




**Atlas Obscura**

×





A person wearing a dark long-sleeved shirt, dark pants, and a cap is walking away from the camera down a dirt path in a narrow canyon. The canyon walls are composed of layered, reddish-brown rock. The sky is a clear, pale blue.

At Atlas Obscura, we believe there is  
something new to discover every day,  
all over the world—

**ESPECIALLY IN  
NEVADA.**



# ATLAS OBSCURA KNOWS NEVADA.

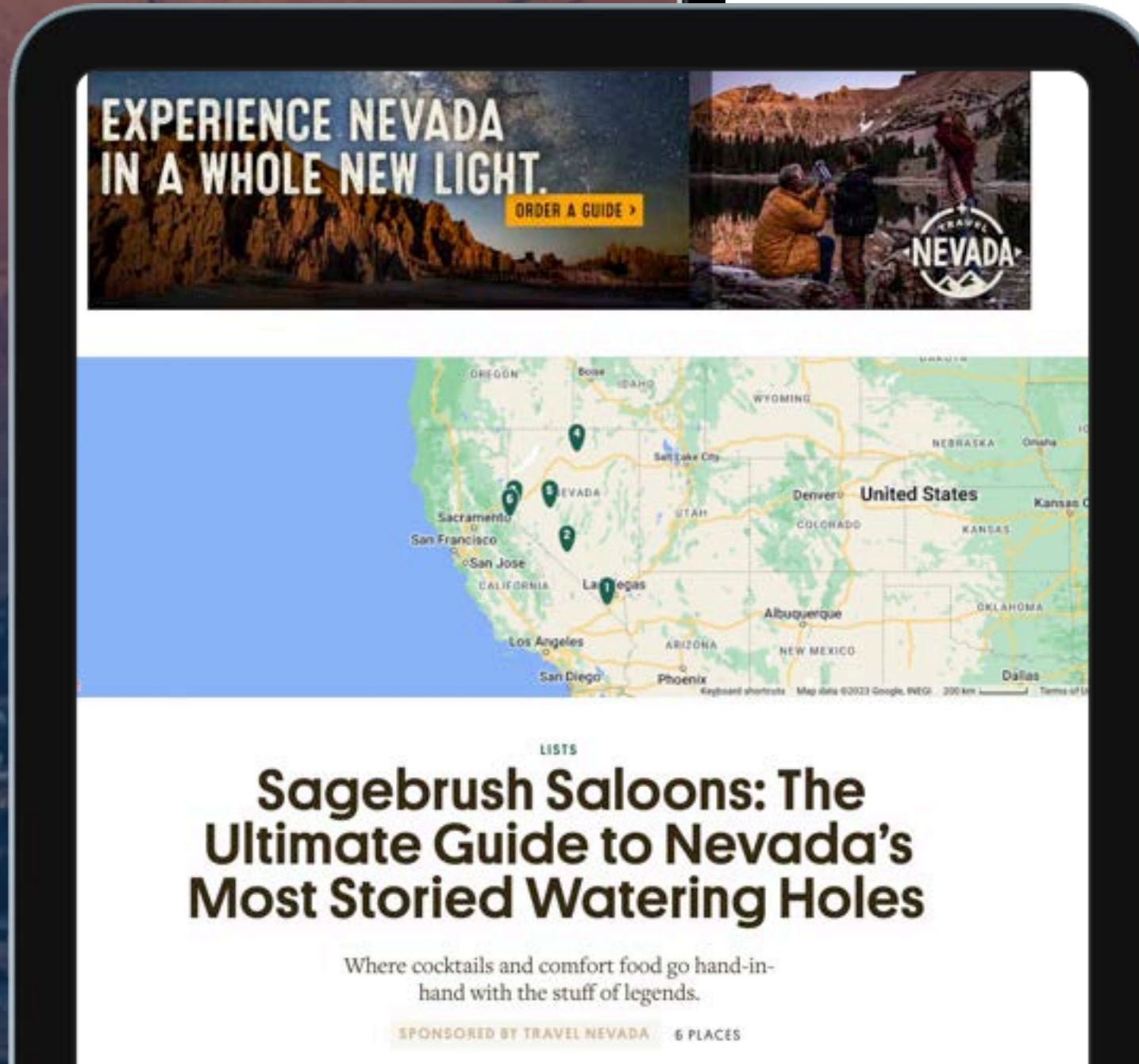
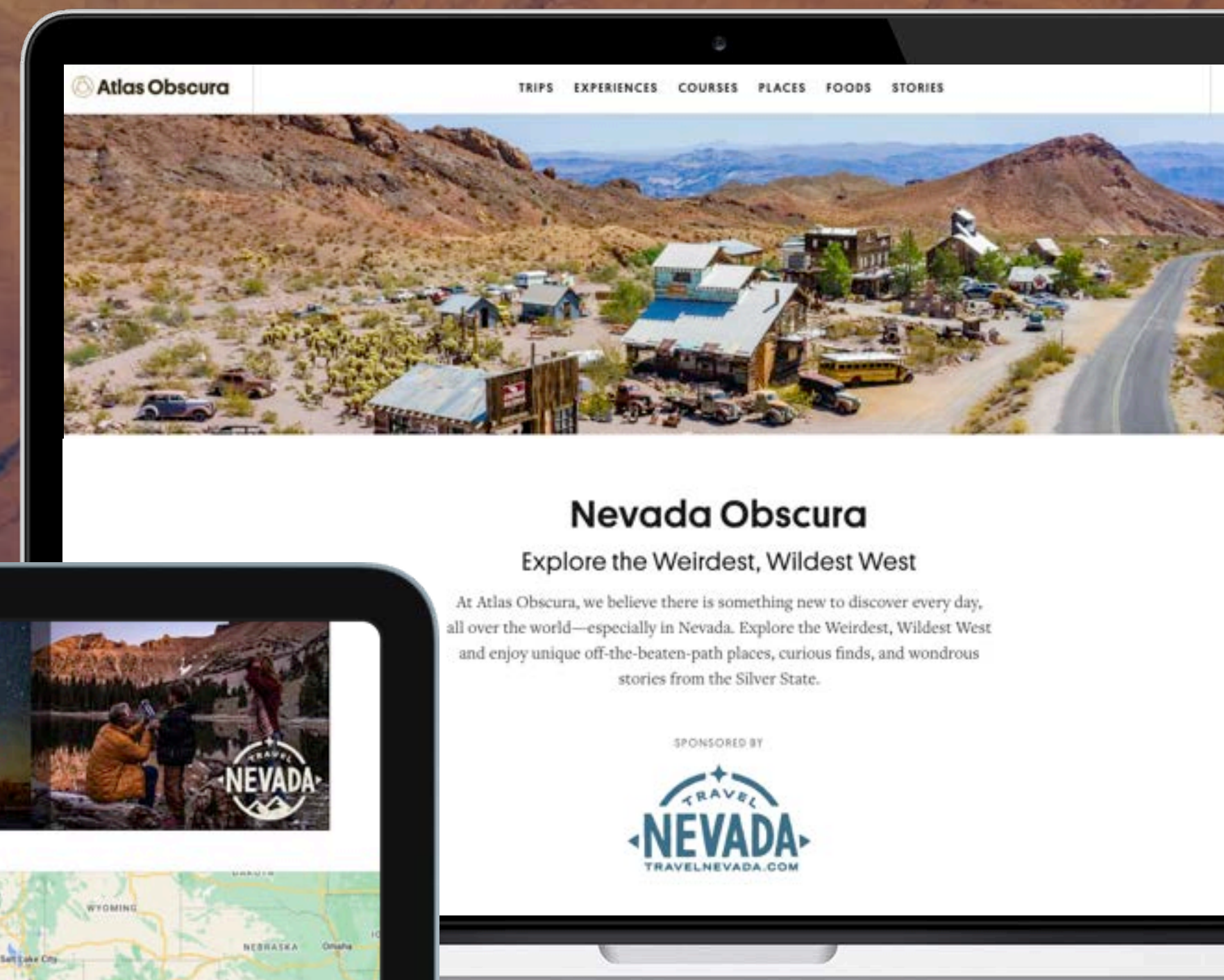
SINCE 2016, WE'VE BEEN WORKING TOGETHER TO CELEBRATE THE WONDERS AND ODDITIES OF THE SILVER STATE.

