



the FIGHTING COUPLE

REAL COUPLE
REAL TRAVEL

2016 Media Kit



THE
HUFFINGTON
POST

BBC
TRAVEL

Mike and Luci Willits: The Fighting Couple

We encourage couples to take a break from their jobs and kids and take a trip together. We are more than story tellers. We are on a mission to improve relationships, infuse marriages with love, and add a dash of adventure. Also, we fight along the way and that's okay.



Why Work with the Fighting Couple?

Connection: We connect with our readers because we aren't a lovey-dovey couple. We fight. But we also love each other.

Get Real! We are a real couple. We don't live on the road. We have regular jobs and kids. Our readers can relate to us.

Quality: We go to great lengths to research our destinations and our writing and pictures are high quality.



Ways to Collaborate

- Destination/CVB partnerships
- Hotel/Resort reviews
- Destination guides
- Sidebar advertising
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- Travel contests & giveaways
- Keynote presentations
- Travel/Relationship book reviews



Our Social Media Reach

20,000+ Average Monthly Page Views

12,000+ Average Monthly Users

8,000+ twitter followers

1,700+ Facebook fans

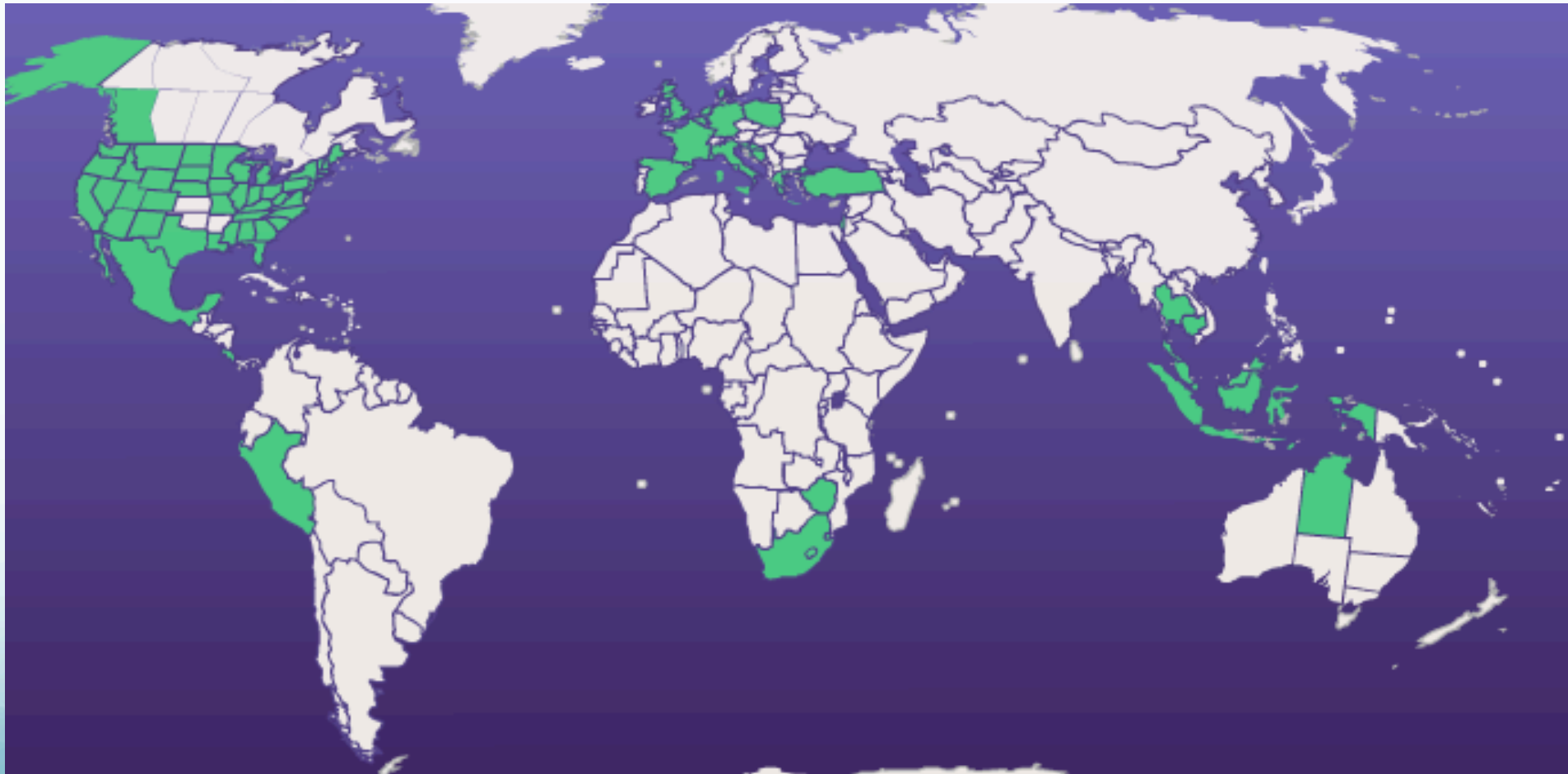
1,500+ Instagram followers

800+ Pinterest followers



Our Travels by the Numbers

- Six continents • 40 Countries • 47 States in the US



Travel planned in 2016: Norway, Denmark, and Barbados

Awards and Recognitions

- [Named #1 Couple Travel Blog by USA Today](#)
- [Featured on BBC Travel Show](#)
- [Named a top Instagram couple by Huffington Post](#)
- Keynote speakers at Better Marriages conference
- Front page feature in the Idaho Statesman



Boise couple share secret: Travel, fight, write, repeat |
Travel | Idahostatesman.com

Boise couple writes an award-winning travel blog. =It's gaining readers and fans. It meshes good advice and glamorous locations with candor and humor.

IDAHOSTATESMAN.COM

Partnerships Include:



REVLON®

| CONTEXT |

Radisson
HOTELS & RESORTS

GRAND | HYATT®
KAUA'I RESORT & SPA





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