



Coleman Concierge

AMAZING ADVENTURES FOR ORDINARY PEOPLE

Coleman Concierge is a travel and adventure website featuring tips, advice, stories and photography based on decades of professional experience, aimed at inspiring our invested audience to step outside their comfort zone and discover adventures around them.



RATE SHEET - 2024

COLEMANCONCIERGE.COM

CONTENT CREATORS~STORYTELLERS

PHOTOGRAPHERS~INFLUENCERS



LET'S COLLABORATE!

COLEMANS@COLEMANCONCIERGE.COM

43

Domain Authority

46

Page Authority

2 million +

All Time Views

39k

Monthly Pageviews

68%

U.S. Visitors

27.5%

Age 18-24

33.5%

Age 25-34

39%

Age 35+

About the Company

We advocate for sustainable and ethical tourism and truly believe in the power of travel to transform both ourselves as well as the world around us. Our tagline is amazing adventures for ordinary people because we contend that you don't have to be superrich, super-fit, or super-anything to have an amazing adventure. Expanding your comfort zone and trying new things will pay huge dividends in both health and happiness.

We want to help you succeed on the web by creating visually stunning and engaging content that will inspire. We don't just write posts, we conduct comprehensive cross-platform campaigns to maximize reach and SEO.

We deliver our content on time with prompt, professional courtesy, and responsiveness.

- Brand Ambassadors for All Star Liveaboards, Visit North Alabama, and Rails to Trails Conservancy
- Prolific freelance writers with over 700 AP (Associated Press) pick-ups combined in 2023 alone
- MSN Direct Publishers
- Articles syndicated quarterly on Wealth of Geeks
- 30+ years as Adventure Travel Providers (skiing & whitewater rafting, ropes course, yoga instructor, expedition caving, PADI Rescue Diver, extensive caving and canyoneering)
- 15+ years in Luxury Travel (spa therapy, spa management, concierge service)
- Unwavering commitment to quality
- Our core demographic consists of adult professional travelers, empty-nesters, and no-nesters with a large disposable income

Highly Engaged Social Media Marketing



45.2k

FOLLOWERS



12k

FOLLOWERS



24.1k

FOLLOWERS



2.5k

FOLLOWERS



2k

FOLLOWERS

Coleman Concierge provides 'real time' social media coverage plus additional promotions supporting post releases. We share this across our personal channels and linked industry networks. Our content is visually stunning, compelling, and valuable to our audience.



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The Authors

We are Jenn and Ed Coleman, aka Coleman Concierge, are an award-winning travel team home-based in Huntsville Alabama, and covering the world. Honors include:

- Over 700 AP (Associated Press) article pick-ups combined for 2023 alone
- 2022 and 2023 Honorable Mentions for Landscape Photography from IFWTWA
- 2021 NATJA Awards Honorable Mention for Travel Tips and Advice– Online Publication
- 2020 Honorable Mentions for Landscape Photography from NATJA and IFWTWA
- 2019 Finalist Best Travel Blog of the Year – Infinity Blog Awards
- 2018 NATJA Awards Honorable Mention for Health and Wellness Travel – Online Publication
- 2018 Outdoor Media Awards Finalist for Best Outdoor Advocacy Piece

Jenn Coleman

Jenn is an award-winning photographer and our Industry Insider. Before transitioning to Coleman Concierge full-time, she worked as a Concierge at a well known San Diego hotel, a Massage Therapist at a 5-star spa, and a Fitness Instructor. Enjoying the diversity of life. Jenn worked her way across many of the top ski towns in America, teaching skiing winters and guiding white water rafting during the summers.

Ed Coleman

Ed is an Aerospace Engineer and Physicist on the space program by day, adventurer and cyclist in his downtime. He drives the tech train for the site and applies his industry knowledge to build, not just another blog, but a detailed content management system. Ed is the primary writer, garnering numerous awards for his travel writing with his work featured in Business Insider, HuffPost UK, and numerous state tourism boards.

Featured In



*A La Carte Rates***BLOG POST \$1400**

1500 word minimum post (inclusive of 3 pins and dedicated newsletter section)

INCLUSION IN WEEKLY NEWSLETTER \$100**Included in blog post rate***3 PINTEREST PINS \$300**

Three visually appealing and keyword optimized custom pins introduced to Pinterest at an interval

Included in blog post rate*SOCIAL MEDIA**

Facebook @ColemanConcierge \$600 /post

Instagram @Coleman_Concierge \$1000 /post

Instagram Reel @Coleman_Concierge \$1200 /post

Instagram Stories @Coleman_Concierge \$50 /slide

Instagram @ConciergeCorner \$500/post

Instagram Reel @ConciergeCorner \$700/post

TikTok @ColemanConcierge \$200/post

Twitter @ColemanConcierge \$100 /tweet

*Basic Package***1 BLOG POST \$1400**

Includes newsletter and 3 pins

1 INSTAGRAM REEL (@Coleman_Concierge) \$1200**2 IN-GRID INSTAGRAM POSTS (@Coleman_Concierge) \$2000****2 IN-GRID INSTAGRAM POSTS (@ConciergeCorner) \$1000****2 FACEBOOK POSTS \$1200****1 TWEET \$100****PRICING BASED ON 4 DAY TRIP: \$5500***(Includes a 20%+ discount)*

Upgraded Package

2 BLOG POSTS	\$2800
Includes newsletter and 3 pins	
2 INSTAGRAM REELS (@Coleman_Concierge)	\$2400
3 IN-GRID INSTAGRAM POSTS (@Coleman_Concierge)	\$3000
2 IN-GRID INSTAGRAM POSTS (@ConciergeCorner)	\$1000
3 FACEBOOK POSTS	\$1800
2 TWEETS	\$200

PRICING BASED ON 4 DAY TRIP: **\$8900**
(Includes a 20%+ discount)

Pro Package

3 BLOG POSTS	\$4200
Includes newsletter and 3 pins	
2 INSTAGRAM REELS - (@Coleman_Concierge)	\$2400
3 IN-GRID INSTAGRAM POSTS (@Coleman_Concierge)	\$3000
2 IN-GRID INSTAGRAM POSTS (@ConciergeCorner)	\$1000
1 INSTAGRAM REEL - (@ConciergeCorner)	\$700
4 FACEBOOK POSTS	\$2400
3 TWEETS	\$300

PRICING BASED ON 4 DAY TRIP: **\$10,500**
(Includes a 25%+ discount)

Additional Services

POST CAMPAIGN CASE STUDY	\$400
BLOG POST AD BUY / BOOST ON SOCIAL MEDIA	\$50+ /post
INSTAGRAM TAKEOVER	\$1000 /day
WRITE FOR YOUR SITE	\$800 /post

PHOTO PACKAGE *

1 PHOTO	\$300
5 PHOTOS (15% Discount)	\$1275
10 PHOTOS (20% Discount)	\$2400
15 PHOTOS (25% Discount)	\$3375

INSTAGRAM STORY HIGHLIGHT

ONE 15-SLIDE IG STORY HIGHLIGHT	\$1125
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- Edited video clips with custom graphics added, curated after trip.
- All the benefit of Instagram Stories, but for a longer duration.
- Posted for a minimum of 1 year
- Priced at \$100/slide with a 25% discount.

***PHOTO RIGHTS**

Photography limited to use on your web and/or social media channels only.

Print campaign use subject to additional licensing fees.

We are happy to invoice for photography separately if needed.

PLEASE NOTE:

Rates do not include travel expenses, which is the responsibility of the sponsor. For campaigns requiring travel we request that flights, transportation, accommodations, meals and activities are either comped or reimbursed.