

THE POINTS GUY 

2026 Media Kit



15 years of earning consumer trust

TPG's continues to educate, inspire, and inform customers with our trusted editorial voice, scaled creator network, full-funnel media platform, live events, newsletter, affiliate placements and CRM support, driving impact across the funnel with category leading GEO presence & discoverability.

12M

Average monthly page views

112B

2025 press impressions, +207% YoY

77%

Say they have been influenced by TPG when applying for a new card

78%

Say they have actioned on TPG's advice



Meeting consumers where they discover and decide: TPG leads AI & GEO citations across multiple categories

#1

AI Domain Ranking

Globally, among all publishers for category prompts

#1



Loyalty Program Citations

No card publisher ranks higher

TPG's AI Report Card

CATEGORY	CITATION RANK
Loyalty Programs	#1
Best Hotel Credit Cards	#1
Best Travel Credit Cards	#2
Best Airline Credit Cards	#2
Best Rewards Credit Cards	#4

Why this matters

Leading the conversation on travel, rewards and loyalty

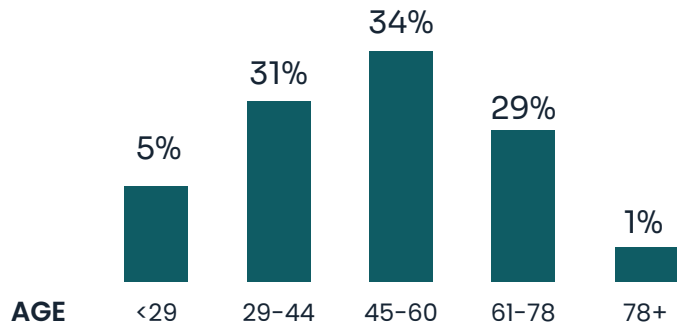
Consumers are increasingly turning to AI platforms for guidance on travel, credit cards, rewards and loyalty programs.

With the #1 AI domain ranking globally among publishers and #1 ranking for loyalty program citations, TPG is uniquely positioned to inform and influence these high-intent conversations.

LLM visitors convert at 4.4x the rate of organic search visitors (SEMrush).

TPG's audience

Reach highly desirable consumers who are motivated to travel



Metro areas are our core audience

LA NYC SF CHI ATL DAL DC



80%

3 leisure trips in past 12 months

76%

Dining out is a key travel interest



4

Average hotel loyalty programs

4

Average airline loyalty programs



3.8

Average leisure flights per year

73%

Seeking international travel advice



TPG's audience

Trusted by an affluent and active audience

\$105K Average credit limit

762 Average credit score

17% Average current credit utilization

6 Average credit card accounts

\$200K+

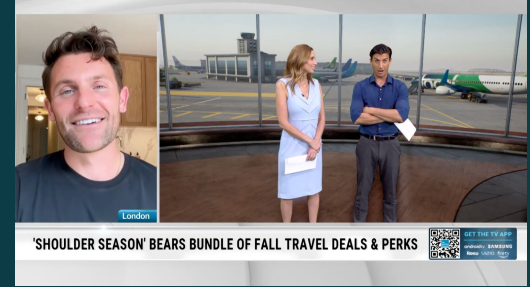
Household income for 40% of audience

Press

TPG in the headlines:

112B 2025 press impressions
+207% YoY growth

[Watch the sizzle here](#)



Condé Nast
Traveler

CNN

NEW YORK POST

live
Kelly & Mark

Daily **Mail**

abc **NEWS**

The New York Times

The Washington Post

B B C

BUSINESS INSIDER

How we can work together

A fully integrated platform spanning editorial, creators, earned media, events, performance marketing and audience insights.

Media

DRIVING AWARENESS

Media across 15+ channels including paid social, sponsored content and onsite placements designed to introduce your brand, tell your story and reach travelers where they spend their time.

TPG Creator Network

TRUSTED VOICES AT SCALE

Leverage TPG's Creator Network to bring your brand to life through authentic travel storytelling that expands reach and drives engagement.

Earned Media

NATIONAL AMPLIFICATION

Satellite media tours, broadcast appearances and strategic press outreach that extend campaign visibility and bring your story to audiences nationwide.

AI-Focused Content

EXPAND AI & GEO VISIBILITY

Editorial and social content designed to increase AI citations, strengthen search visibility and help your brand appear in more travel-related conversations.

Live Events

MAKING CONNECTIONS

Leverage dinners, roundtables and exclusive gatherings to connect with consumers, TPG readers, creators and industry leaders.

Performance Marketing

MEASURABLE RESULTS

Drive measurable engagement through targeted campaigns designed to reach audiences at key moments.

TPG Insights

DATA & INTELLIGENCE

Leverage audience and campaign data to understand consumer behavior, identify trends and inform future marketing efforts.

Navigator

POST ACQUISITION ENGAGEMENT

Utilizing TPG's trusted expertise, guide customers through key benefits, rewards and features after sign-up helping them get more value from their card, loyalty program or travel product.

