



MEDIA KIT 2026



**DIGITAL**

**CONTENT**

**43.5 Million  
Combined Views**

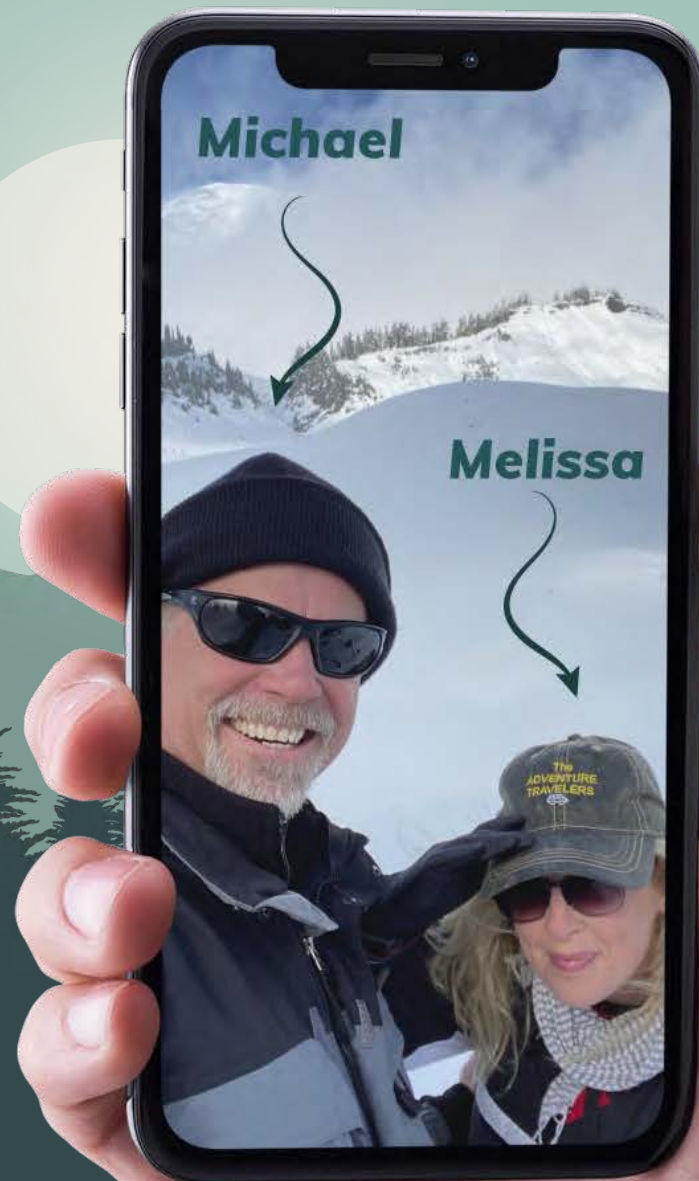
**40,500+**

**Social Media Followers**

**28.4 M**

**Unique Viewers**

The Adventure Travelers, we are an internationally-acclaimed multi-platform media company focused on the travel, adventure, outdoor gear, and photography industries. From over a decade ago, the brand has grown to be one of the largest independent adventure travel publications with a highly-engaged loyal audience across our website and social media channels. The Adventure Travelers bring destinations and experiences to life through our digital content.

