📌 First distributed in February 2019, The Travel 100 delivered close to 5 million newsletters in the past year with 882,000 openers.
- 📌 Some of the stories in The Travel 100 also appear in some of the other publications of The 100 Companies, which is in 40 markets in the U.S.
- 📌 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, are contributors. A few professional travel writers contribute as well.