In our recent campaign, Nevada Obscura, we explore the Weirdest, Wildest West; sharing incredible content about unique off-the-beaten-path places, curious finds, and wondrous stories.

We're thrilled to explore with Travel Nevada co-op partner destinations throughout the region and share more of the weird and wondrous gems that can only be found in the Silver State .

NEVADA OBSCURA HUB FOR FY23

NEVADA OBSCURA CONTENT FOR FY23





Atlas Obscura inspires wonder and curiosity about this incredible world we all share. We catalog the most amazing and unexpected places and food around the globe.

26,000+ places in the Atlas



34.1349, -116.3138  
**World Famous Crochet Museum**  
Joshua Tree, California

A card for the World Famous Crochet Museum in Joshua Tree, California. It features a photograph of a green building with a sign that says "Crochet Museum". A small circular map of California is in the top left corner.



42.1386, -102.8591  
**Carhenge**  
Alliance, Nebraska

A card for Carhenge in Alliance, Nebraska. It features a photograph of a stonehenge-like structure made of cars in a field. A small circular map of the United States is in the top right corner.



39.0147, -104.2719  
**Paint Mines Interpretive Park**  
Calhan, Colorado

A card for Paint Mines Interpretive Park in Calhan, Colorado. It features a photograph of colorful rock formations. A small circular map of Colorado is in the top right corner.



33.7736, -84.3644  
**Tiny Doors ATL**  
Atlanta

A card for Tiny Doors ATL in Atlanta. It features a photograph of a tiny red door set in a stone wall. A small circular map of Georgia is in the bottom right corner.



61.6341, -6.7110  
**Litla Dimun**  
Faroe Islands, Denmark

A card for Litla Dimun in the Faroe Islands. It features a photograph of a small island with a white dome. A small circular map of the Faroe Islands is in the top right corner.



48.9757, 8.4533  
**Kindergarten Die Katze**  
Wolfartsweiler, Germany

A card for Kindergarten Die Katze in Wolfartsweiler, Germany. It features a photograph of a white building shaped like a cat. A small circular map of Germany is in the bottom right corner.



13.7353, 100.2148  
**Wat Samphran Dragon Temple**  
Thailand

A card for Wat Samphran Dragon Temple in Thailand. It features a photograph of a pink building with a large dragon sculpture. A small circular map of Thailand is in the top right corner.



# Our audiences engage with Atlas Obscura across our powerful brand ecosystem.

## WEB

Atlas Obscura

Gastro Obscura

26k places in our "Atlas"

