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# RUM THERAPY

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## MEDIA KIT

[WWW.RUMTHERAPY.COM](http://WWW.RUMTHERAPY.COM)



# ABOUT US

Thank you for your interest in Rum Therapy! We're John and Pamela Ott, the originators of Rum Therapy, a travel blog that features image rich posts and information from our own travel on all things tropical, including beautiful beaches, resorts and other accommodations, travel products and ideas of what to see and experience on your next vacation.

We have been fortunate enough to explore many beautiful islands and locations in the Bahamas, Caribbean, Mexico and Hawaii and have many other regions still on the list of places to discover and cover!

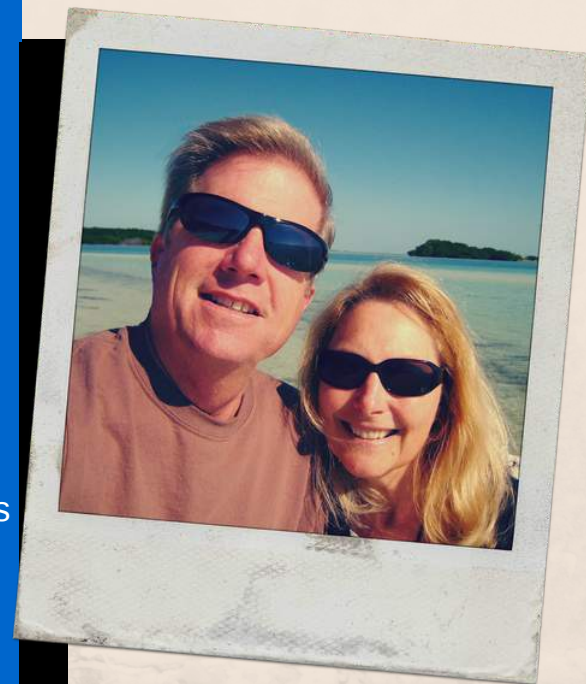
In addition to our travels, we are parents to two grown children, proud G-parents of two grand babies and enjoy golf (John is a PGA professional), music (Pamela is a published author in the field of Music Therapy), sailing, hiking, good food, and good rum. You may even find a recipe or two for a delicious umbrella drink on our site!

We would love to collaborate with you to support your tropical business or interests. Please feel free to contact us with any inquiries or ideas on how we may best work with you.

# CONTACT US

[www.rumtherapy.com](http://www.rumtherapy.com)

[pam@rumtherapy.com](mailto:pam@rumtherapy.com) [john@rumtherapy.com](mailto:john@rumtherapy.com)



**A few of the companies  
we've worked with:**

Festiva Sailing Vacations  
Elite Island Resorts  
Destination St. John Villa Rentals  
USVI Tourism  
Island Windjammers  
Seaborne Airlines  
Hotel Caravelle Casino, St. Croix  
Bahama Boat Excursions  
Embrace Resort, Staniel Cay

**EST.  
2010**



# THE NUMBERS



**53,000+**

monthly sessions

**246,000+**

monthly page views

*new visitors 75.9%*

*returning visitors 24.1%*



7000+ email marketing list



167,000+



5,900+



16,000+



1,200+



24,000+ views

## SOME RECENT POSTS:

Virgin Island Food Tours - A Taste of St. Croix and So  
Much More

Frank Robinson and BES Craft Cocktail Lounge  
Caravelle Hotel & Casino - Comfort and Convenience  
in the Heart of Christiansted

Taking the Sea Plane from St. Thomas to St. Croix  
Dinner at The Longboard, Cruz Bay, St. John  
Rum Distillery Tours on the Island of St. Croix  
The Stunning Beaches of Providenciales  
Vieques, Where the Horses Roam Free

## OUR DEMOGRAPHICS

55.7%



44.3%

*85% of our readers are  
between the ages of 35-60*

*84.5% have some college up to  
graduate degrees*

77.3%

53.7%

37.6%

earn > \$50,000    earn > \$75,000    earn > \$100,000

*80.5% use internet travel sites to help plan their vacation*

*66.2% of our readers take one tropical  
vacation annually*

*31.4% of our readers take two or more  
tropical vacations annually*

## WE'D LIKE TO WORK

*with you*

Our wonderful readers look to us for ideas and trust our advice, so we carefully choose our partnership opportunities. If you feel your demographics are in line with ours, here are a just few suggestions on how we could work together to bring more awareness to your brand. We are always open to your suggestions as well and want to create a package that works well for you too! Please contact us to discuss the possibilities.

### Public Relations

We are interested in working with any and all public relations professionals and tourism boards on coverage that aligns with our vision and mission. We are also open to press trips, special event invitations, product tests and book reviews.

### Advertising

We offer a variety of advertising options, including website advertising, social media outreach, newsletter advertising, contest or giveaways and more. Once we know your product, we can work with you to design the best package for coverage.

*Ready to chat? Contact us here!*

[pam@rumtherapy.com](mailto:pam@rumtherapy.com) [john@rumtherapy.com](mailto:john@rumtherapy.com)