



# T ogether

journeys meant to be shared

Luxury Multi-Generational Family Travel Newsletter

Media kit 2026/2027

GLOBALVOYAGES  
GROUP 

DESTINATION  
*Reunions*



# Exclusively for High-Net-Worth Households

**Together** is a new premium monthly newsletter dedicated to affluent, experience-driven families seeking meaningful, multi-generational travel.

Created in collaboration by the teams at Premier Travel Media and Global Voyages Group (creator of the Bristol Database), our audience is comprised of high net-worth families (investable assets of \$1M+), with a significant concentration in the \$5M+ very high net worth segment.

These are proven buyers of high per-diem travel experiences including resort vacations, luxury cruises, five star hotel stays, private tours, expeditions and safaris. This group is comprised of active purchasers funding multi-generational travel for their children and grandchildren.



## Your Advantage

**Together** delivers direct access to affluent decision-makers who prioritize shared experiences, comfort, exclusivity, and curated journeys. This is a high-intent, high-value audience where one converted booking can justify the full annual investment.

We are not selling impressions, we are delivering qualified access to families who travel together and spend on high-end experiences.



# Audience Snapshot



- ✓ 50,000 high net worth households
  - ✓ Age 55+
  - ✓ Married
  - ✓ Frequent leisure travelers
- ✓ Multi-generational trip planners and funders

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## Market Validation

Data from the Family Travel Association underscores the strength of the multi-generational market:

- ▶ Multi-generational travel remains one of the fastest-growing segments in leisure travel
- ▶ Grandparents frequently serve as primary trip sponsors
- ▶ Family travelers prioritize experiential activities over material purchases with shared travel experiences strongly associated with legacy building
- ▶ One booking often represents 6–12 travelers, premium accommodations, pre/post extensions, and high per-person spend — creating exponential customer acquisition value

LOOKING FOR MORE MARKET VALIDATION?



# Advertising

**Together** is a purposefully designed as a premium, limited advertising environment —protecting brand integrity while maximizing visibility and impact. Each partner is aligned with other top-tier luxury brand in a newsletter read by affluent families actively seeking their next meaningful family travel experience.

## 2026/2027 Advertising Opportunities - Introductory Pricing!

▶ **Exclusive Lead Partner (1 per issue)**

Top-of-newsletter hero sponsorship banner placement

**Rate: \$3995 per issue**

▶ **Premium Feature Placement (2 per issue)**

Upper-half high-visibility sponsorship banner or video placement

3 months	6 months	12 months
\$ 3,995	\$ 6,795	\$ 11,985

▶ **Standard Placement**

Designed for luxury brand association  
Lower-third positioning, sponsorship banner or video placement

3 months	6 months	12 months
\$ 2,995	\$ 5,990	\$ 8,985

## Sponsored Journey Feature

- ▶ 800-1000 word professionally developed feature, posted online and in two newsletters
- ▶ Includes elevated photography presentation, video integration and dedicated call-to-action

**Rate: \$5,500 per journey**

- ▶ Ask about the Meta custom advertising campaign – targeting 250,000 high net-worth households

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