## PODCAST

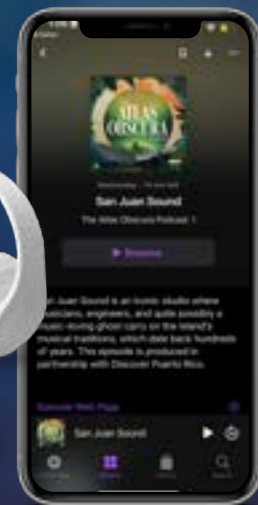
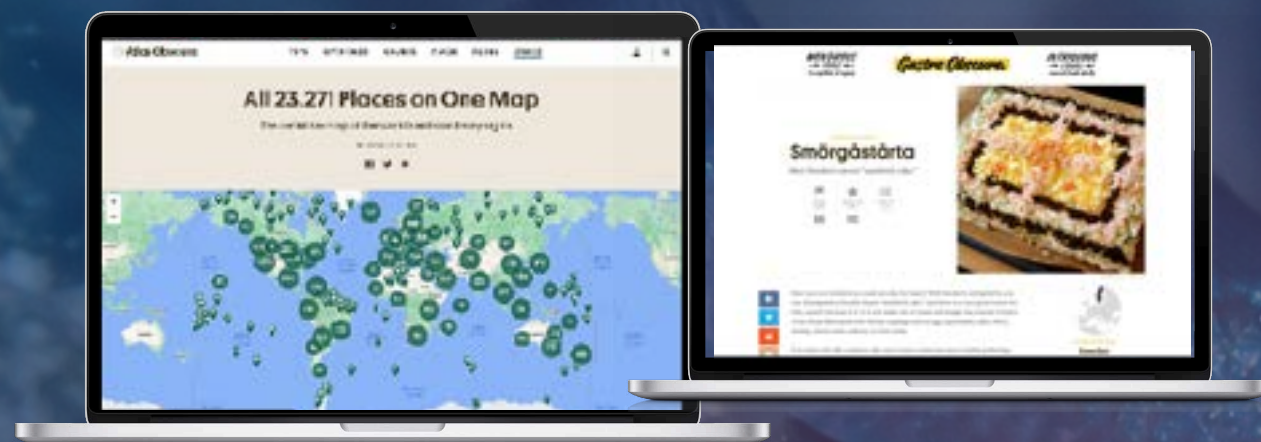
#1 Travel Podcast on Apple

## EMAIL

30% Email Open Rate

## SOCIAL

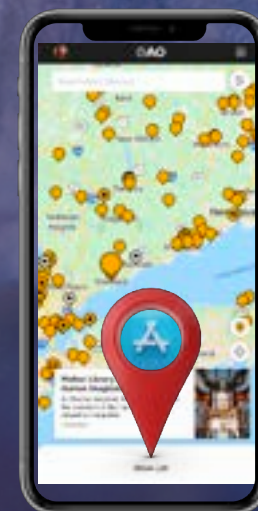
3.2M Followers



## PRINTED BOOKS



## MOBILE APPS



## TRIPS + COURSES



## EVENTS + OOH



“

# A NEXT GENERATION NATIONAL GEOGRAPHIC.



**“Atlas Obscura users have a clear interest in off-the-beaten-path experiences and appreciate a brand that embodies that discovery spirit. Users recognize the brand for its distinct ‘quirky’ and ‘unusual’ voice and relate to it.”**

**- Kelton User Illumination Study**

## OUR AUDIENCE IS IN AN ADVENTURE STATE-OF-MIND

**7-10**

Trips domestic travel in last 12 months [1154 index]<sup>3</sup>

**\$10K+**

Spent in the last 6 months on travel [470 index]<sup>3</sup>

**76%**

Use Atlas Obscura as an online travel planning tool<sup>1</sup>

## THEY ARE CULTURAL TRAVELERS

**81%**

Seek out historical activities while traveling<sup>1</sup>

**83%**

Seek out cultural activities while traveling<sup>1</sup>

**2.9x**

Affinity for Visual Arts<sup>2</sup>

**2x**

Affinity for Food and Drink<sup>2</sup>

## OUTDOOR RECREATIONISTS

**3.4x**

Affinity for adventure travel<sup>2</sup>

**72%**

Travel to experience Nature<sup>1</sup>

## AND UNCHARTED EXPERIENCE ENTHUSIASTS

**86%**

Come to Atlas Obscura looking for unique destinations to visit<sup>1</sup>

**25%**

Live in Travel Nevada's core geographic target markets





# Atlas Obscura

×



Through a combination of content, distribution, and email, Atlas Obscura will highlight Nevada destinations as not-to-be-missed places filled with hidden wonders.



