



TRAVELLING
AUSTRALIA WITH KIDS

MEDIA KIT



MARCH 2026

(ONE)

INTRODUCTION

ABOUT

(TWO)

WHO WE ARE

OUR TEAM
AND OUR AUDIENCE

(THREE)

METRICS

SOCIAL STATS AND
ENGAGEMENT

(FOUR)

OFFER

PARTNER OFFER
AND PAST WORK

CONTENTS

ABOUT US



**WELCOME TO TAWK (TRAVELLING AUSTRALIA WITH KIDS),
YOUR GO-TO COMPANION FOR AFFORDABLE AND INSPIRING
FAMILY TRAVEL ACROSS AUSTRALIA.**

We understand the unique challenges of travelling with kids, and we're here to make life on the road easier, more accessible, and a whole lot more fun. Our goal is to help families explore more, spend less, connect with other families and create unforgettable memories together.



HELLO@TAWK.COM.AU

@TRAVELAUSTRALIAWITHKIDS

WWW.TRAVELLINGAUSTRALIAWITHKIDS.COM

OUR TEAM



WE'RE HERE TO MAKE FAMILY TRAVEL AROUND AUSTRALIA SIMPLER, MORE AFFORDABLE, AND FAR MORE REWARDING.

We understand the realities of travelling with kids, all the way from the planning, to the unpredictability and the magic. we're here to help families unlock more experiences, discover incredible places, and truly make the most of life on the road.



TARA HENRY Co-Owner



CHELSEY WIGHT Co-Owner



MEG WEDDING Digital Support

AUDIENCE

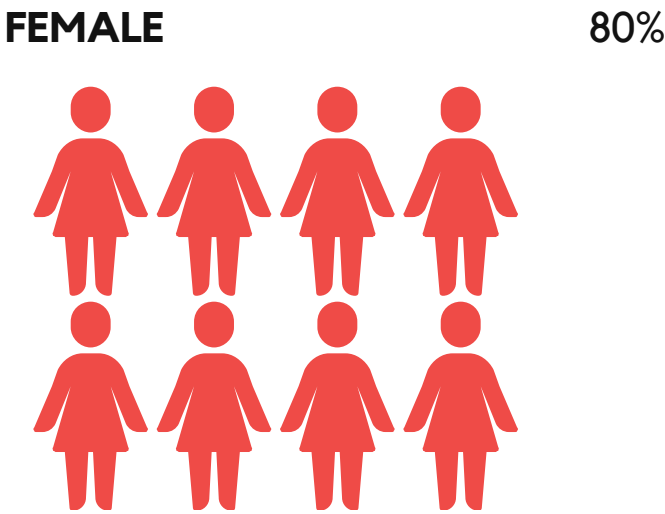


TAWK connects with a highly engaged audience of travelling families who consistently interact with and return to our content. Our platforms not only inspire but also drive real action from discovery through to clicks, visits and follows.

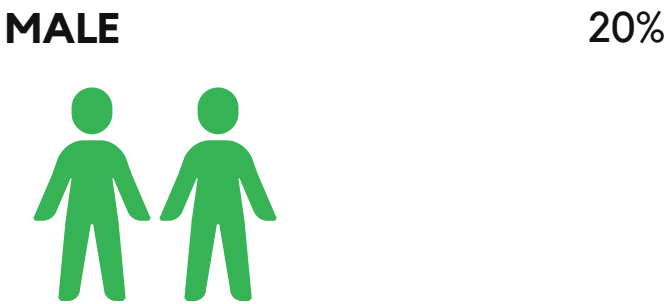
This audience actively explores, engages and makes genuine travel decisions.



