



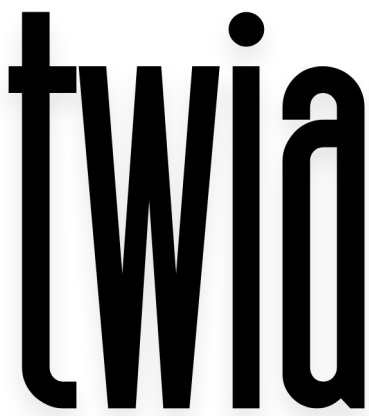
THE **WORLD** IS
ACCESSIBLE

ANTHONY@GEORDIETRAVELS.COM

UK - BRAZIL - USA

MEDIA KIT

2024

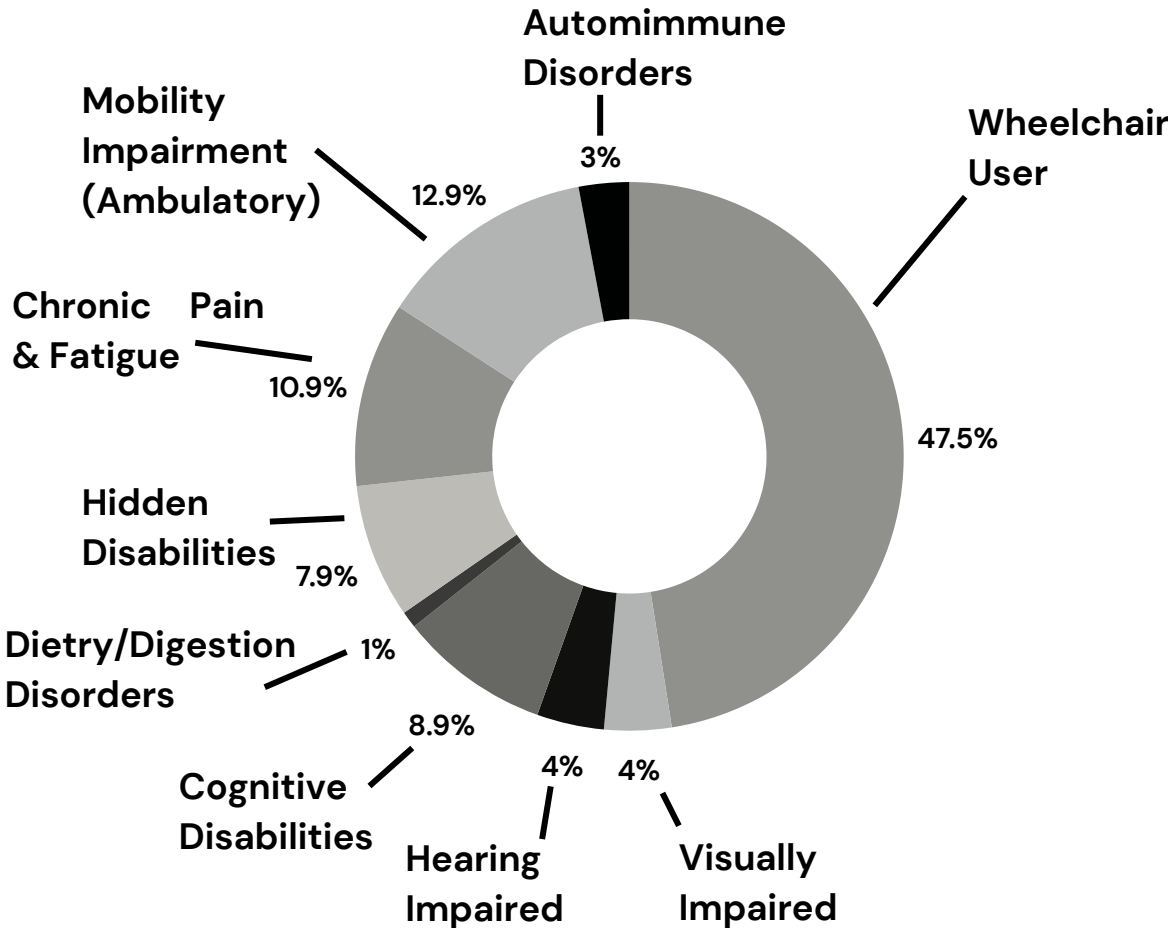


Understanding *our* audience

The World is Accessible is a community of likeminded accessible travel enthusiasts from a wide range of cultural backgrounds.

