





# Who We Are

**Matador** is the world's first interactive travel magazine that has taken the best of professional journalism and online community and blended the two to create something much more compelling than either by itself.

We publish professionally written content based around travel and the intriguing lifestyles of our community members. Our content is published across 12 distinct but interconnected, interactive sites with resources linking readers directly to the authors, other relevant travelers in the community, and more related articles. In effect, every article facilitates continued conversation and interaction within the Network.

## Matador by the Numbers

**September 25th, 2006**

Date Matador was founded

**20,000+**

Number of registered users in our social network

**12**

Number of sites in our network

**1,912**

Number of articles we published in 2009

**741,989**

Average number of unique monthly visitors in 2010

**1,877,989**

Average number of monthly page views in 2010

**76**

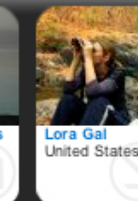
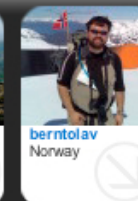
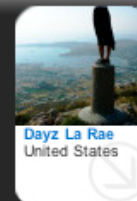
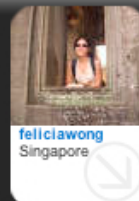
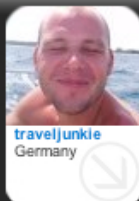
Number of Digg.com front page stories in 2009

## What people are saying

"What a great site this is! I can spend hours here. The more I've seen from Matador, the more impressed I am—I think that it is such an innovative resource and I feel like it is such an awesome way to bring passionate people and creative ideas together." - Heidi Baggot

"I joined the Matador Network a few days ago and I am hooked to the material on this site. The writing is informative, thoughtful, engaging, and most importantly, honest; that's what makes it stick to your readers." - Marissa Diamond

Meet New Travelers & Locals



Create Your Free Matador Account

Meet People Where You're Going





# The Network

**Matador** is spread across the following 12 different websites allowing advertisers to manage their SOV (share of voice). Advertisers can choose network-wide campaigns or target specific niche sites, individually.

## The Matador Network at a Glance (advertise on one or all 12)

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- **Matador Travel** is the hub of our network, where thousands of travelers and locals worldwide create profiles, add their blogs and photos, exchange info and ideas through messaging and interactive forums, and get expert guides and recommendations through our destination pages. [MatadorTravel.com](http://MatadorTravel.com)
- **Matador Trips** offers detailed destination guides and trip ideas for travelers. Example: [A Chill Caribbean Island Getaway](#)
- **Matador Abroad** provides both students and teachers with information and resources about study and or teaching opportunities abroad. Example: [10 Steps to Becoming Fluent in a Language in 6 Months or Less](#)
- **Matador Change** examines issues of social justice and the environment, as well as offers the latest info on volunteer opportunities and programs worldwide. Example: [The Advocacy Project: Bringing Human Rights Home](#)
- **Matador Life** celebrates home, health, food, family, and place. Example: [10 Tips for Beginning Marathoners](#)
- **Matador Pulse** scours the web for overlooked stories about travel while also digging into our own Matador community to “discover” interesting people and the things they’re doing at home and on the road. Example: [MatadorU student Joannaline C. Young hired by PlanetEye](#)
- **Matador Goods** brings you recommendations and reviews on selected gear, clothing, books, movies, and more, straight from the community. Example: [10 Essential Items for Female Travelers.](#)
- **Matador Nights** revels in the world’s hottest nightlife. Example: [Top 10 Nightlife Spots in NYC](#)
- **The Travelers Notebook** offers practical tips for travelers, as well as unique stories and notes from the road. Example: [How To Travel to and from Cuba](#)
- **Brave New Traveler** features thoughtful essays that explore the nature of travel. Example: [10 Things To Learn About Yourself When Traveling Alone](#)
- **Matador Sports** shares people’s passion for sport and adventure from around the planet. Example: [Photo Essay: The Mavericks Surfing Contest](#)
- **Matador TV** features the best in travel video content around the web. Example: [Elvis In Israel](#)



# What We Provide

**Matador** facilitates community building around the world by providing travelers with innovative, online tools, unbiased information and real life opportunities to meet like-minded people in the places they are going, cultivate their ideas, and inspire others by sharing their experiences.

Matador provides an array of services for both individual travelers looking to get involved where they go and organizations looking for support from inspired volunteers.

