



DOLLAR FLIGHT CLUB 

2021 MEDIA KIT

OUR MISSION

Help our members across the globe see more of the world and make their travel dreams come true.

Dollar Flight Club discovers flight deals and mistake fares up to 90% off the standard fare. Members just need to pick their departure airport, watch for email alerts, and book that dream vacation.

We do all the hard work, so they can spend less and travel more.

DFC BY THE NUMBERS



750,000+

MEMBERS



1,500+

DEPARTURE AIRPORTS



\$10,000,000+

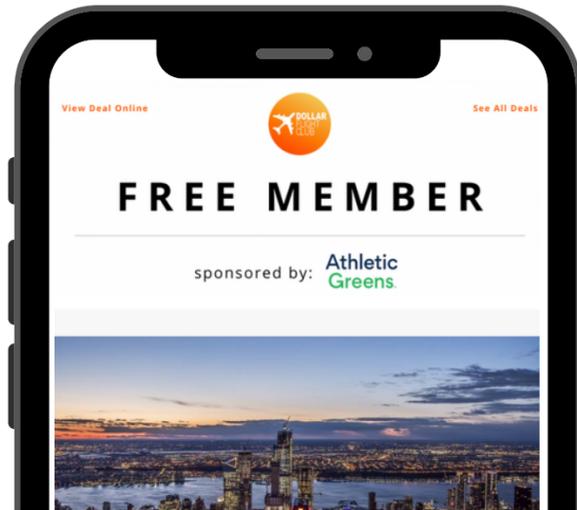
DOLLARS SAVED



100+

COUNTRIES SERVED

DEAL ALERTS



Sent 3x a week, the Deal Alert newsletter gives our members access to the best domestic & international flight deals.

SUBSCRIBERS: 700,000+

OPEN RATE: 10-16%

CTR: 1-3%

DESTINATION



Sent 1x a week, this newsletter Covers all members need to know about an exciting destination and how to travel there on a budget.

SUBSCRIBERS: 750,000+

OPEN RATE: 13-17%

CTR: 4-7%

OUR NEWSLETTERS

THE WEEKENDER



Sent 1x a week, the Weekender is the go-to travel newsletter featuring all the travel news and updates members need.

SUBSCRIBERS: 750,000+

OPEN RATE: 16-20%

CTR: 7-10%

OUR DEMOGRAPHIC: THE MODERN WORLD TRAVELER

Hi there! I'm a young professional living in New York City. I have disposable income and love to travel.

- Jim

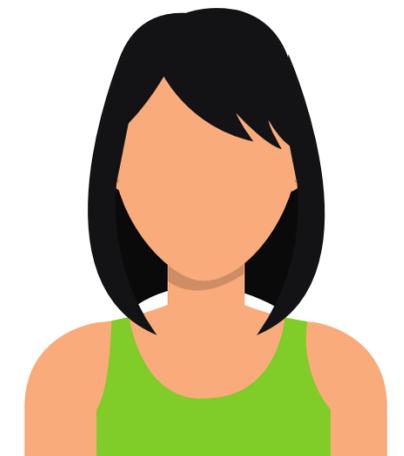
40% MALE



Hi everyone! I have a Master's degree and work remotely as a news editor. I love traveling to new places.