# Package Options



# **CO-OP PACKAGE OPTION 1: \$25K**

## **AWARENESS, CONSIDERATION, CONVERSION TACTICS**

### **PROGRAM ELEMENTS**

- Sponsored Content - (2) New Place Pages
- (2) Inclusions of Place Pages in AO daily email
- (2) Native Newsletter Inclusions
- Meta Distribution of Campaign Content
- Added Value: 100% SOV Takeover on New Place Pages
- Added Value: Meta Distribution of Campaign Content



# **CO-OP PACKAGE OPTION 2: \$12.5K**

## **AWARENESS AND CONSIDERATION TACTICS**

### **PROGRAM ELEMENTS**

- Sponsored Content - (1) New Place Page
- (1) Inclusion of Place Page in AO daily email
- Meta Distribution of Campaign Content
- Added Value: 100% SOV Takeover on New Place Page
- Added Value: Meta Distribution of Campaign Content



# **CO-OP PACKAGE OPTION 3: \$8K**

## **LOW-FUNNEL, CONVERSION-FOCUSED TACTICS**

### **PROGRAM ELEMENTS**

- [2] Native Newsletter Inclusions



A photograph of three divers in a cave. The scene is split horizontally: the top half shows the divers' heads and shoulders above the water line, and the bottom half shows them fully submerged in clear blue water. The cave walls are made of light-colored, layered rock. The divers are wearing full scuba gear, including tanks, regulators, and masks. The central diver is looking towards the camera. The text 'Product Details' is overlaid in a large, white, serif font across the middle of the image.

# Product Details



# NEW PLACE PAGES

We'll expand our Nevada "Atlas" database of hidden wonders with up to 2 new places per destination co-op partner. These listings will attract visitors in your target audience and inspire local discovery throughout the state with focus on your specific region.

Once the campaign is over, they'll remain in the Atlas for travel planners to discover in perpetuity.



**VIRGINIA CITY'S  
MACKAY MANSION INN**



**ELKO'S COWBOY ARTS  
& GEAR MUSEUM**



**PIOCHE'S HISTORIC  
SILVER CAFE**



**DENIO'S RAINBOW  
RIDGE OPAL MINE**



# META DISTRIBUTION

Atlas Obscura's award-winning social media team will promote and distribute the campaign content across across Instagram and Facebook through stories and posts.

We'll feature under the radar destinations and activities with compelling messaging and evocative photography.

**3.2MM**

FOLLOWERS ON  
SOCIAL MEDIA

**Winner**

PEOPLE'S VOICE WEB  
AWARD FOR BEST  
TRAVEL SOCIAL  
MEDIA



*For mockup purposes only*



# EMAIL TACTICS

- **Inclusion of Place Page(s) in AO Daily Email:** *Promotion of the place page.*
- **Native Newsletter Inclusions:** *Clicks through to a landing page on the partner's website.*

*Reach our engaged audience of email subscribers who have opted in to receive travel content. Atlas Obscura's Daily Email goes out each day to ~1,000,000 of our most engaged subscribers.*