## Our Services

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### For Individuals:

Paid Travel Writing Gigs

Traveler Profile Page

Unlimited Photo Sharing

Personal Travel Blogs

Unbiased Destination Info/Advice

Dynamic Social Networking Capability

Job/Volunteer Opportunities

Professional Online Magazine

### For Organizations:

Volunteer Outreach

Organization Profile Page

Unlimited Photo Sharing

Organization Blogs

Fundraising Capability

Dynamic Networking Capability

Job/Volunteer Postings

Professional Online Magazine

### Our Members





# Our Demographic

*(Data from an online survey of 1000 Matador members)*

**Matador** members are part of today's most sought-after psychographic. This community represents today's most powerful consumer group. As the stats below indicate, our members are:

- Affluent
- Online Shoppers
- Media savvy and difficult to reach by traditional means
- Active people on the move
- Earth-conscious and care about sustainability
- Hungry consumers

## Members at-a-glance

AGE		EDUCATION	
<b>18-25</b>	18.5%	<b>Attended College</b>	97.5%
<b>25-34</b>	45.0%	<b>Grad. College</b>	87.3%
<b>34-49</b>	30.7%	<b>Post Grad Degree</b>	26.3%

GENDER		INCOME	
<b>Male</b>	46.5%	<b>Ave. HHI</b>	\$111,000
<b>Female</b>	53.5%	<b>Median HHI</b>	\$86,000
		<b>Average IEI</b>	\$62,000

## Members are consumers

### TRAVEL + TRIPS

**I have a passport:** 91%

**Ave yearly spending domestic and international:**  
\$5200

**Traveled abroad in the past year:** 81%

**Traveled domestically in the past year:** 98%

**Traveled by air in the past year:** 94%

**Ave foreign trips in the past year:** 2.5

**Ave domestic trips in the past year:** 9

### Our Members



## Matador members are earth-conscious and care about how their purchasing choices affect the planet.

<b>I pay close attention to the values of the brands I buy.</b>	83.3% said yes
<b>I care about the environmental impact of the clothes/gear I buy.</b>	93.1% said yes
<b>I trust companies more if I know they are working to become more sustainable.</b>	80.1% said yes
<b>I am more concerned with a low price than the ethics of the company I buy from.</b>	19.9% said yes
<b>I buy/consume organic food at least once a week.</b>	77.1% said yes
<b>I have taken steps to reduce my “carbon footprint” and the impact I have on the environment as an individual.</b>	82.3% said yes

## Matador members are active travelers

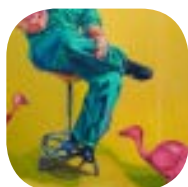
### GEAR OWNED

<b>I own skis or a snowboard</b>	62.1% said yes
<b>I own a road bike</b>	31.0% said yes
<b>I own a mountain bike</b>	32.6% said yes
<b>I own a surfboard</b>	33.0% said yes
<b>I own a ski/snowboarding jacket</b>	70.1% said yes
<b>I own a wetsuit</b>	38.9% said yes
<b>I own a digital camera</b>	87.0% said yes
<b>I am planning to buy one of the above items in the next year</b>	84.0% said yes

### ACTIVITY DRIVEN TRAVEL

<b>Took a trip that incorporated one or more outdoor activities in the last year</b>	93.6%
Trekking	65.1%
Ski/Snowboard	64.0%
Camping	61.2%
Surfing	46.8%
Biking	39.7%
Running	26.2%
Climbing	20.3%
Paddling	12.5%
Diving	13.5%

### Our Members



## Matador members are athletes

**Did you participate in outdoor activities in the past 6 months?** 99.5% said yes  
**Do you participate in outdoor activities at least two times per week?** 79.0% said yes

### % PARTICIPATION IN SPECIFIC ACTIVITIES IN THE LAST YEAR

<b>Ski/Snowboarding</b>	73.2%	<b>Climbing</b>	40.3%
<b>Trekking</b>	72.1%	<b>Surfing</b>	21.4%
<b>Biking</b>	67.4%	<b>Paddling</b>	14.5%
<b>Running</b>	64.2%	<b>Diving</b>	8.0%
<b>Camping</b>	57.0%		

## Matador members are media savvy and difficult to reach through traditional channels.

### The number of search engine queries I conduct on a weekly basis:

0.5%	<b>said none</b>
7.2%	<b>said 1-5 searches</b>
21.3%	<b>said 5-15 searches</b>
37.1%	<b>said 15-30</b>
27%	<b>said 30-70</b>
6.9%	<b>said more than 70</b>