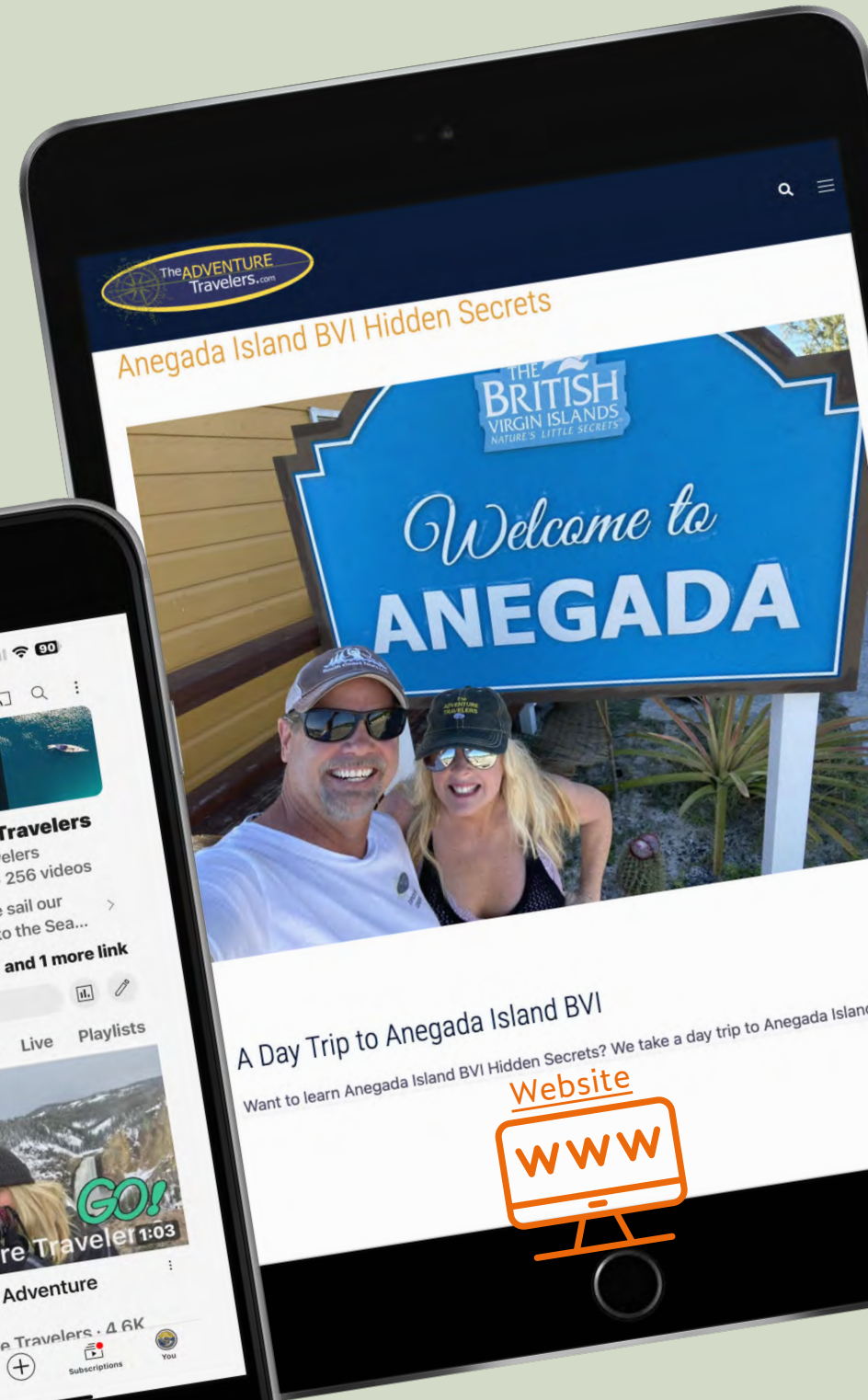
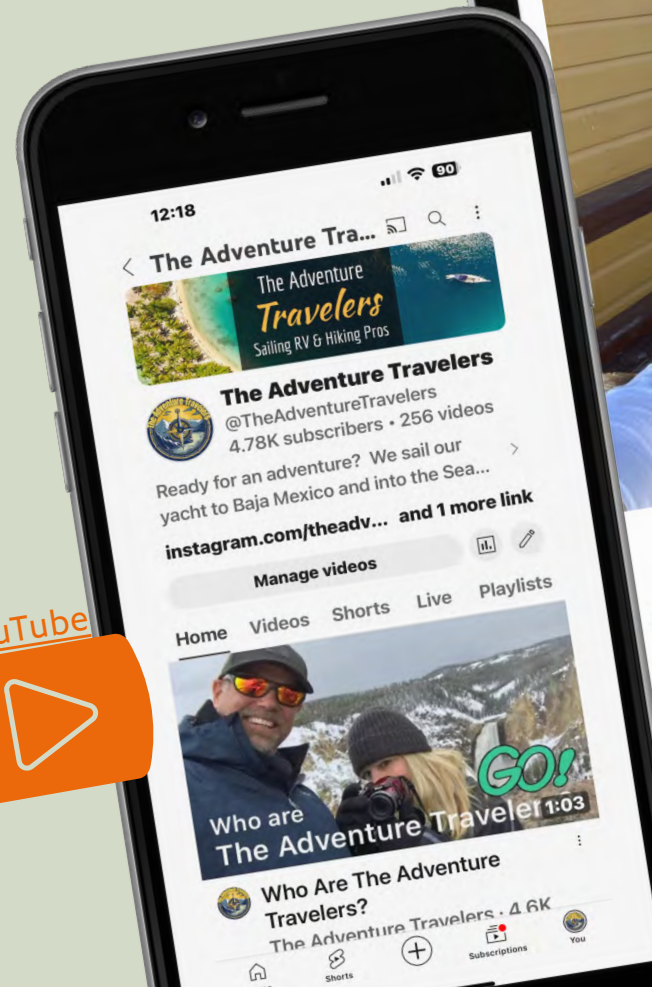