AGE		
	18-24 YEARS OLD	<1%
	25-34 YEARS OLD	9%
	35-44 YEARS OLD	47%
	45-54 YEARS OLD	34%
	55-64 YEARS OLD	6%
	65+	3%



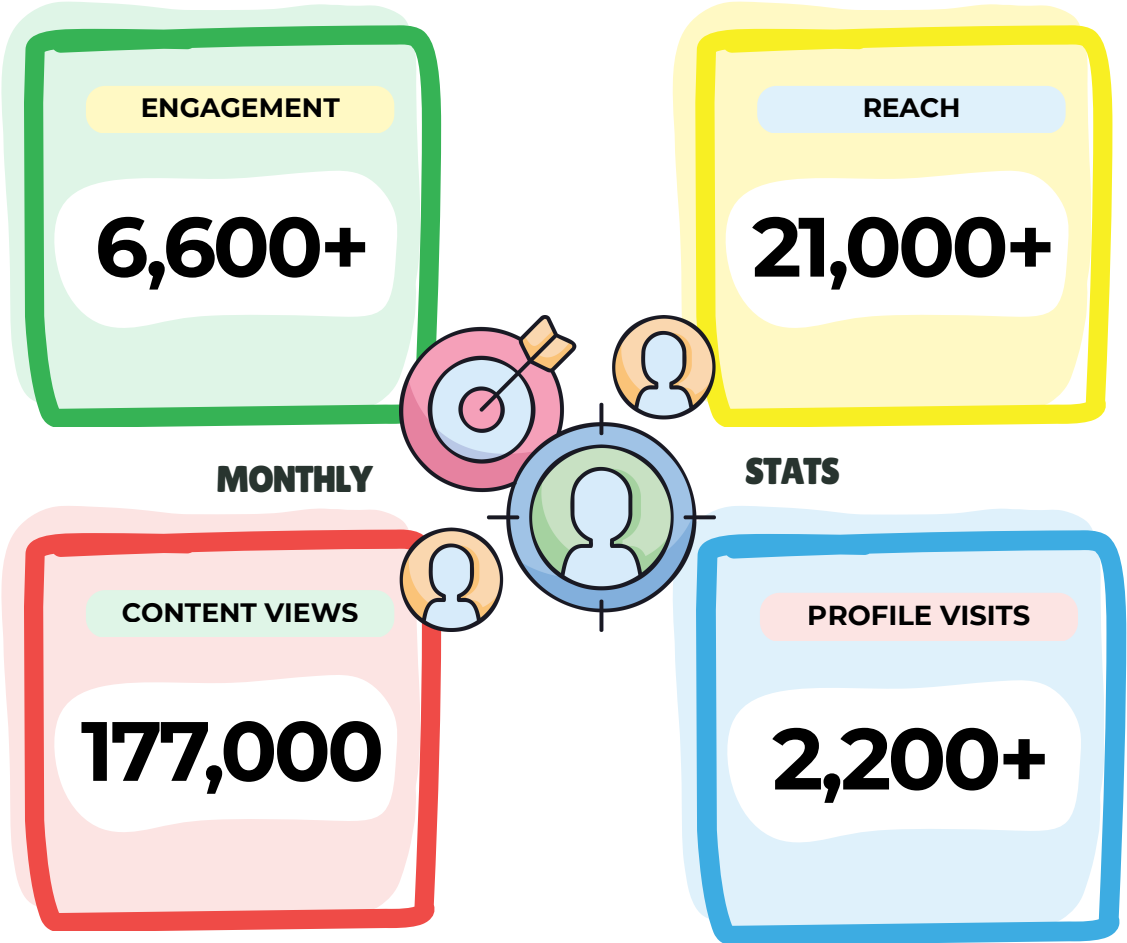
LOCATION		
	MELBOURNE	26%
	SYDNEY	15%
	PERTH	15%
	ADELAIDE	10%
	BRISBANE	9%
	GOLD COAST	7%
	VARIOUS	18%



OUR METRICS



TAWK guides families from initial inspiration through to real world travel choices, creating meaningful opportunities for brands to connect, influence and convert.



WHAT WE OFFER

MULTI-CHANNEL PROMOTION



- Social media exposure across Facebook and Instagram
- Targeted email campaigns to a highly engaged subscriber base
- Website listings and featured placements

AFFILIATE & CONVERSION CAMPAIGNS



- Product features and recommendations
- Gift guides and travel essentials roundups
- Seasonal campaigns aligned to peak travel periods

PARTNERSHIP OPPORTUNITIES



- Exclusive offers for TAWK members
- Long-term brand partnerships
- Custom campaigns tailored to your goals

WHY THIS WORKS

Our audience is actively travelling and spending, creating a powerful opportunity for brands to drive real engagement, traffic and conversions.