- Pam

60% FEMALE



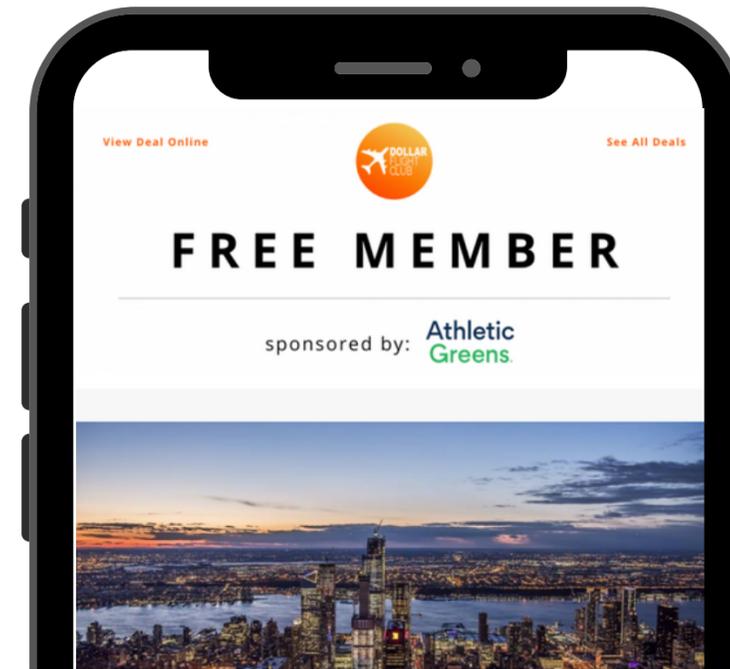
DFC DEMOGRAPHICS

- 69% make over \$100k/year
- 45% are in the 25-44 age group
- 72% of our audience is college-educated
- 96% US Based audience

OUR PLACEMENTS

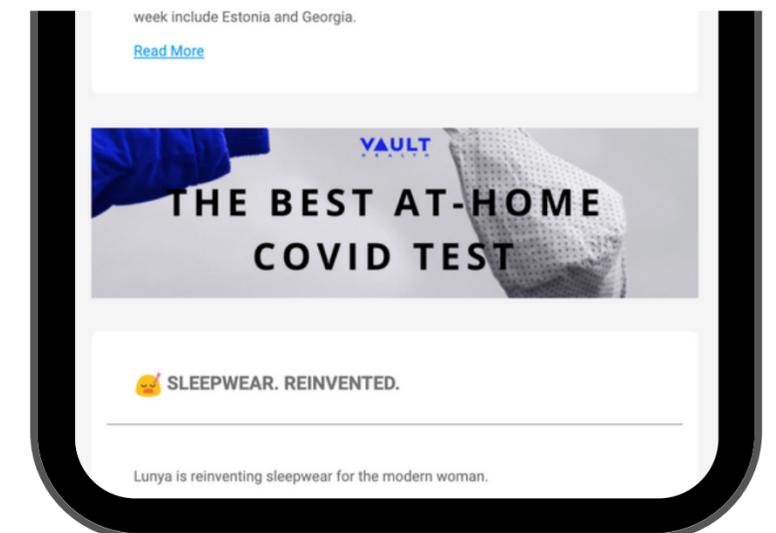
Because we know each partner has different needs, we offer 2 separate placements spots in each newsletter.

Partners can choose which placement works best for their brand, or choose to be placed in both!



