

Travelin' Local

"From Los Angeles to San Diego and everything in between"

An online magazine dedicated to the Southern California Urban Lifestyle.

Our 100% original photojournalistic content specializes in Tourism, Travel, Shopping, Arts, and Events Brand Marketing

We help your clients and customers by directing them toward your business or venue as they learn about the many beautiful physical, cultural, and other places and things to do in Southern California.



Travel in Today's Economic Situation



In today's current economic environment, people are rightfully careful in their purchasing decisions, especially when it comes to where they visit, and take vacations.

It's critical that your organization position its products and brands for marketing toward consumer, families, and

business' for travel, tourism, lifestyle, food, and fun in this new era of lower consumer spending.

Even in this economic climate, almost 63% of US adults are planning, during the next six months, to take at least one overnight trip primarily for leisure purposes. Not surprisingly, intentions to travel increase with the household income with 80% of the households with over \$75,000 planning a leisure trip during the same time frame.

Capturing Today's Tourist

So contrary to what one might conclude people aren't traveling less, but they do plan on changing their travel behavior. According to a recent survey by YPartnership, for those people who expressed a change in travel plans, saving money via booking online, taking more day trips, and staying fewer nights were all options they would consider.

More Likely To:	
Book package to save money	87%
Spend less overall	84%
Comparison shop online	64%
Take more day trips	64%
Stay fewer nights	51%

So, the real challenge is less one of getting people to take trips they were otherwise going to cancel or postpone, but rather getting them to extend their length of stay.

Travelin' Local specializes in visiting, writing, and photographing about where to go and what to do in Southern California.

- Our demographic group is the 30 to 60 some-things who travel or take short joints, day trips and weekend get-a-ways.
- Half of our readers live in Southern California, with another 30% living in the Western US or Canada, and the remaining readers living elsewhere--both nationally and internationally.
- Our rapidly expanding business model specializes in innovative content, and then distributing and marketing our travel, tourism, and lifestyle messages utilizing the efficiencies of the Internet and social media, with elegance and sophistication.



By advertising and sponsoring your firm, organization, city, business, or theme with Travelin Local you'll be able to:

- Clearly Brand your organization with California while simultaneously reaching the various changing demographic segments that will be more likely to purchase your product and be receptive to your marketing message
- Use our unique online lifestyle magazine's original content to customize your message and organization's mission.
- Protect and enhance your brand and image during this current economic downturn while staying profitable
- Customize your marketing and promotional campaigns
- Provide your brand image development on how the perceptions of consumers can be encouraged to believe that one destination is different and better than its competitors. This encourages consumer acquisition and retention, including extending length of stay.

We help your clients and customers by directing them toward your venue for lunch, dinner, a short visit or stay, a relaxing weekend, or for civic Conventions, Trade Shows, Business Meetings, or other Symposiums.

Travelin' Local's Creative Advertising Solutions

Travelin' Local's elegant and sophisticated, original and unique in-depth content coverage of Los Angeles and Southern California, is fully categorized and indexed. This provides your organization the ability to define your brand through our magazine accordingly because we provide you with the foundation for:

1. A well defined and unique brand personality
2. Selection of the correct positioning strategies
3. Themed' product development
4. Consistent and appropriate advertising and promotion
5. Careful brand guardianship

Travelin' Local's Senior Marketing staff can assist your organization attract, retain, and keep your current and future customer and target market segments in 3 ways:

Annual Sponsorship

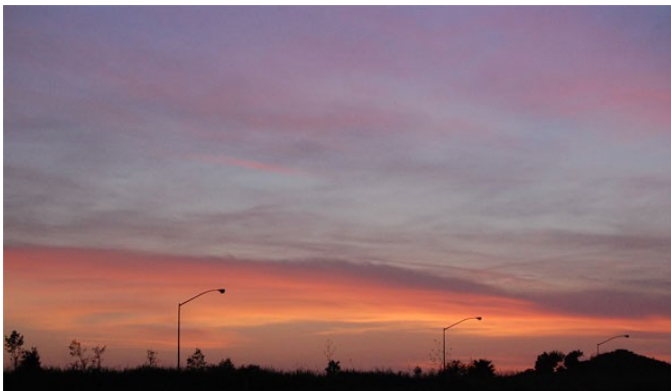
Travelin' Local offers both customized "Ad Agency" type campaigns or allows for your organization to craft its promotion, marketing, and advertising using the latest interactive, social media, and types of ways to "get your message out" using our lifestyle magazine.

Direct Advertising

Our staff will work with your designers, use our in-house expertise, or other outside contractors for your customized messages on our online magazine. No matter the duration and length of your campaigns, our marketing and advertising online savvy staff will assist you find solutions for your ad requirements.

Special Creative Arrangements

If you're considering cover story's, product or lifestyle reviews, or creative solutions through graphic, interactive, or other agency or business minded determination to have your brand stand out, Travelin' Local's senior Sales staff will work with your organization across-the-board for sustained and meaningful campaigns.



For further information or questions contact:

Travelin' Local
9903 Santa Monica Blvd., Suite 392
Beverly Hills, California 90212
<http://www.TravelinLocal.com>
Email: travelinlocal@gmail.com
Telephone: (424)653-8065
[Twitter.com/lisanewton](https://twitter.com/lisanewton)