



# CLUB 1 MEDIA™

ENHANCED BRAND EXPERIENCES

1,200,000+

Premier Members Worldwide

## AUDIENCE SUMMARY

92%

Located in  
USA & CAN

430K

Opt-In  
Emails

300K

SMS  
Numbers

500K

Mailing  
Addresses

## ABOUT US

At Club 1 Media, we exceed expectations by connecting premium lifestyle and travel brands with North America's most upscale, engaged audience.

## OUR MISSION

Our strategy isn't just about reach—it's about resonating with consumers who appreciate high-quality brands and memorable experiences.



# MEDIA SERVICES

## EMAIL

**430K+ Opt-in Emails**

- Dedicated Email Campaign
- Weekly Newsletter Feature
- Transactional Email Feature

## SMS

**300K+ Phone #'s**

- 220K SMS in the US
- 80K SMS outside the US

## MOBILE APP

**22K+ Downloads**

- Dedicated App Notification
- In-App Banner Feature
- In-App Tab Link

## WEBSITE

**Over 1 Million Visits/Mo.**

- Homepage Feature
- OTA Login & Search Feature
- UI & Checkout Display

## DIRECT MAIL

**530K+ Addresses**

- 92% US & CAN
- Postcard Marketing
- Catalog Mailers

## SOCIAL MEDIA

**101K Total Followers**

- FB: 64K Followers
- IG: 19.2K Followers
- TT: 10.5K Followers
- X: 7.3K Followers



# DEMOGRAPHICS

2024

The Club 1 Media community goes beyond traditional demographics by utilizing our user's transactional data, enabling brands to precisely identify their target audience. Our proprietary intelligent tracking provides comprehensive insights into your campaign's performance.

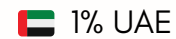
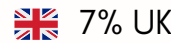
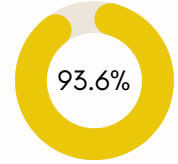
## Total Community Spend on Travel & Lifestyle



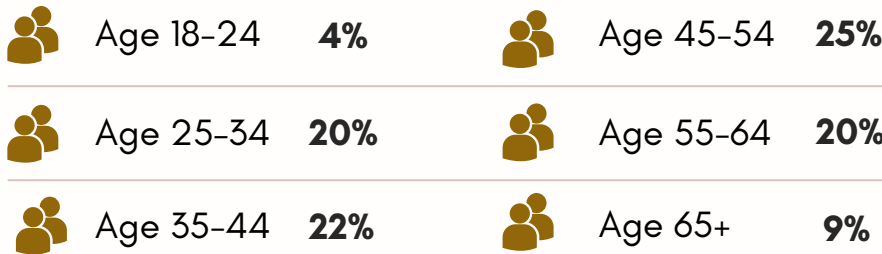
*\*Includes: Hotels, Flights, Car Rentals, Cruises, Tours, Activities, and Shopping.*

## Member Retention Rate

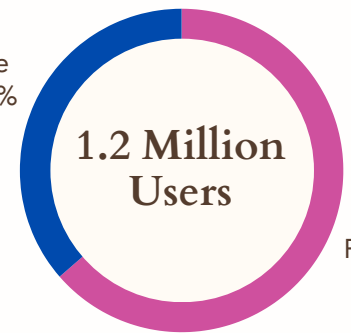
(From 2016 - Current)



## Age & Gender Demographics



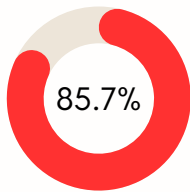
Male  
36.4%



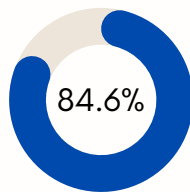
Female  
63.6%

## Demographic Interests and Engagement Rate %

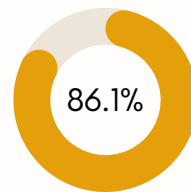
News & Entertainment



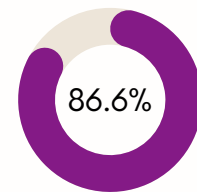
Travel & Leisure



Shopping/Lifestyle



Sports & Fitness



Source: Google Analytics

## Customizable Your Target Audience



### User Transaction Data

- Travel Dates, Amounts, or Hotel Star Ratings
- Hotel, Car Rental, or Other Transactions



### User Geographic Data

- User Country, City, Zip Code, Area Code
- Travel Search or Booking Destination

# PREVIOUS BRANDS

Since 2016, our team has successfully helped some of the world's leading global travel and lifestyle brands reach our premium audience, enhancing their brand exposure and experience. Discover what Club 1 Media can do for your brand.



# OUR APPROACH

## Innovative Strategy

Through innovative and creative campaigns, we ensure your brand captivates and converts.



## Targeted Solutions

Tailored campaigns designed for maximum resonance with your target audience.



## Data Driven

Through our proprietary data analytics and tracking, we deliver unparalleled results for your brand.



## WHY CHOOSE CLUB 1 MEDIA?

### EXCLUSIVITY

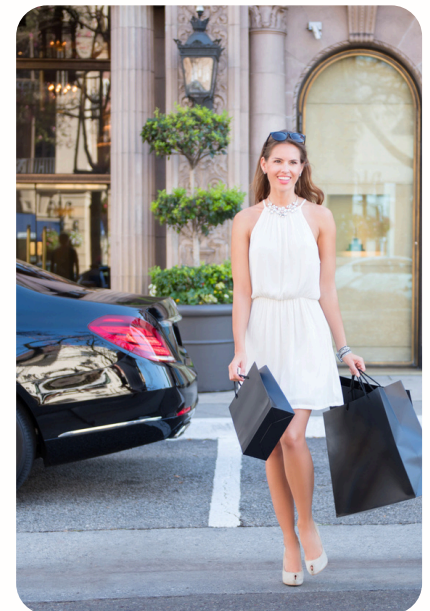
We work with the world's leading brands to create campaigns that inspire and connect.

### ENGAGEMENT

Our audience comprises highly engaged individuals who actively seek premium products and experiences.

### PROVEN SUCCESS

Our team of experts utilize their proven track record of designing custom media campaigns that consistently deliver memorable brand experiences.



#### Next Steps:

Schedule a call with our team to build your custom campaign.