While a large part of our audience is based in the USA, our newsletter subscribers and community members span the globe. As of September 2024, The World is Accessible Facebook group has nearly 50,000 highly engaged members. Our email newsletter reaches over 11,000 readers, and our website continues to thrive, consistently ranking high on Google for key accessibility topics.

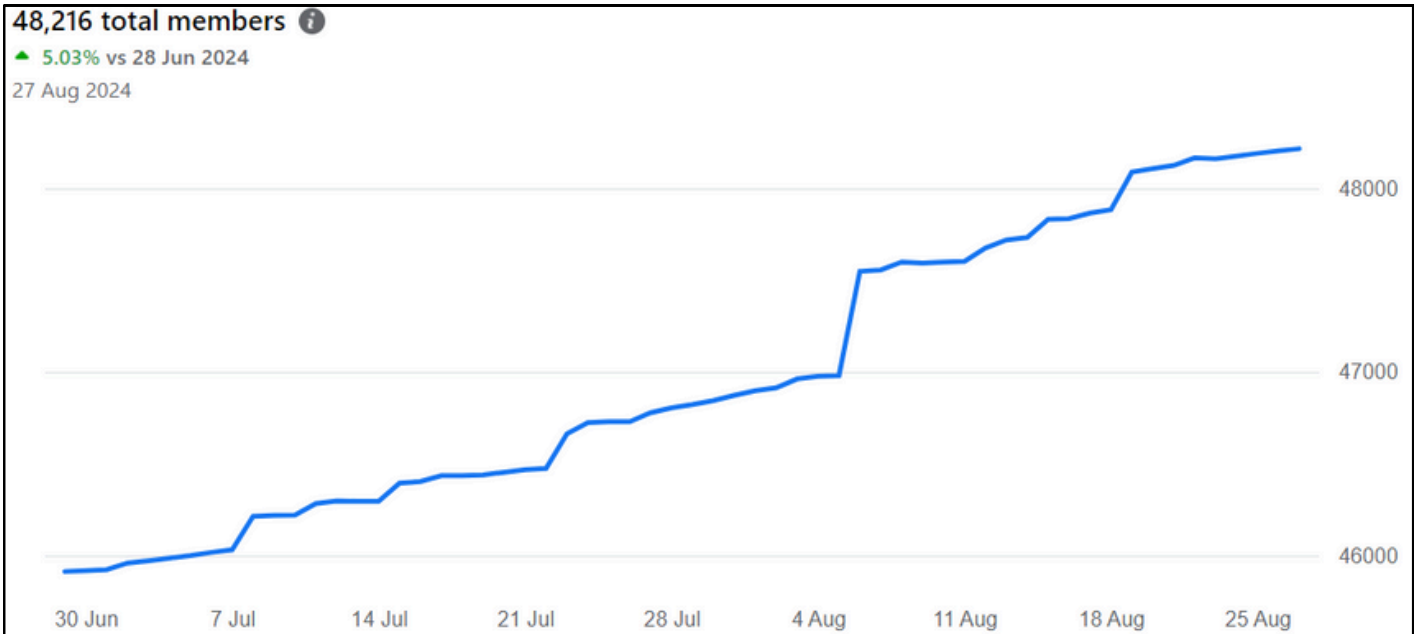
Distribution of Disability Types Within The World is Accessible Community