## CREATORS OF CAPTIVATING VISUALS

In our world of exploration, we go beyond the boundaries of digital publications. As passionate storytellers and creators of realistic visuals, The Adventure Travelers bring new life to every platform, treating each one as a unique voice. We are committed to creating award-winning content and are obsessed with cutting-edge marketing strategies. Join our journey where our innovative travel and adventure creativity, produces exceptional results for our valued partners. Together, we can bring a relevant voice and new life to adventure travel.

YouTube



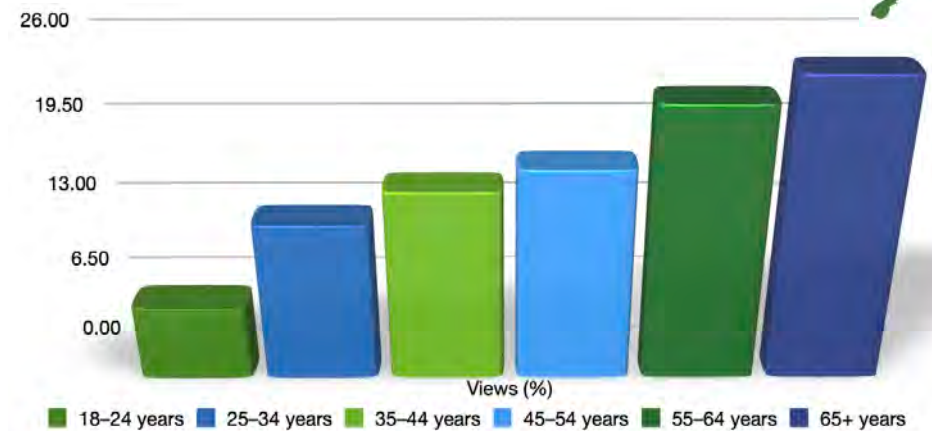
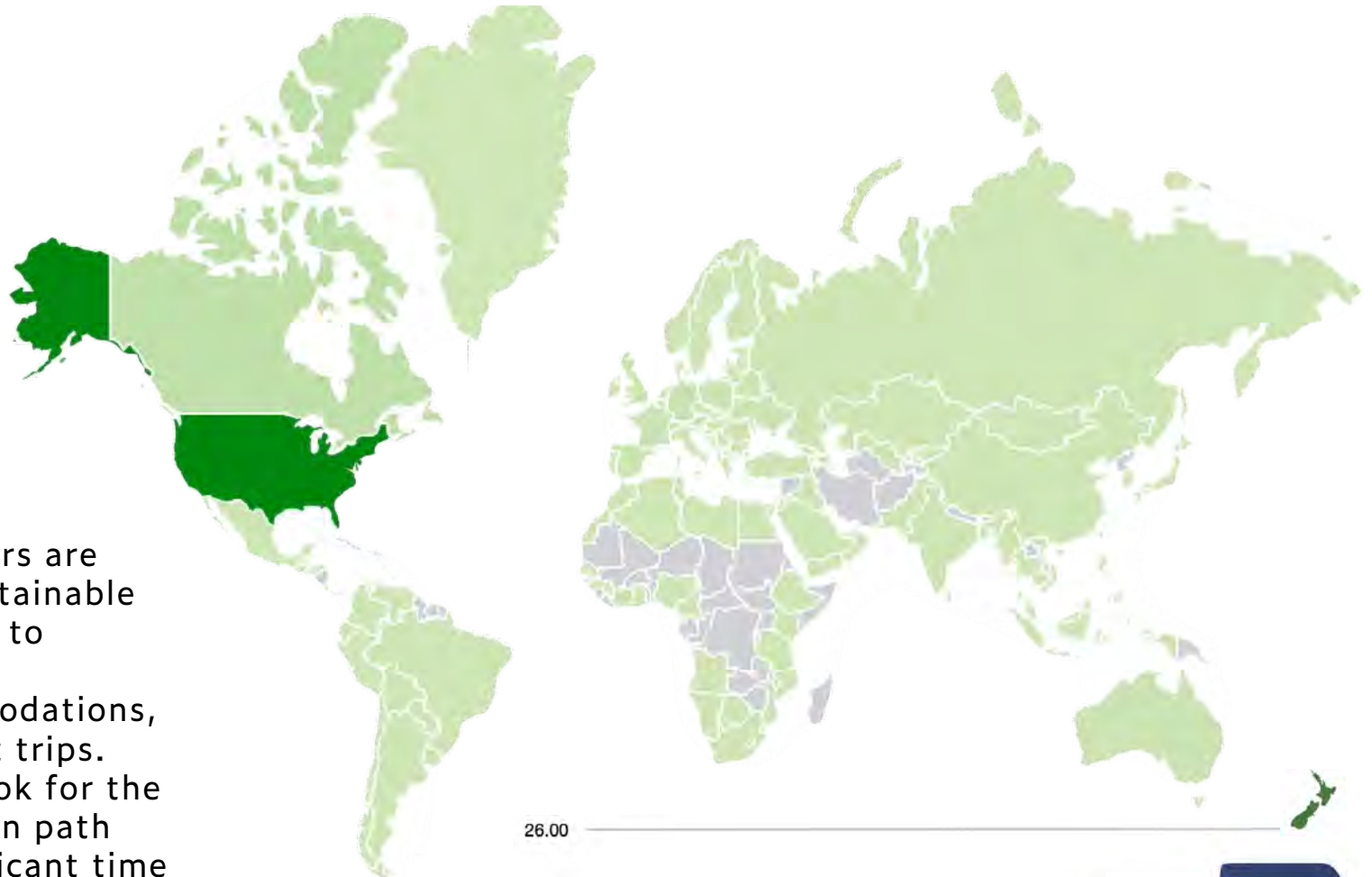
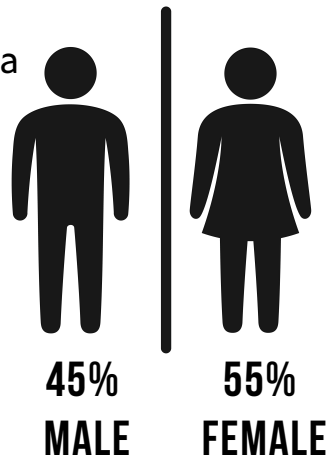
Website