**I get my news primarily online** 88.6% said yes

**I read blogs & online articles often** 86.5% said yes

**I subscribe to print magazines that I read regularly:** 21.4% said yes

**I watch TV regularly** 11% said yes

### 91.6% of members who took the survey said they identify themselves as ALL of the following:

- **Social Influencers**
- **Style-conscious**
- **Information Seekers**
- **Brand Conscious**
- **Trendsetters**
- **Early-adopters**

## Matador members buy online

**I have purchased something online in the last month** 79.1% said yes  
**I have a PayPal account** 67.5% said yes  
**I have used a credit card online to buy clothes in the last year** 69.7% said yes  
**I have used a credit card online to buy airfare in the last year** 88.1% said yes

### Our Members





# Brand Alignment

When you partner with **Matador** your brand will be aligned with an online community that is synonymous with:

- **Earth-Friendly Travel**
- **Cultural Respect**
- **Community Empowerment**
- **Sustainable Living**
- **Off the Beaten Path Adventure**
- **Innovation in Music, Art & Sports**



In addition, you will be working with a company that walks the walk. In the short time that we have been online, Matador has given back to the community through fundraising events and online contests.

- **Member of 1% For the Planet:** We donate 1% of our sales revenue to the natural environment. [www.onepercentfortheplanet.org](http://www.onepercentfortheplanet.org)
- **Matador Travel Scholarship Fund:** Every year our online community raises money for a Matador Scholarship Fund that provides low-income, inner-city youth with scholarships to travel abroad each summer. <http://matadorchange.com/matador-travel-scholarship-fund>
- **Donations to CARF Brasil:** We donated launch party proceeds to a non-profit organization working with street children in Brasil. [www.carfwebnet.blogspot.com](http://www.carfwebnet.blogspot.com)
- **Donations to SF Surfrider Foundation:** We donated launch party proceeds to a non-profit organization providing ocean conservation and education programs. [www.sfsurfrider.org](http://www.sfsurfrider.org)
- **Donations to Summer Search:** Used launch party proceeds to sponsor a Summer Search student's life changing trip to Thailand. [www.summersearch.org](http://www.summersearch.org)
- **Donations to 826 Valencia:** We donated Matador event proceeds to this non-profit youth literacy program. [www.826valencia.org](http://www.826valencia.org)

## Our Members







# Advertising

## A fresh approach to online advertising

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A tectonic shift is underway in the world of online advertising. Banner ads alone don't bring the advertiser into the conversation between consumer and content and the result is that user engagement averages are low across the board.

In this difficult economic climate you need to make sure that every marketing dollar you spend is creating value for your organization. Advertise on Matador and you can expect measurable results delivered through user engagement, unmatched by any other publisher.

## Beyond banners

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At Matador we are blazing new trails to make sure that you are reaching more consumers through meaningful interaction, with fewer ad impressions. Our unique model, which blends professional content with community-driven features, allows us to position your product or service in a relevant context and deliver your message in a way that is meaningful to our audience and beneficial to your brand.

We go the extra mile because we want to forge long, fruitful relationships with our advertisers. Your success is our success.

How do we do this? In addition to the advertising options you see below, we put together custom media packages for premium advertisers of any size or budget. Tailored specifically to your product or service, this package includes:

- Product placement
- Sponsored images
- Embedded text links
- Contests
- Creative branding
- Product reviews
- Custom content
- Viral management

**To learn more** about all the benefits of promoting your brand with us, please keep reading.

To view a list of our current advertising partners visit:  
<http://matadornetwork.com/partners/>