1.4M

EMAIL  
SUBSCRIBERS

1.5x

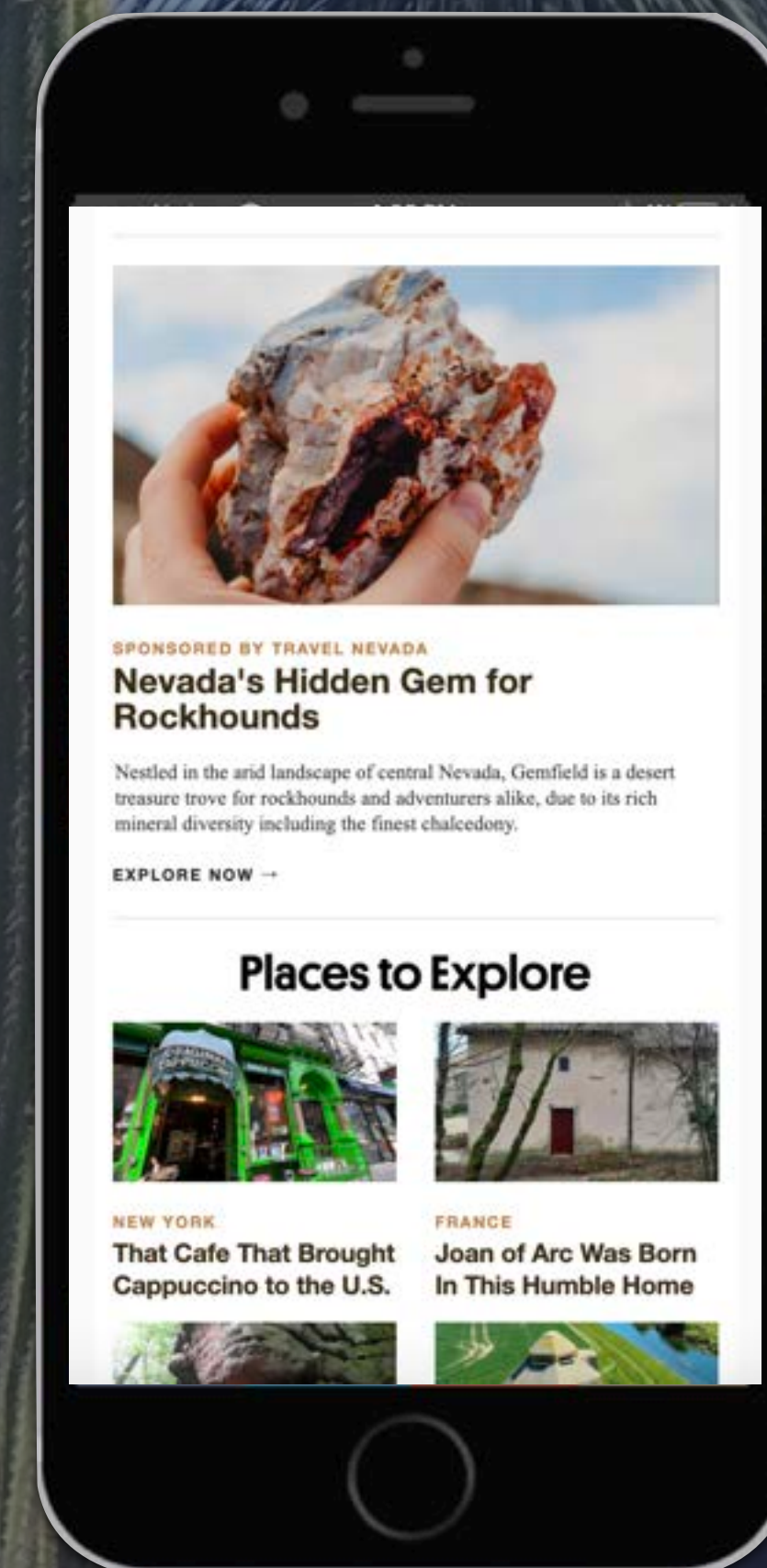