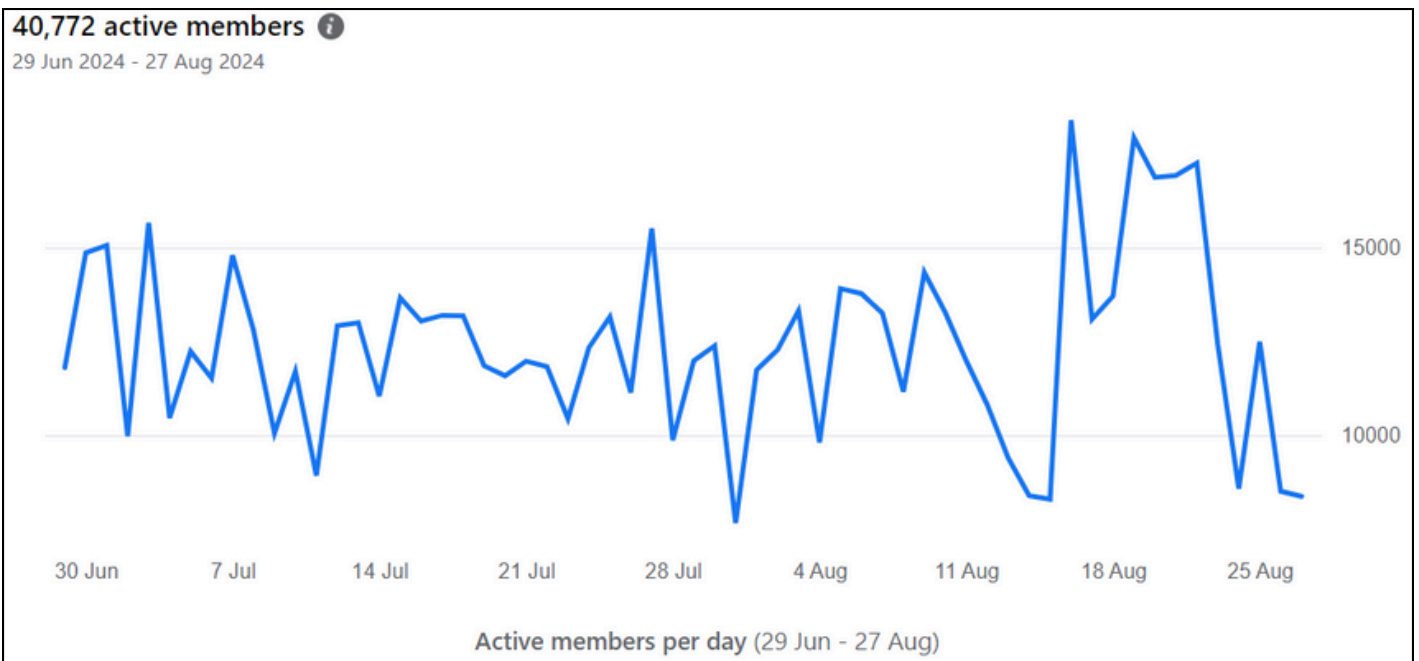
*Based on a community survey conducted in 2023, with a sample size of 1,200.

Our *Group Community* Numbers

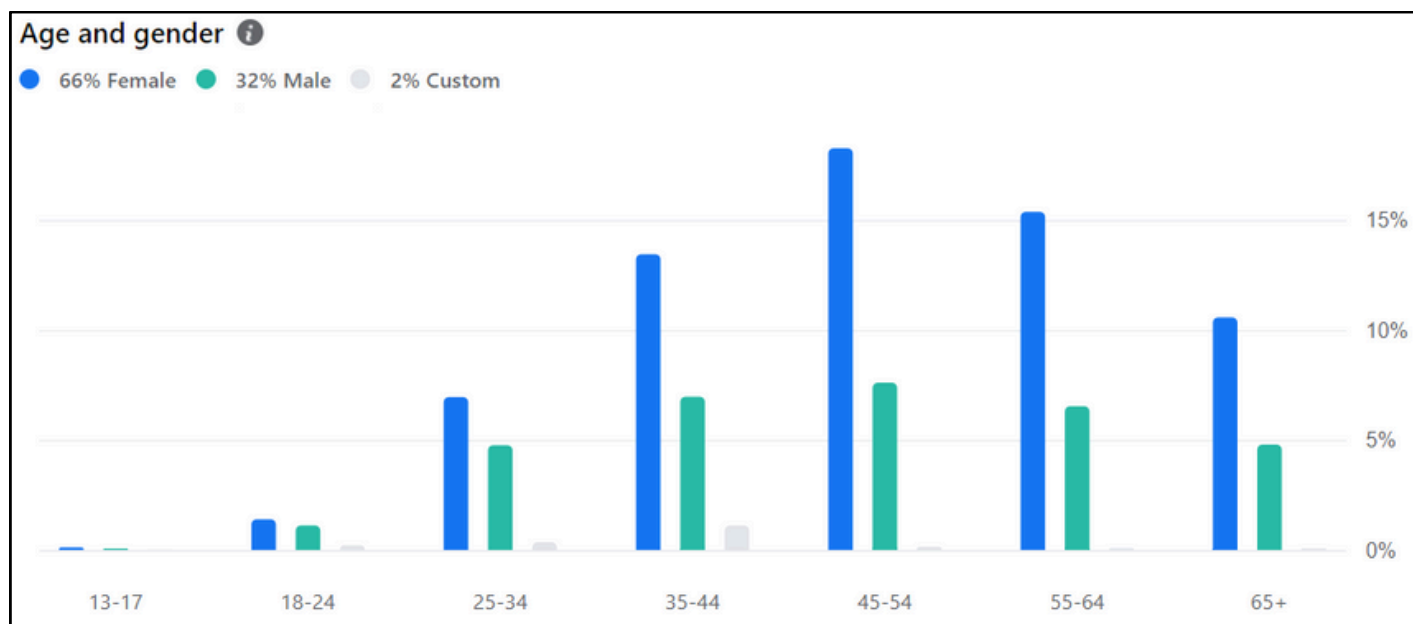
The following graph illustrates the increase in community members over the past 60 days.



