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### What is Travel in 10?

Travel in 10 is a 10 minute audio and video show taking listeners to destinations around the globe to present audio and video tours, reviews of hip hotels, great restaurants, concerts, festivals and events. All shows are designed and set up to be easily downloaded and taken on the road by Ipod users, but can also be easily accessed on any computer or portable media player.

The show is hosted by [David Brodie](#), a travel expert and communications consultant who lives in Vancouver, Canada. David has travelled to 39 countries around the world and lived in various regions of Canada, Australia and Japan. He is an avid adventure traveller, skier and scuba diver with an extensive knowledge of undiscovered attractions, hotels and restaurants around the globe.

### Who in the Travel Industry is using podcasts for advertising and engaging with customers?

Lonely Planet, Virgin Airlines, Starwood Hotels, Expedia & more.

### Who is listening to Podcasts?

Since going online in 2005, the Travel in 10 podcast has attracted a large and diverse audience from around the globe. Approximately 70% of listeners are based in North America and the show has a large and growing audience in Asia, the Middle East and Europe.

91% of listeners tune into the show through iTunes and as iPod sales continue to grow, so will the number of listeners. Apple shipped 10,549,000 iPods during the second quarter of 2007, representing a 24% growth in iPod sales over the year-ago quarter. On September 5, 2007, during their "The Beat Goes On" event, Apple announced that the iPod has surpassed 110 million units sold.

## October 2009

- Consistently ranked in iTunes top 10 travel podcasts globally.
- Top ranked travel podcast on Google and Iphone searches
- Named Yahoo Podcasts Editor's Choice
- Average Audience Per Show: 15,000 +
- Cross promoted on over 25 other popular podcasts
- Highly targeted niche audience actively seeking information on luxury and adventure travel
- Global reach with close to 50% of listeners in the US market and large audiences in China, Japan and Canada.

### How does podcasting work for advertisers?

Podcasting is a revolutionary new medium that takes the best of topical radio and TV, while allowing the listener to retain control of what they listen to, when they listen to it and how they listen to it - whether they're listening to their MP3 player on-the-go or at home with their PC.

As an advertiser, you're reaching a captive audience that has made a pro-active choice to download the podcasting content you're advertising on.



**The Travel in 10 – Travel Podcast has consistently been one of the top rated travel shows available on iTunes, often beating out shows produced and promoted by established brands in the travel industry like Conde Naste, Fodor's and Rough Guide.**



## What kind of advertising is available on Travel in 10?

### In Show Advertising

Travel in 10 Podcast subscribers will hear about your product or service either near the **beginning** of the show after introductions or **at the end of the show**. All mentions of your company can contain contact information -- such as a website or phone number, and we can even show a video clip, picture of your product, logo, or product information.

### Website Advertising

In addition to promotion within the show, a **button** can be placed on the front page of our website linking to yours **for the duration of your sponsorship**. The button should not exceed 125 x 200 pixels.

### Show Notes Advertising

A third placement for your advertising will be in the show notes **for every episode in which you are a sponsor**. This allows users with an RSS reader (or a podcast client) to see your ad even if they don't go to our website. The format for this advertisement is a written ad, with a link to your website.

### Product Review

Hotels, tour operators, airlines, travel websites, restaurants, events and other tangible travel related products who buy a month-long sponsorship can opt for a product review feature. This can include an in-depth hands-on review of your product, with phone interviews or videos, lasting between 2 and 5 minutes.

### Traditional Commercial

Have you already created a traditional commercial for television, radio or the web? We can run your existing ad in our show or help you create one that fits your image and budget.

#### Sponsorship Packages

- Voiced In-Show Ad
- Produced Commercial - Supplied by Advertiser
- Product Review & Product Placement

A variety of custom advertising packages and sponsorship opportunities available upon request.  
Please contact [travelin10@gmail.com](mailto:travelin10@gmail.com) for details and availability.

### More Information

For more details on how Travel in 10 can work with you please contact [advertising@travelin10.com](mailto:advertising@travelin10.com).