# AUDIENCE

The Adventure Travelers readers are affluent, adventurous, and sustainable travelers who are on a mission to discover authentic and unique experiences, cultures, accommodations, and cuisine on their bucket list trips. These are the travelers who look for the unexpected, step off the beaten path and are willing to invest significant time and funds to live out their travel dreams. From expeditions to Micronesia and 5-star chartered catamaran cruises in the British Virgin Islands, and backpacking treks through the Sierra Nevada's, we cover the globe in a curious and responsible way.



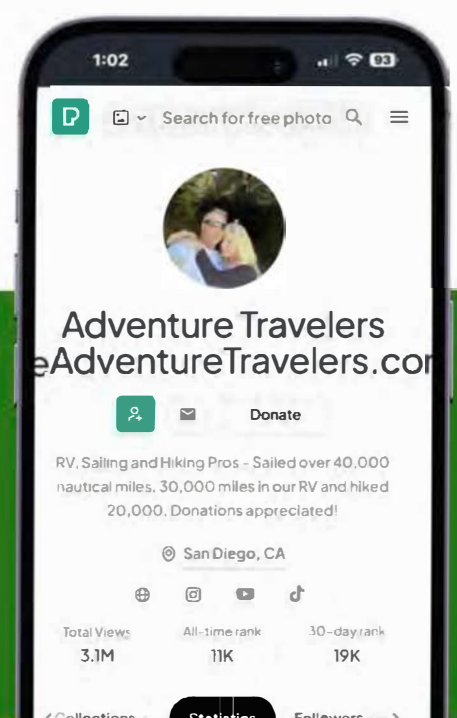
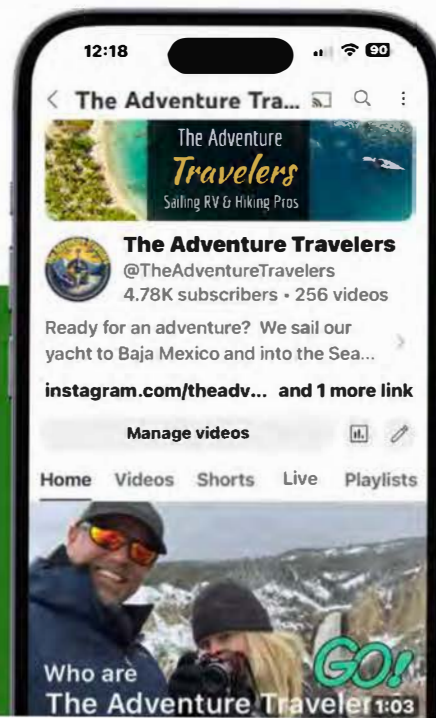
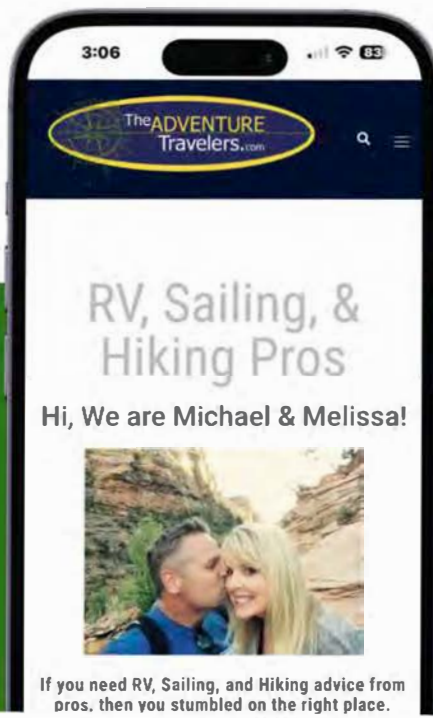