PRIMARY

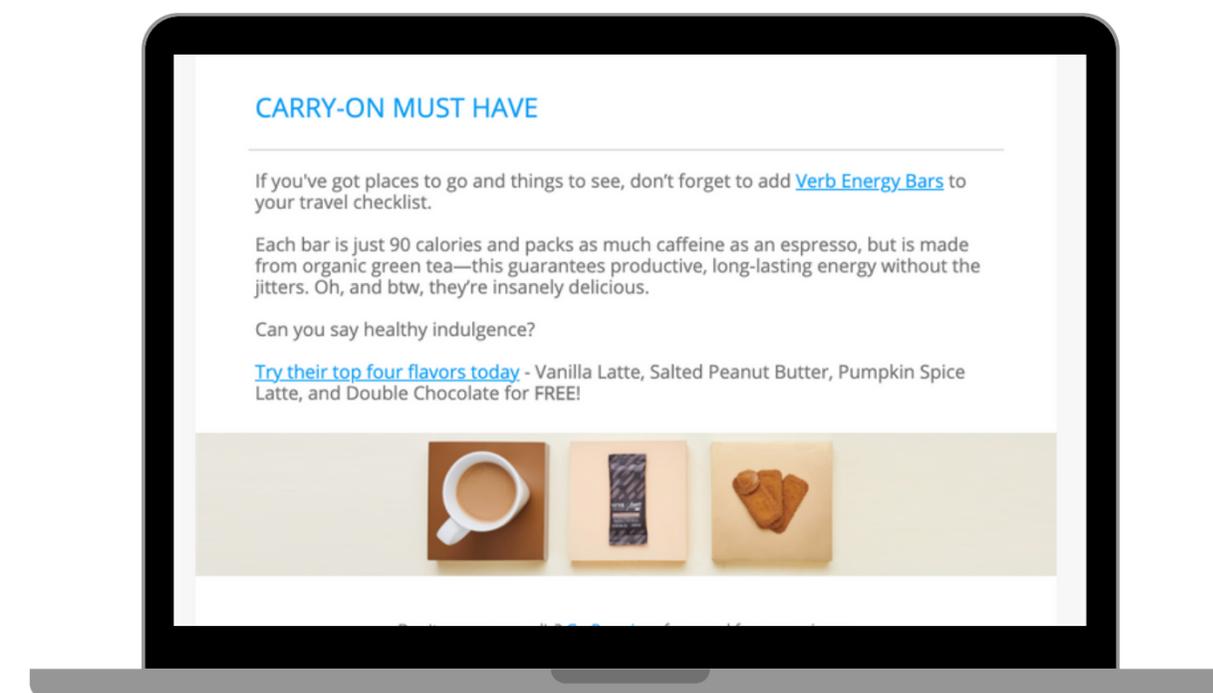
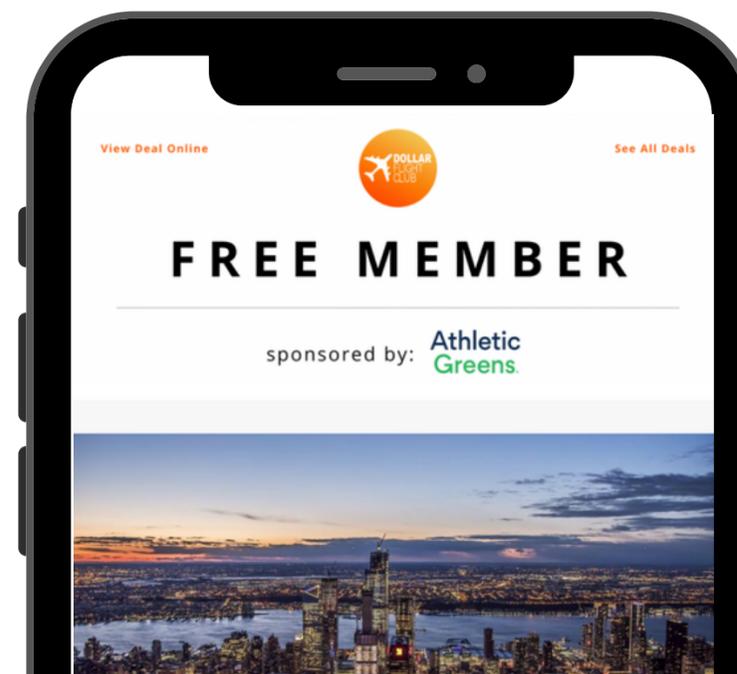
SECONDARY