# Media Options

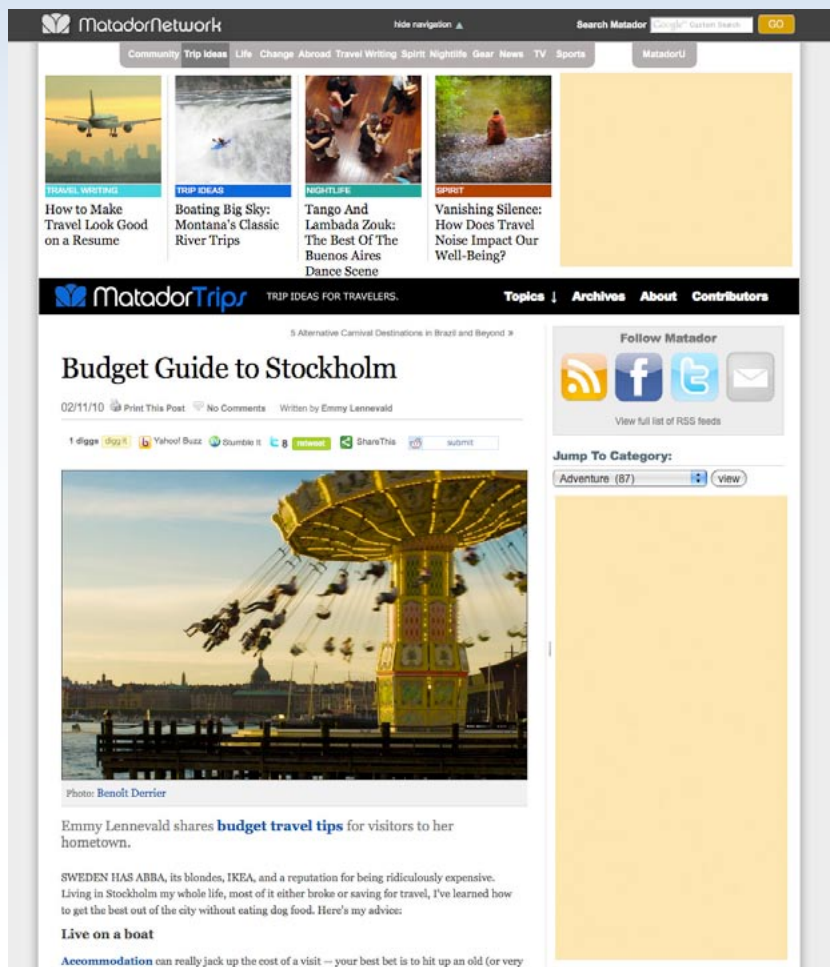
## Banner Media

**300x250** — (above the fold)

**300x600** — (below the fold)

\* We are open to flash, video, with literally no restrictions on file size or format.

\* We can Geo-target media from the desired region, country, or even by city.



The screenshot shows the MatadorNetwork website interface. At the top, there's a navigation bar with categories like 'Community', 'Trip Ideas', 'Life', 'Change Abroad', 'Travel Writing', 'Spirit', 'Nightlife', 'Gear', 'News', 'TV', and 'Sports'. Below this is a grid of article thumbnails with titles such as 'How to Make Travel Look Good on a Resume', 'Boating Big Sky: Montana's Classic River Trips', 'Tango And Lambada Zouk: The Best Of The Buenos Aires Dance Scene', and 'Vanishing Silence: How Does Travel Noise Impact Our Well-Being?'. The main content area features an article titled 'Budget Guide to Stockholm' by Emmy Lennevald, dated 02/11/10. The article includes a large photo of a carousel over water and text about budget travel tips in Sweden. On the right side, there are social media sharing options (RSS, Facebook, Twitter, Email) and a 'Jump To Category' dropdown menu set to 'Adventure (87)'.

## Custom Content

As long as the product or destination is a good fit for the Matador audience we offer extensive options for custom content.

We do not sell or guarantee positive reviews for products. We also stay 100% transparent with our audience and adhere to all FTC blogger disclosure regulations.



## Media Options

continued

### Social Media and Viral Management

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In just 3 years Matador has grown its unique visitors from zero to over 700,000/month, all without spending a dollar on advertising. We were able to achieve this phenomenal growth almost entirely from social media.

We have massive networks of people on StumbleUpon, Digg, Reddit, and although tens of thousands of now-

loyal readers and users found us on those sites, Twitter was the biggest for us in 2009/10 with over 10,000 followers.

Whether you'd like us to create content or design a contest that thousands will see and participate in, we can use our social media prowess to move the needle with almost any budget.

### Traverse – Matador's weekly newsletter

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Traverse is a roundup of the best of Matador from the week. It reaches over 20,000+ active inboxes each week.

### Event Sponsorship

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In an attempt to take our community offline, Matador throws massive parties all over the US. Each party draws a crowd of anywhere between 200 and 1000 guests.

### Custom Media Packages

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We design custom media packages to fit any budget from \$5K to \$250K+. Most media packages include a combination of the above elements. The bigger your budget, the more we can incorporate into the package.

**LET'S GET CREATIVE!** We are always interested in discussing new innovative ways to create advertising and brand partnerships. Nothing is off-limits and we are ready to think outside of the box. Contact us to discuss!

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