## SOCIAL MEDIA



The Adventure Travelers excel through our social media! Join us, the founders Michael and Melissa Harlow, on thrilling and bucket list journeys through award-winning photography and videos. Our content is more than visuals; it connects us with a global audience, fostering meaningful engagement across diverse platforms.

Every post, every story – it's all crafted with love and authenticity by us, ensuring a genuine reflection of our adventures and building trust with our following. Explore the extraordinary with The Adventure Travelers, where each moment is a celebration of travel, joy, and the shared spirit of wanderlust!





## YOUTUBE

The Adventure Travelers captivate audiences through our enchanting long-form videos! Our vibrant vlog-style adventures, offer an authentic, first-person journey into destinations and products. Crafted with genuine experiences, these heartwarming videos are shared on our lively YouTube channel. Our goal is to express an authentic point of view while uncovering the true adventure in every trip.

Most videos are partnered with a detailed article on our website and social media, creating a valued synergy between visual and written content. Not every traveler is the same, so this approach reaches all types of travelers, the reader and the video watchers.





## Brand Partnerships

The Adventure Travelers love to create engaging and authentic stories from real adventures. Our strong audience connection makes us an ideal partner for branded content collaborations. With our platforms, brands can seamlessly integrate their messages into compelling narratives, ensuring a natural resonance with dedicated followers and guaranteeing meaningful engagement over traditional promotion.