PRIMARY PLACEMENT

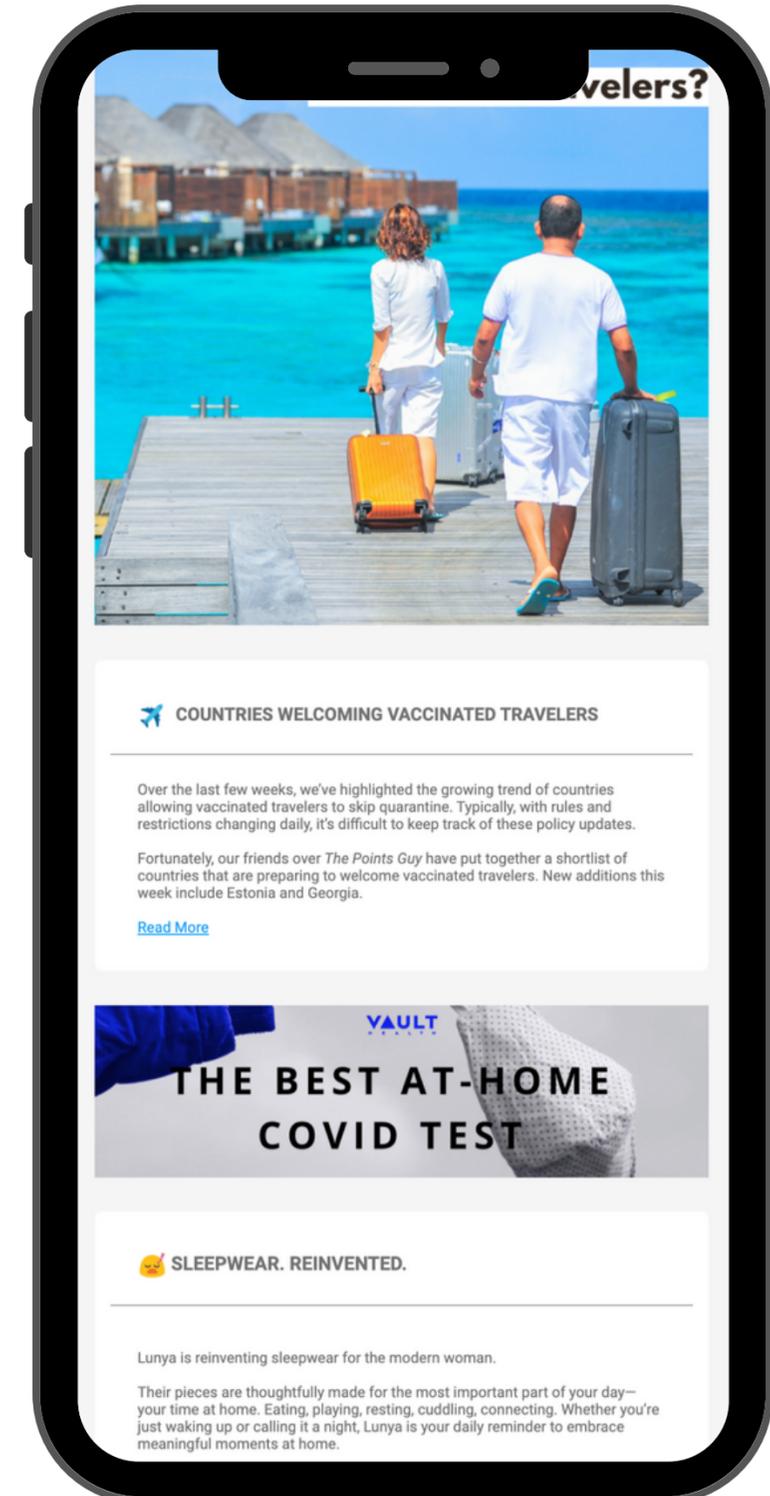
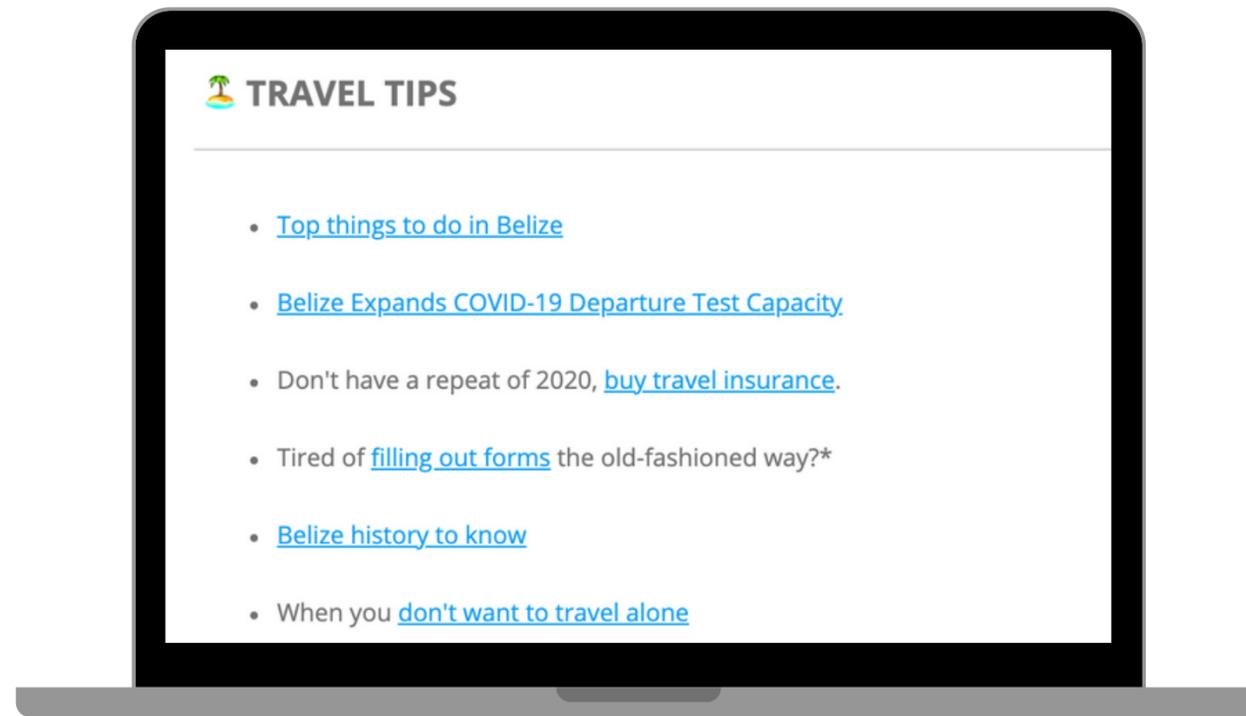
Partners have the ability to create content in our newsletters that leverages brand messaging and imagery to get the right message to our audience.