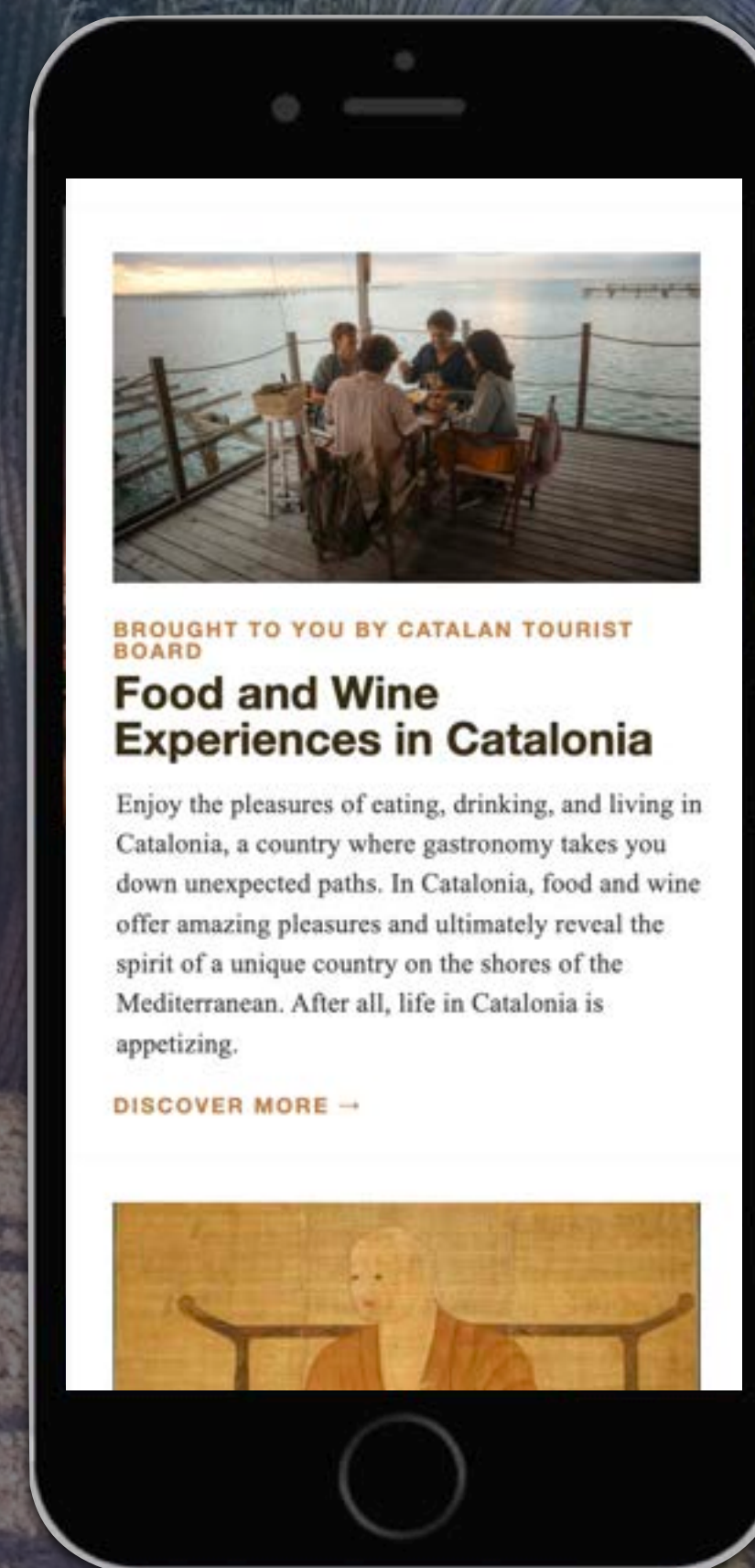
HIGHER AVG.  
OPEN RATE VS. INDUSTRY