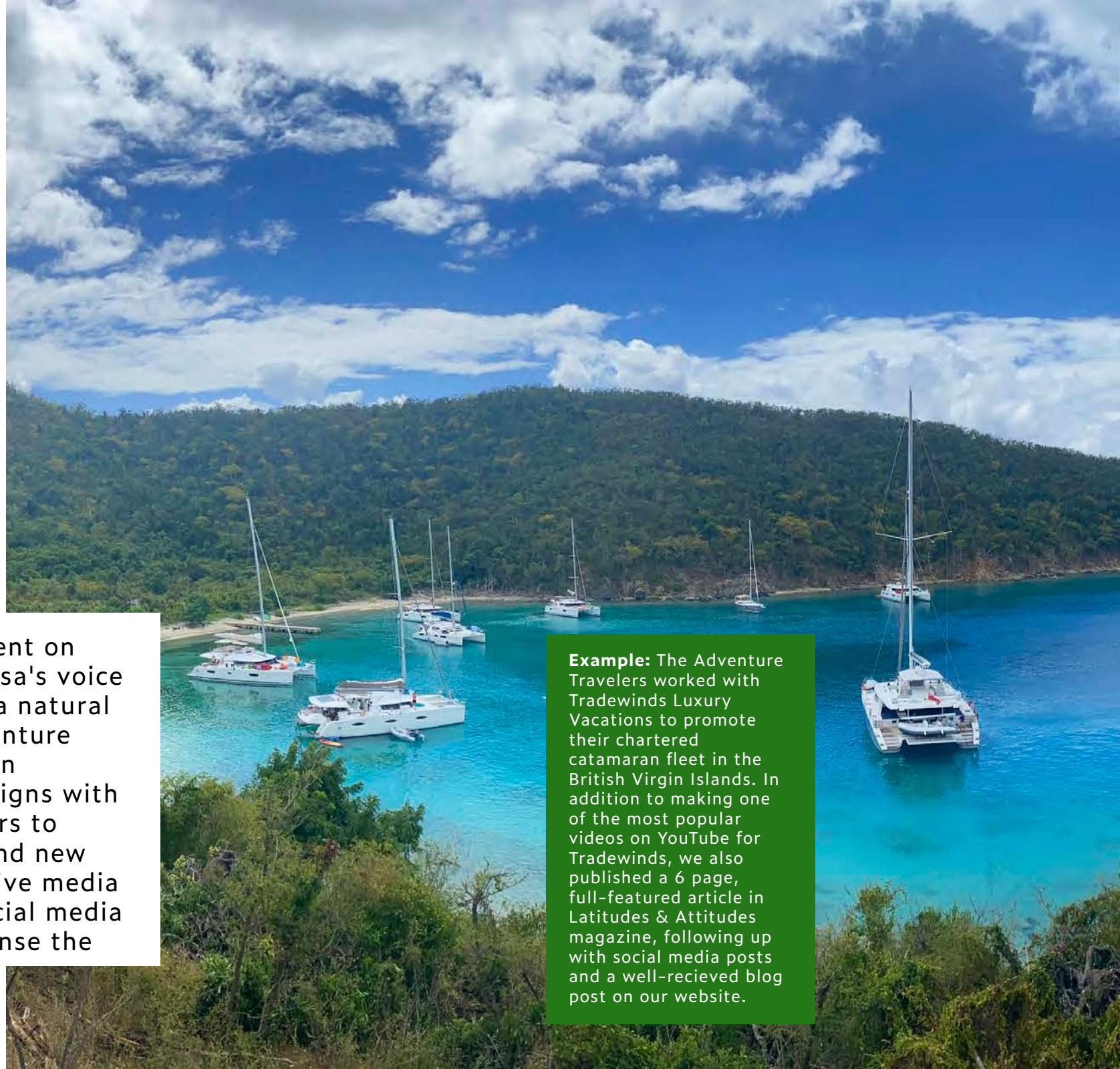


**Example:** The Adventure Travelers work with many brands, such as Captain Andy's Sailing Adventures, NROCKS Outdoor Adventures, Kipu Ranch Adventures, and others. We showcase our adventures through written articles, social content, and YouTube videos. This coverage, along with powerful CTA's generates multiple confirmed bookings with the companies we align ourselves with.



# Destination Marketing Campaigns

We have a professional voice talent on our team...Melissa Harlow! Melissa's voice adds credibility, experience and a natural vibe to all our content. The Adventure Travelers travel internationally on comprehensive marketing campaigns with tourism boards and tour operators to highlight exciting destinations and new products. We then create extensive media coverage across editorial and social media to promote our partners and license the visual assets to the client for their own marketing efforts.



**Example:** The Adventure Travelers worked with Tradewinds Luxury Vacations to promote their chartered catamaran fleet in the British Virgin Islands. In addition to making one of the most popular videos on YouTube for Tradewinds, we also published a 6 page, full-featured article in Latitudes & Attitudes magazine, following up with social media posts and a well-recieved blog post on our website.



# Product Marketing Campaigns

Brands tap into our loyal audience by having The Adventure Travelers review their products across YouTube, our website, and social media. We are very selective about who we work with and what products we test, always being honest with our reviews, ensuring our audience trusts us with our valued recommendations.

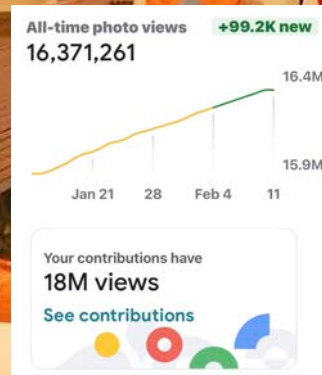


**Example:** Our Honest Reviews playlist on our YouTube channel has over 455,000+ views. The Adventure Travelers travel on numerous trips throughout the year in partnership with brands, reviewing a variety of products and services. We have partnered with a variety of other products, such as; Spyderco Knives, Reef Safe Sunscreen, Kings Water Systems, Smart Bottle and many more.