WHY PARTNER?



WE CONNECT YOUR BRAND WITH FAMILIES ACTIVELY TRAVELLING AND SPENDING ACROSS AUSTRALIA.



HIGH INTENT AUDIENCE



Families on the road, booking, buying and exploring in real time.

REAL ENGAGEMENT



An audience that doesn't just scroll, they click, visit and take action.

AUTHENTIC INFLUENCE



Real experiences that build trust and drive decisions.

MULTI-TOUCHPOINT EXPOSURE



Social, email and web working together to amplify results.

BUILT FOR CONVERSION



From inspiration through to purchase, we help turn attention into action.

THE TAWK ADVANTAGE

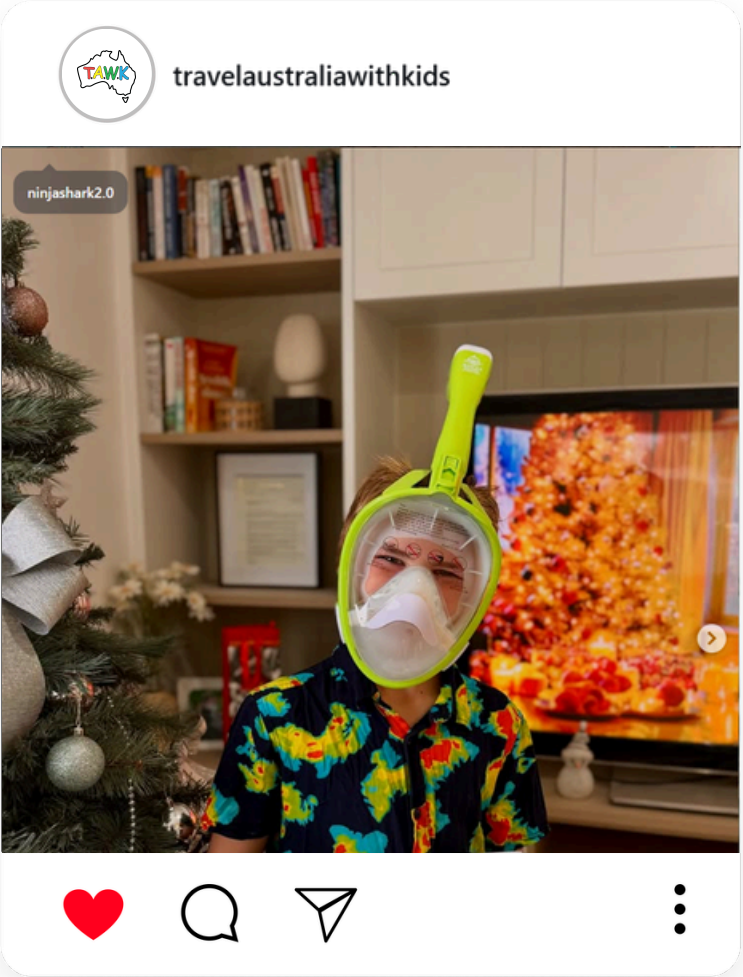


We don't just promote your brand, we bring it to life on the road.

PAST WORK



WE REGULARLY FEATURE AND RECOMMEND BRANDS, PRODUCTS AND DESTINATIONS THAT ALIGN WITH OUR TRAVELLING COMMUNITY.



CONTACT



OUR TEAM ARE EVERYDAY SUPERHEROES, BALANCING LIFE, WORK, AND TRAVEL WITH FLEXIBILITY AND HEART.

You can reach us anytime via email or by sending us a message on social media, and we'll get back to you as soon as we can, from wherever we are in Australia or around the world.



HELLO@TAWK.COM.AU

@TRAVELAUSTRALIAWITHKIDS

WWW.TRAVELLINGAUSTRALIAWITHKIDS.COM