

## RTE Travel Talk – Media Kit

### About RTE Travel Talk

RTE Travel Talk is a YouTube channel and podcast dedicated to showcasing the world of travel through the voices of industry insiders, destination experts, and brand storytellers. Hosted by Ken Lawrence, RTE Travel Talk delivers authentic, in-depth conversations that connect travelers with the people and places shaping the global travel experience. Each episode invites viewers to explore destinations, cruise lines, and unique travel experiences—through the lens of those who know them best.

Our mission is simple: To inspire, inform, and connect travelers through credible voices and real conversations.

### Our Audience

RTE Travel Talk reaches an engaged, mature, and affluent audience of travel enthusiasts actively researching their next journey.

| Metric                  | Details (as of 2025)                                               |
|-------------------------|--------------------------------------------------------------------|
| Subscribers             | 21,700+ and growing                                                |
| Average Views per Video | 400 – 140,000+                                                     |
| Average Watch Time      | 8.02 minutes                                                       |
| Primary Demographic     | 55+ (73.8% of views, 83.6% of watch time)                          |
| Top Regions             | USA (65%), India (12%), Canada (6.7%), UK (3.4%), Australia (3.3%) |

### Guest Experience and Opportunities

Appearing on RTE Travel Talk provides an opportunity to showcase your brand or destination in an organic, conversational format; position yourself or your spokesperson as a trusted industry voice; reach a highly targeted travel audience; and receive ongoing exposure through evergreen YouTube content, podcasts, and social channels.

### Available Interview Formats

1. Featured Guest Interview – A 20–25 minute recorded conversation with host Ken Lawrence. Includes professionally edited upload, brand mentions, and contact links.
2. Spotlight Feature (Destination, Cruise, or Experience) – A shorter, topic-specific segment (8–12 minutes) focusing on a destination, product, or experience. Ideal for destination PR and brand promotion.

3. Charitable or Non-Profit Features – Travel-related causes or initiatives may be considered complimentary based on editorial fit and community value.

### Multi-Platform Exposure

Every interview can benefit from multi-channel promotion across RTE's ecosystem:

- YouTube: RTE Travel Talk Channel (Primary)
- Podcast Distribution: Spotify, Apple Podcasts, Amazon Music, and more
- Social Media Amplification: Facebook (26K+ followers), LinkedIn & Instagram
- Web Placement: Featured on RealTravelExperts.com (banner and blog post)
- Short-form Content: Select reels or YouTube Shorts for additional reach

### Rates (USD)

| Service                           | Includes                                                         | Rate (USD)    |
|-----------------------------------|------------------------------------------------------------------|---------------|
| Standard Interview                | 15–20 minute feature, edited with brand visuals and contact info | \$500         |
| Multi-Platform Promotion Add-On   | Distribution to RTE social channels and web platforms            | +\$50–\$100   |
| Charitable / Cause-Based Features | Considered case-by-case                                          | Complimentary |

Usage Note: Published interviews are hosted exclusively on RTE Travel Talk's YouTube channel and related social media. Guests are encouraged to share the link across their own digital platforms; however, direct usage is not allowed (such as, but not limited to, uploads to the guest's own YouTube channel, podcast, or website). If in doubt, please inquire in writing. All collaborations include clear sponsorship disclosure in compliance with FTC and YouTube guidelines.

### What Our Guests and Viewers Say

Guests:

"The last video sent me right over the edge with new requests and I could not be happier while simultaneously being completely overwhelmed!" – Oct '25

"The new contacts (now averaging over 3 a week) are coming from current YouTube and podcast viewers." – Mar '24

Viewers:

"My husband and I saw one of your videos and were so impressed with your knowledge." – Oct '25

"I watched your conversation comparing luxury cruise lines. Your knowledge impressed me so much ...." – Nov '25

## Contact

RTE Travel Talk

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Website: <https://realtravelexperts.com/>

YouTube: <https://www.youtube.com/@AskARealTravelExpert>

## About Real Travel Experts

RTE Travel Talk is part of the Real Travel Experts program, a collective of verified travel advisors and industry specialists. Together, RTE and its member advisors produce destination content, host travel discussions, and deliver insight-driven travel media that connects travelers directly with experts who care.