# Professional Photography & Videography

We are professional videographers and Melissa is an award-winning photographer. Our skills and styles are all encompassing; from travel, commercial, event, wildlife, photojournalism, and even underwater/aerial photography and videography. We work on both sides of the cameras and are also older professional models for hire for location shoots.



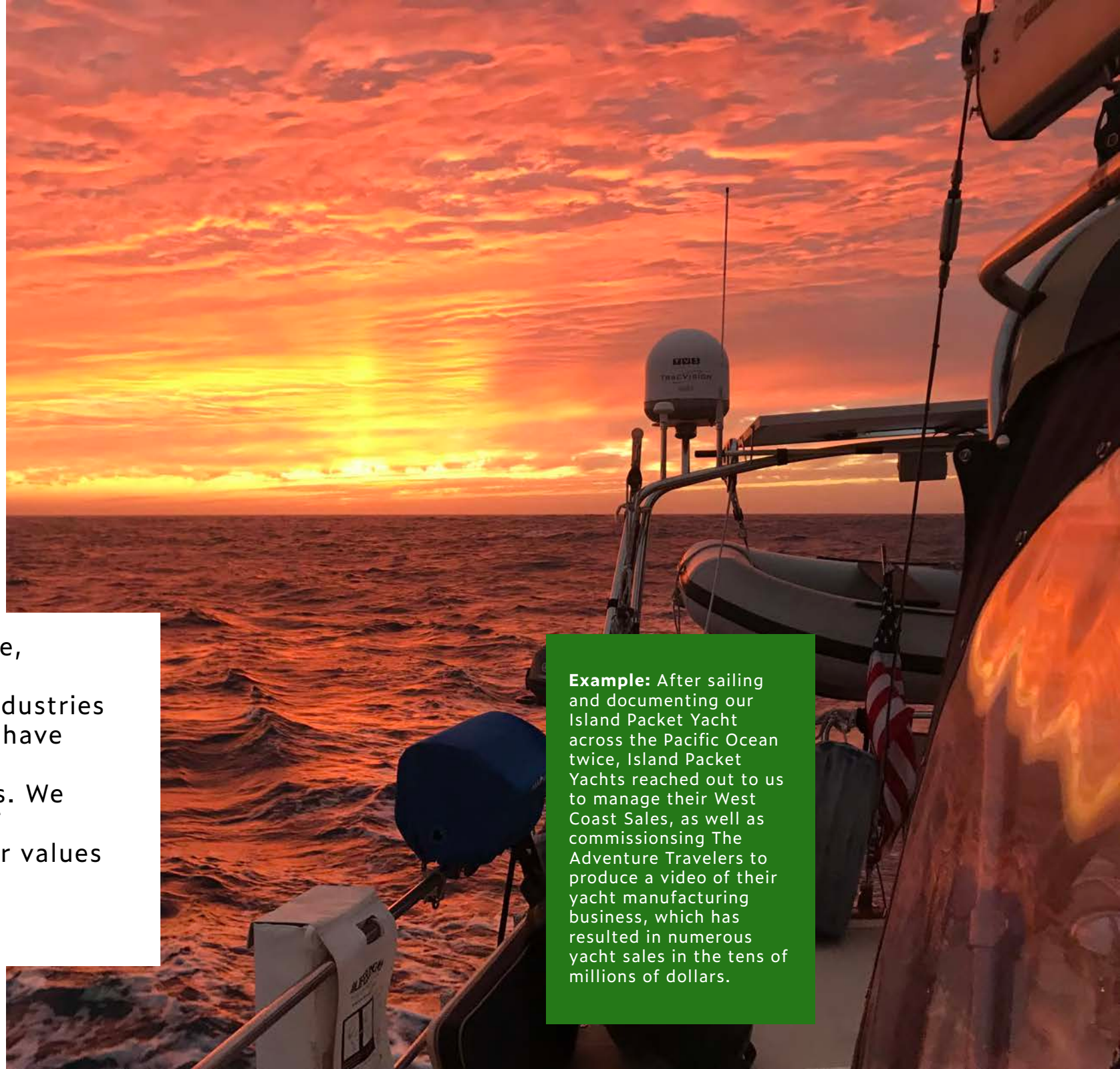
**Example:** With over 5.3 million views on Pexels and over 18 million views on Google as a Local Guide Level 8, The Adventure Travelers are known internationally. Since we have traveled to some of the most remote places on earth, our photography is sought out from both professionals and journalist whom incorporate The Adventure Travelers media into their pieces.



