MEET THE BAILEY-KLUHGS

When our daughter Sophia wrote a letter to President Obama at 10 years old, it started a worldwide sensation that set our family on a course of amazing adventures. We’ve met many interesting people along the way that wanted to hear our stories, stories about two dads raising two daughters in today’s crazy and wonderful world. So we started this blog!
Parenting is hard enough, amiright? What with all those quick-on-your-feet explanations to hard questions, decisions about whether to say yes, no or maybe (and you know the kids realize that maybe means yes), and the myriad things that could go wrong as we guide these little lives towards adulthood. Sometimes it’s all a big jumblef*@#. Add in the “I have two dads” twist, and you’re sure to hear a few humdingers along the way.
But we are pretty darn fortunate to have each other, and as the story goes, love conquers all. And so does travel.
Visiting other places around the globe helps us see the bigger picture: that our lives are part of a much greater community made up of people just like us, only completely different. The space between is what truly matters, and our little family enjoys the exploration. So these are our stories – expressed by all four of us – as we travel, navigate, experience and grow. And laugh, because you gotta laugh.
OUR AUDIENCE

2 Dads With Baggage entertains LGBT families, straight parents and a growing group of supporters from around the world that love to travel. Our readers are a mix of parents with elementary school children and parents with teenagers. Our audience finds value in travel tips and parenting hacks.

By only sharing what we truly use and love, our audience trusts that we are not adding noise but value and entertainment to their lives. Whether through a blog post, an Instagram share, a collaboration, or through your conference/event we strive to present products or topics in a way that impacts the lives of our audience.

COLLABORATION

- A sponsored blog post
- A sponsored Instagram post
- A sponsored email campaign
- A sponsored video
- Speak at your online or in person summit, conference or event
- Host or co-host a webinar
- Host or co-host a Facebook Live event

For more information on collaboration opportunities, please complete the submission form at http://www.2dadswithbaggage.com/the-bailey-klugh-family.
POTENTIAL REACH

281,200+

GENDER
- Female: 69%
- Male: 31%

AGE RANGE

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 - 17</td>
<td>40%</td>
</tr>
<tr>
<td>18 - 24</td>
<td>30%</td>
</tr>
<tr>
<td>25 - 34</td>
<td>20%</td>
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<tr>
<td>45 - 54</td>
<td>10%</td>
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<tr>
<td>65 - 64</td>
<td>5%</td>
</tr>
<tr>
<td>65+</td>
<td>5%</td>
</tr>
</tbody>
</table>

TOP CITIES
- San Diego
- San Antonio
- New York
- Houston
- Los Angeles

MONTHLY PAGEVIEWS
- Facebook: 66,000
- Instagram: 15,000
- Twitter: 9700
- Pinterest: 174,000
<table>
<thead>
<tr>
<th>LGBT TRAVELERS</th>
<th>LGBT WITH KIDS</th>
<th>PREFERENCES</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 34% Married</td>
<td>• 64% family friendly hotel</td>
<td>• 55% Urban</td>
</tr>
<tr>
<td>• 15% Living together</td>
<td>• 61% family friendly destination</td>
<td>• 54% Beach</td>
</tr>
<tr>
<td>• 3% Engaged</td>
<td>• 39% LGBT friendly destination</td>
<td>• 32% Resort</td>
</tr>
<tr>
<td>• 2% Civil Union</td>
<td>• 36% LGBT friendly hotel</td>
<td>• 23% Theme Park</td>
</tr>
</tbody>
</table>

80% OF THE LGBT COMMUNITY HAVE VALID PASSPORTS

41% IN THE MODERATE TO LUXURY TRAVELER CATEGORY

Regular Contributor To:

The Points Guy
- 8.8M UVM
- 2.3M social media followers

San Diego Magazine
- 60k monthly print circulation
- 500k UVM
- 270k social media followers

Travelling Mom / Travelling Dad
- 600k UVM
- 230k social media followers
- plus partnership with Family Fun Magazine (2 mil monthly circulation)
BRAND PARTNERS AND AMBASSADORS

- Office Depot
- Hilton Hotels & Resorts
- Fairmont Hotels & Resorts
- Macy's
- Heartland Quality Omaha Steaks
- lyft
- Corona Extra
- Universal Studios Hollywood
- Kraft
- Oahu
- Google
- Amazon
- Finnair
- Puerto Vallarta
- Volaris
- Stitch Fix
- Evite
- Miami Greater Miami and the Beaches
- Starbucks Coffee
- Chase
- Hotel del Coronado
- GM
- Ambassador
TESTIMONIALS

Working with Jon is such a pleasure. He collaborated with us to get a full understanding of our brand story and came up with content that was authentic to his 2dadswithbaggage voice. Jon is a real pro – easy to work with...partnering with us the whole way to deliver great results. — Sara Harper, Director of Marketing, Hotel del Coronado

Working with 2DadsWithBaggage has been beneficial for Omaha Steaks in endless ways. Not only is Jon professional, meets deadlines and creates inspiring content but has exceeded all campaign requirements. Jon also knows his readers and followers, which benefits our brand as the voice is authentic. We look forward to working with 2DadsWithBaggage in the future. — Dana Zucker, Marketing Consultant, Omaha Steaks

We partnered with Jon on an article for a major regional publication. The process of developing an itinerary to support the story was very collaborative and we were pleased that not only did he write the leading story, he published a series of content pieces outside of the main article as a bonus, exceeding our expectations. I confidently recommend Jon as a content partner. He is dedicated, knowledgeable and looks for those interesting angles to hook the reader.

— Randy Garner, PR Manager, Palm Springs Bureau of Tourism
TESTIMONIALS

Jon was an absolute pleasure to work with! Throughout our partnership, he was very attentive and kind, and took a thoughtful approach to all aspects of our collaboration. We were so happy to work with 2 Dads With Baggage!
— Hannah Brown, Social Media Manager, StitchFix

STITCH FIX

Working with 2 Dads with Baggage has definitely been a highlight and a wonderful experience! From the very beginning Jon carried everything with professionalism and charm, going above our expectations. Story angles and all created content were greatly aligned to our brand as a family oriented and inclusive hotel. They are a lovely family and we definitely recommend partnering with them.
— Axel Basurto, Public Relations, Fairmont Hotel Mayakoba/Mexico