



CONTACT

info@blacktravelnow.com
+1 855-729-6220
blacktravelnow.com

SOCIAL PLATFORMS

Instagram: @myblacktravelnow
TikTok: @blacktravelnow1
YouTube: @blacktravelnow
Facebook: BlackTravelNow
LinkedIn: blacktravelnow
X/Twitter: @BlackTravelNow

COVERAGE REGIONS

Caribbean & Latin America
Africa (32+ countries)
Europe
Asia & Middle East
Pacific Islands
North America

CONTENT CATEGORIES

Events & Festivals
Destinations & Guides
Resorts & Cruises
Travel Smart & Tips
Deals & Offers
Original Series (11)

WHY PARTNER WITH BTN

Targeted diaspora audience
Authentic cultural voice
Multi-platform reach
High engagement community
Growing 25-55 demographic
\$109B+ Black travel market

RESPONSE TIME

1 business day
partnerships@
blacktravelnow.com

EST. 2026

Wilmington, DE | USA

Serving the Global African Diaspora

MEDIA KIT 2026

Partnership Opportunities — The Diaspora Travel Authority

WHO WE ARE

Black Travel Now (BTN) is the premier travel media brand dedicated exclusively to travelers of the African diaspora. We cover events, festivals, destinations, cruises, resorts, deals, and travel culture across the Caribbean, Latin America, Africa, Europe, Asia, and beyond — through 11 original content series and a growing multi-platform media ecosystem.

OUR AUDIENCE

25–55

Core Age
Range

6

Social
Platforms

11

Original
Series

54+

Destinations
Tracked

Global

Diaspora
Reach

11 ORIGINAL SERIES

- Passport Bros
- Solo & Free
- Black Expat Files
- Eat the World
- Cruise & Chill
- Black Resort Experience
- Black Family Travel
- Black Greek & Gone
- Retiring Abroad
- Travel on a Budget
- Medical Tourism

WHAT WE DELIVER FOR PARTNERS

- **Dedicated Content:** Long-form blog posts, destination guides, and editorial features on BTN website
- **Social Campaigns:** Posts across Instagram, TikTok, YouTube, Facebook, LinkedIn, and X/Twitter
- **Newsletter Features:** Featured placement in BTN's weekly newsletter reaching our subscriber community
- **Video Content:** YouTube destination videos and short-form Reels and TikTok content
- **Press Trips:** Fully covered press trip campaigns with authentic on-the-ground storytelling

PARTNERSHIP PACKAGES

BRONZE

\$500–\$1K

2 social posts + newsletter mention + destination feature

SILVER

\$1.5K–\$3.5K

4 posts all platforms + newsletter feature + 2 blog posts + YouTube mention

GOLD

\$5K–\$10K

Press trip + full series + 8+ posts + 2 newsletters + video content

RETAINER

\$15K–\$30K+

Year-round coverage + BTN Insider spotlight + annual awards + co-branded campaigns

OUR COMMITMENT TO PARTNERS

Every BTN partnership is built on authenticity, cultural respect, and measurable results. We provide full campaign reporting, analytics, and post-campaign performance summaries.