## Brand Ambassadors

With international press coverage, regular TV, radio, and podcast appearances and known in our industries as leaders and professionals, we have aligned ourselves with numerous companies as brand ambassadors. We also represent a small number of companies that resonate with our values as official brand ambassadors.

**Example:** After sailing and documenting our Island Packet Yacht across the Pacific Ocean twice, Island Packet Yachts reached out to us to manage their West Coast Sales, as well as commissioning The Adventure Travelers to produce a video of their yacht manufacturing business, which has resulted in numerous yacht sales in the tens of millions of dollars.





## Media Links

### **World Record 57 Adventures in 57 Hours:**

[TheAdventureTravelers.com](http://TheAdventureTravelers.com)  
[57 Adventures in 57 Hours in San Diego](#)

[CBS 8 San Diego](#)  
[San Diego man will attempt 57 adventures in 57 hours on his 57th birthday](#)

[Fox 5 San Diego](#)  
[The Adventure Travelers 57 Adventures in 57 Hours](#)

[The Star News](#)  
[Meaning of Life: 57 adventures in 57 hours is goal for man to celebrate his 57th birthday](#)

[The San Diego Union Tribune - La Jolla Light](#)  
[A birthday for the books: La Jolla is in local man's plans for 57 adventures in 57 hours](#)

[Medium.com](#)  
[iPhone Adventure Filming](#)

[Mobilefilmmaking.Podbean.com](#)  
[iPhone Adventure Filming with Michael Harlow](#)

[EINPresswire.com](#)  
[San Diego Resident Attempts to Complete 57 Adventures in 57 Continuous Hours](#)

[Instagram](#)  
[Adventure #1 of 57](#)

[Instagram](#)  
[Adventure #57 of 57](#)



## Media Links

### **Adventure Travel:**

LA Times

[How a Couple Overhauled Their Finances and Got Their Dream Life](#)

SideHusl.com

[Freedom Playbook: How To Live Your Dream Life](#)

### **Magazine Articles Michael's Written:**

Latitudes & Attitudes #33 Winter 2020-21  
[To Charter or Not Charter, That is the Question!](#)

Latitudes & Attitudes #28 Fall 2019  
[Pacific Coast Delivery](#)

Latitudes & Attitudes #32 Fall 2020  
[Mishaps and Pitfalls of Cruising](#)

Cruising Outpost #23 Summer 2018  
[The Dead Head](#)

The Savvy Retiree Magazine  
[An Extra \\$25,000 May Be Sitting Idle in Your Driveway](#)

### **Books We've Written:**

[How to Make and Save Money While Traveling](#)  
[Cancel Timeshare & Be Free](#)  
[Max the Dog Grows Up](#)

### **Acting / Modeling**

[Backstage](#)



## Media Links

### **RV Industry:**

[Outdoorsy.com](#)

[Meet Owners Michael and Melissa Harlow](#)

[CNN Business](#)

[Covid Divide Personal Economy](#)

### **News Broadcast:**

[ABC 10 News](#)

[Making It | San Diego](#)

### **Podcasts:**

[Mobile Filmmaking Podcast](#)

[Mystery Story and Smartphone Video Travels with Michael and Melissa Harlow](#)

[Tough Girl Podcast](#)

[Melissa Harlow - Embracing Life's Adventures at 62: From Sailing the Pacific Ocean to Hiking the John Muir Trail:](#)

[The VO Life Podcast](#)

[Volunteer VO with Melissa Harlow](#)

### **Sponsored Trips:**

[Captain Andy's Sailing Adventures](#)

[Kipu Ranch Adventures](#)

[NROCKS Outdoor Adventures](#)

[Shubenacadie River Runners](#)

[Coyote Land Tours](#)

[Sea Quest Hawaii](#)



## Media Links

### **Public Relations:**

Laura Davidson Public Relations

Visit Victoria Tourism - Promoting Melbourne, Australia

Wild Adventures Melbourne

InterContinental Sorrento Mornington Peninsula by IHG

### **New Zealand Collaborations:**

Mad Campers Campervan Rentals

Driving Creek Railway & Zipline

Kaituna River Rafting

Huka Falls Jet

Abel Tasman Kayaks

### **Maui, Hawaii Collaborations**

Joey's Kitchen Maui

Teralani Sailing Adventures Kaanapali

Sail Maui