30%

OPEN  
RATE

EXAMPLE:  
INCLUSION OF  
PLACE PAGES IN AO  
DAILY EMAIL

EXAMPLE:  
NATIVE NEWSLETTER  
INCLUSIONS

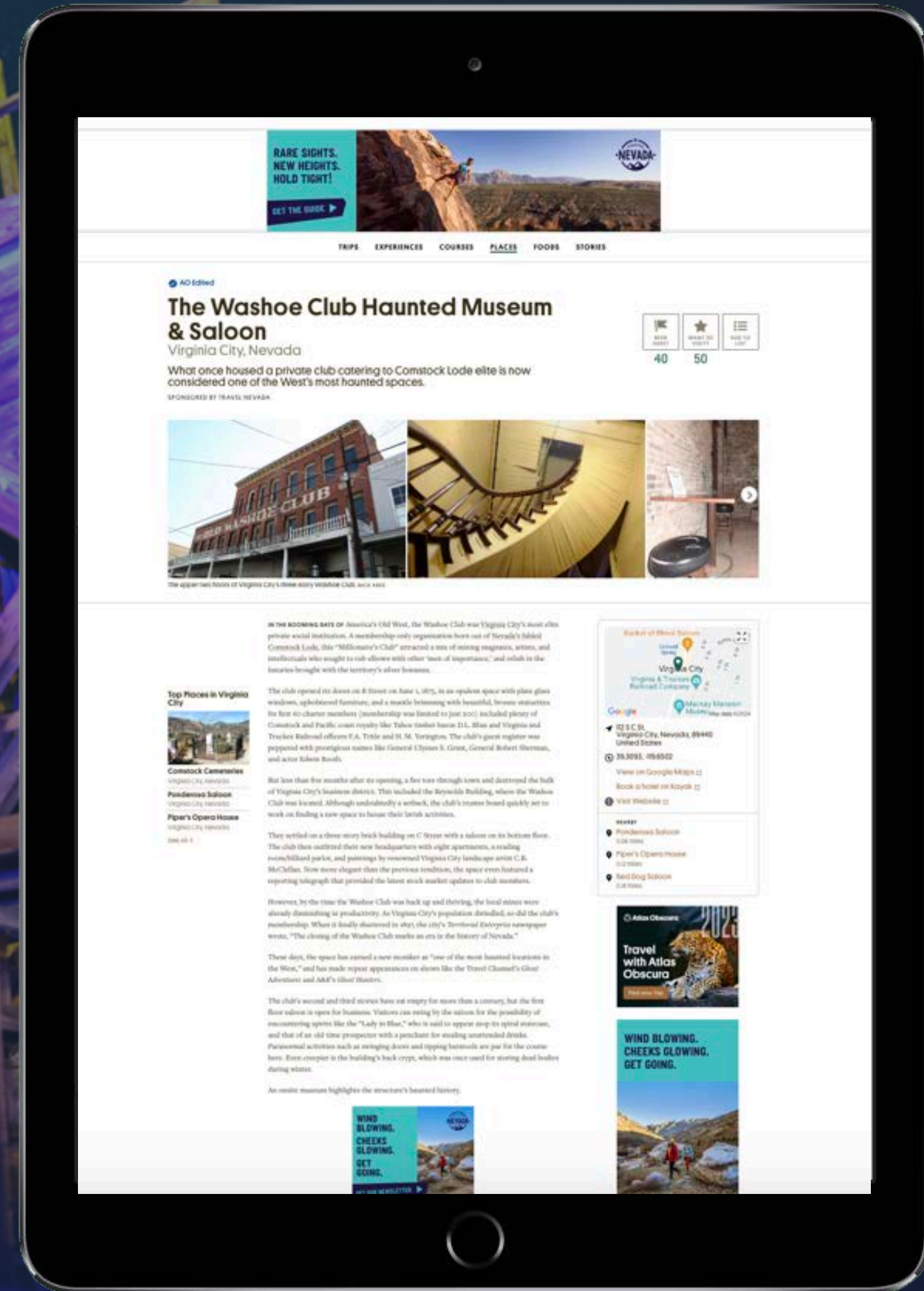




# 100% SOV TAKEOVER ON NEW PLACE PAGES

Included with Place Pages as added value, partners will have a 100% SOV roadblock takeover of the ads on those pages during the campaign.

## EXAMPLE NEVADA PLACE PAGE TAKEOVER





SUMMARY

# CAMPAIGN IMPACT

ENGAGED  
AUDIENCE

INSPIRING  
PLACES

| CAMPAIGN OPTIONS INCLUDE:                         | Option #1        | Option #2        | Option #3      |
|---|------------------|------------------|----------------|
| New Place Pages                                   | 2                | 1                |                |
| Inclusions of Place Pages in AO Daily Email       | 2                | 1                |                |
| Native Newsletter Inclusions                      | 2                |                  | 2              |
| Meta Distribution of Campaign Content             | ✓                | ✓                |                |
| Added Value Meta Distribution of Campaign Content | ✓                | ✓                |                |
| <b>ADDED VALUE</b>                                | <b>\$14,450</b>  | <b>\$9,225</b>   | <b>\$0</b>     |
| <b>TOTAL GUARANTEED VIEWS &amp; IMPRESSIONS:</b>  | <b>1,810,000</b> | <b>1,005,000</b> | <b>440,000</b> |
| <b>TOTAL INVESTMENT:</b>                          | <b>\$25k</b>     | <b>\$12.5k</b>   | <b>\$8k</b>    |



**Wonder is  
calling.  
Let's go.**



**Atlas Obscura**

×