We've had over 40,000 active members during the last 60 days, with peaks of over 15,000 on a single day, several times.



The gender and age distribution within our The World is Accessible group community:



Finally from our group community, here are the statistics on number of members from respective countries and towns/cities:

Top countries	
United States	21,870
United Kingdom	9,761
Australia	2,670
Canada	2,524
India	1,443
South Africa	602
Sweden	545
France	501
Netherlands	475
Ireland	473

Top towns/cities	
London	501
Melbourne, VIC, Australia	475
Sydney, NSW, Australia	396
New York, NY, US	347
Perth, WA, Australia	181
Toronto, ON, Canada	179
Los Angeles, CA, US	173
Adelaide, SA, Australia	164
Brisbane, QLD, Australia	163
Chicago, IL, US	149



About Our *Newsletter*

We launched our monthly newsletter on June 7th, 2023, with a solid base of 1,000 subscribers. Fast forward to today, and we've grown to over 11,000 active subscribers. We also regularly remove inactive subscribers to maintain a healthy, engaged mailing list.

New members joining our Facebook group have the option to provide their email address to sign up for the newsletter. On average, around 75% of new members choose to subscribe, ensuring our mailing list continues to grow steadily.

Our content features news, opinion pieces, advice, and insights from the world of accessible travel and accessibility.

Month sent	Campaigns	Emails sent	Opened
2024 August	1	9,983	49.90% (4,984)
2024 July	1	9,134	49.60% (4,526)
2024 June	1	8,958	50.60% (4,530)
2024 May	3	8,063	53.40% (4,308)

Above are the number of emails sent during the past four months of campaigns, with the corresponding open rates displayed in the last column. According to our research, an open rate between 17% and 28% is considered good by industry standards.

Advertising in The World is Accessible Newsletter

We offer a variety of custom editorial ad placements within The World is Accessible Newsletter. Our two primary options are:

This month, **Back to Life Travel Planning** are offering an incredible 7-night accessible trip to Maui, Hawaii. Click the image below and contact Amberly via the "contact us" button on their homepage.

MAUI, HAWAII
Accessible Trip

7 Night Hotel Stay- 4-star hotel/spa
ADA Room With Roll-In Shower
Haleakala Mountain Sunrise Tour
Luau Dinner And Show
Round-trip Shared Transfers

\$3223/PERSON*

Amberly, Back to Life
Travel
Certified Accessible
Travel Advocate

*Based on double occupancy. Pricing and availability not guaranteed until booking is finalized. Alternate dates or additional airfare can be quoted.

Amberly offers a range of specialized travel services, including senior travel, travel for individuals with hearing and visual impairments, mental health travel, dementia-friendly travel, travel for those with caregiver, companion, or concierge needs, wheeled mobility travel, and considerations for medically complex travelers. Be sure to go check out [Back to Life Travel over on Facebook](#) also!