- "Sponsored by" logo at top of the newsletter.
- 100+ words of native content created in-house.
- A CTA and tracking link to drive conversions.
- 1200 x300 banner image to drive brand awareness.
- Ability to A/B test of copy and creative.



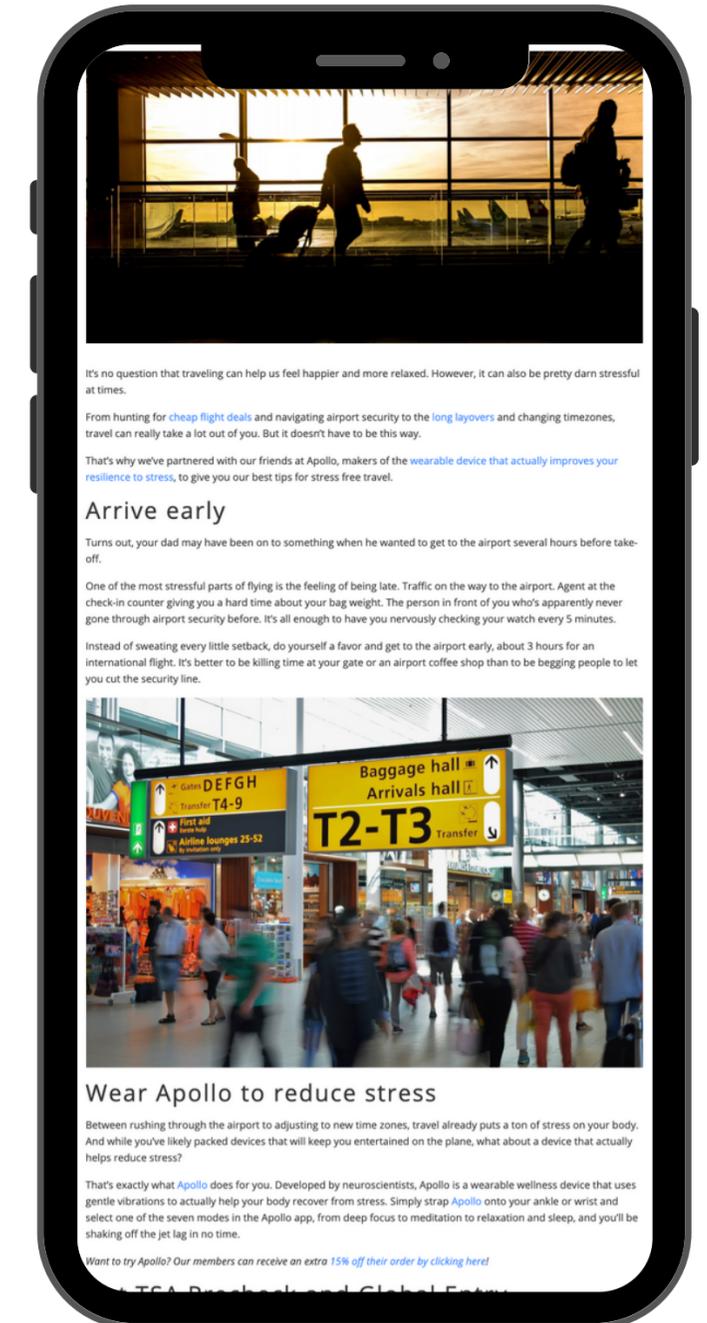
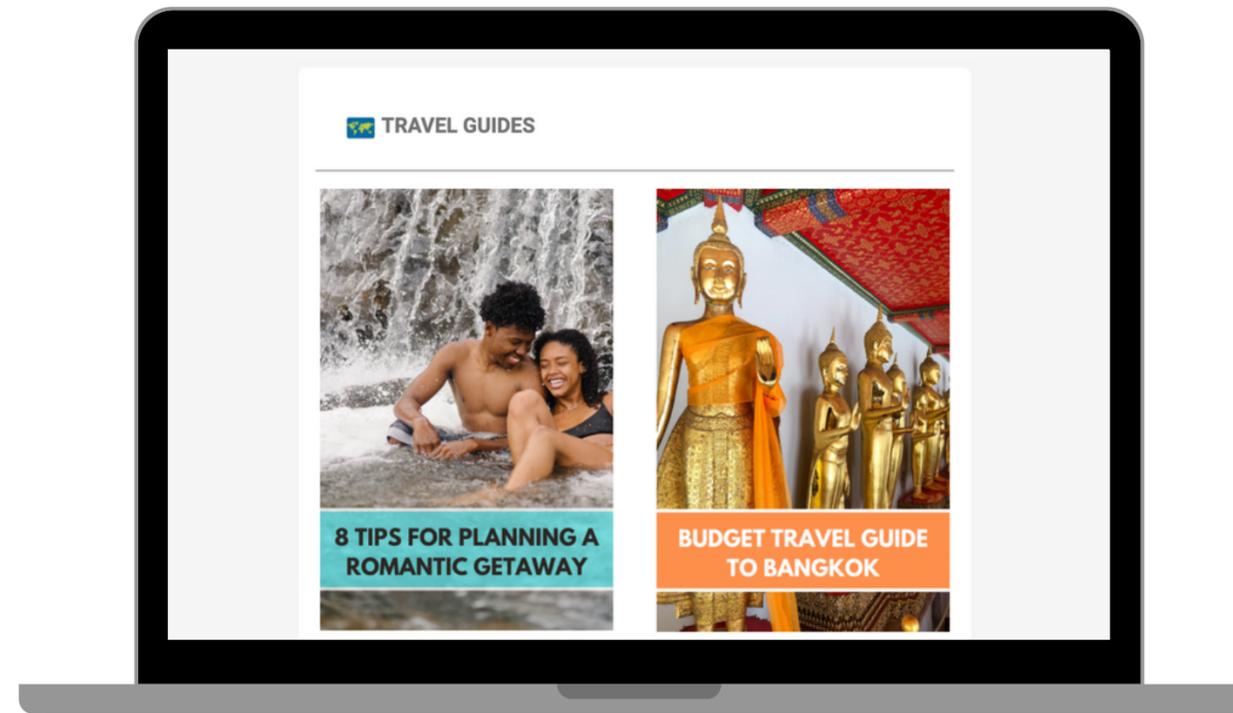
SECONDARY PLACEMENT

- 1200 x 300 banner image to drive brand awareness.
- A shout-out blurb in our "Travel Tips" section.
- A tracking link to drive unique traffic.
- Ability to A/B test copy and creative.



CONTENT PIECE

- Original blog article featuring your brand curated by our content team.
- A tracking link to drive unique traffic.
- Promoted on our social accounts and rotated throughout our newsletters.
- Monthly blog traffic: 120,000



THANK YOU



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