Regular Ad

- Feature before newsletter's main article
- Include both text and graphic
- Graphic size 300px by 250px
- Include links in text & graphic
- You get creative control
- Ad and text also shared in group community

Price: \$200

Smaller Ad

- Feature after newsletter's main article
- Graphic and links only
- Graphic size 300px by 200px
- Include graphic hyperlink
- You get creative control

Price: \$150

ACCESS BOATS & HOMES

Find out more about our accessible property rental & accessible boat rental...

CLICK HERE

Fully-Accessible Vacation in the Heart of Southwest Florida

Visit their [INSTAGRAM](#) & [FACEBOOK PAGE](#).

Feature Article Takeover (Newsletter & Website)

Twice a year, we give brands the opportunity to shine in our feature article. You can submit a long-form piece of up to 800 words, along with up to four images, to tell your story. Your article will be the centerpiece of that month's newsletter, putting your brand in the spotlight.

Breaking Barriers Together: Introducing Zamonos



Hey there, wonderful readers!

Picture this: a world where every place is accessible, every service is inclusive, and every person, regardless of ability, can navigate the world with ease and dignity. Sounds like a dream, right? Well, what if I told you that dream is closer than you think?

Share your
story in a
more natural
way...

Introduce
yourself to a
wide and
engaged
audience.

Price: \$750

FEATURE ARTICLE: 'The Power of Touch' - Timisoara4All



Describing something as being "fully accessible" is a common misnomer often attributed to venues and events that meet a high bar of accessibility features, but rarely all. A building may have a plush new ramped entrance or an elevator that whizzes occupants from floor to floor. There may be a spacious accessible bathroom stall, and non-slip surfaces throughout. But can it be said that every particular access need for every potential guest or visitor has been met, therefore allowing for such claims as total accessibility?

Bespoke Email Newsletters

One article might not be enough. You're proud of your brand, and you deserve to showcase it! Whether you have stunning visuals to share, an interview with your founder to highlight, or important news and press releases to distribute, a tailored email newsletter can handle it all!



- News
- Interviews
- Articles
- Press Releases
- Pictures
- Links

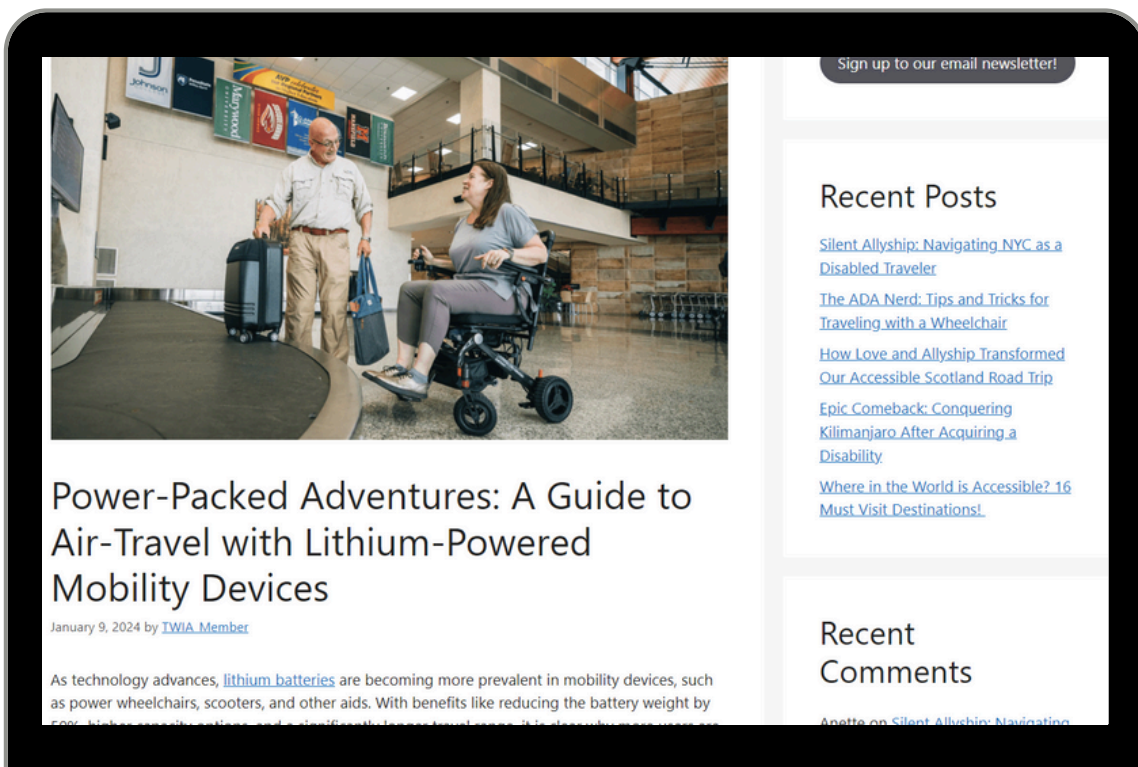
You're in control!

The initial newsletter campaign will be sent to all current active subscribers. You can then duplicate and resend the newsletter once a month to all new subscribers over the next 12 months. Based on last year's growth, this would give you access to an additional 10,000 subscribers.

Price: \$1,500

Guest Post on Our Website

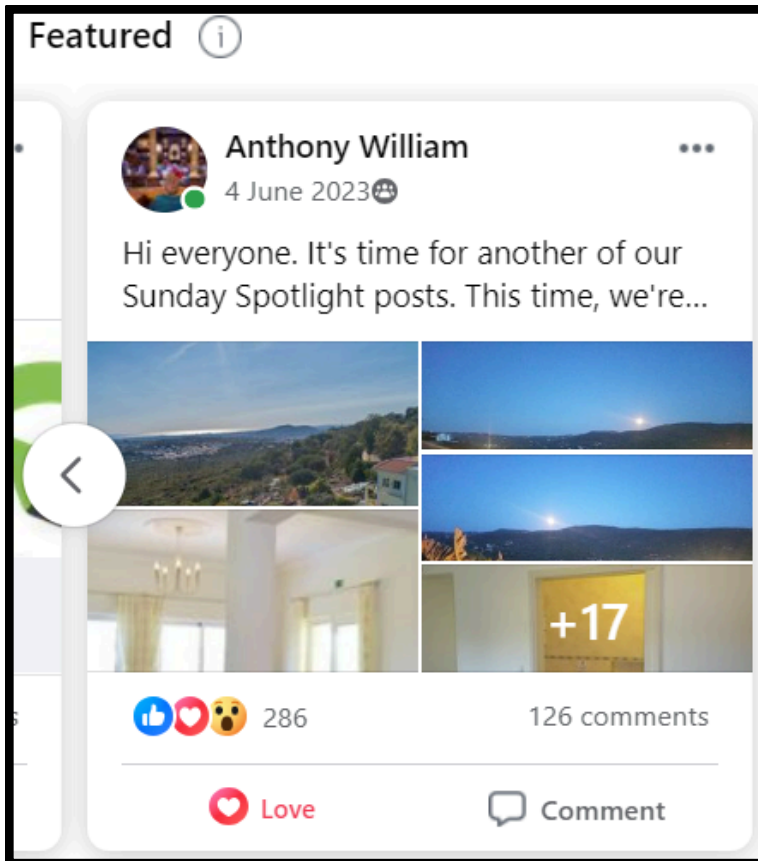
Share your story and/or news in long form and reach a wider audience via theworldisaccessible.com. Benefit from regular updates to ensure SEO is up-to-date. Your post will be shared periodically within our Facebook group and across social media channels. A link will also be shared in at least one of our monthly newsletters.



Price: \$150

Promotional Facebook Post

Reach circa 50,000 members of your target audience by working together with The World is Accessible and sharing a branded post in our Facebook group. All members of the group will be tagged in the comments section of your post.



Share
pictures,
video, text, or
even a
questionnaire
/ poll!

You can either post yourself under you brand's account, or one of the admins within the group can post on your behalf.

Price: \$250

Contacts and Current Partners



AudioCat



zamonos.com

Vilber's

Vilbers.com



accessibleromania.com



backtolifetravel.com

tabifolk

tabifolk.com



ACCESSIBLE
JAPAN

accessible-japan.com

Get in Touch:



anthony@geordietravels.com



+ 55 (51) 99638-9224



@theworldisaccessible



facebook.com/TheWorldisAccessible



facebook.com/groups/TheWorldisAccessible



linkedin.com/company/the-world-is-accessible