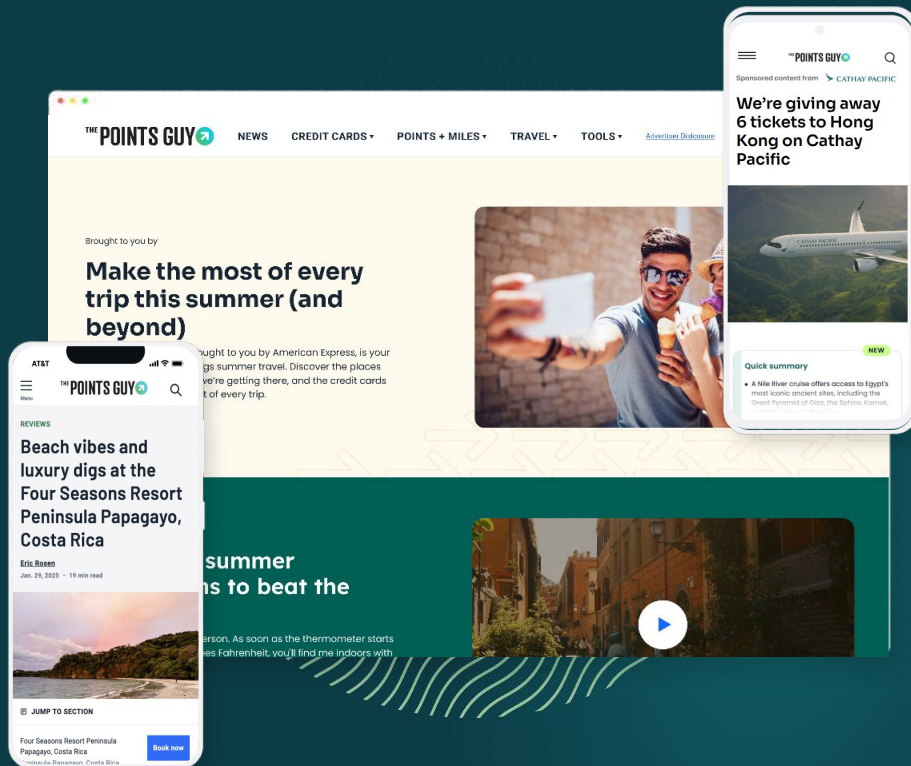
Partnership offerings

Site content

Our editorial team covers the world of travel and financial services, from breaking news to expert advice on maximizing credit cards and loyalty program rewards. Through tentpole campaigns or standalone articles, you can partner with our writers to create content about your brand that will live on site alongside all our trusted editorial coverage.

- Custom article
- Organic spotlight
- Amplified editorial
- Tentpole or custom hub

See appendix for additional details.



Partnership offerings

Social media

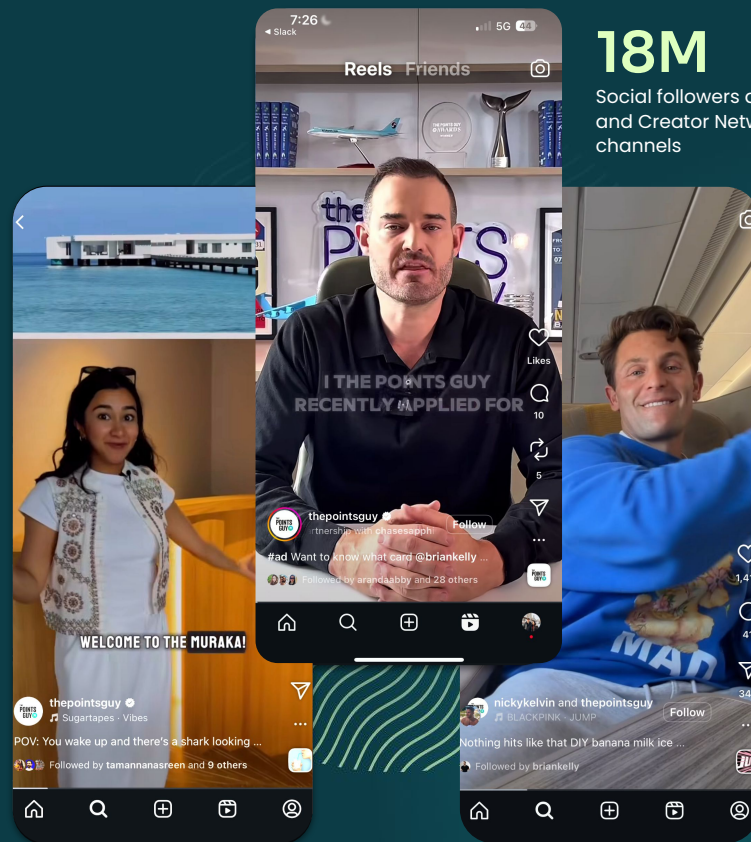
Our social media offerings span multiple platforms, engaging **more than 18 million users** through a mix of paid and organic storytelling that extends beyond our owned ecosystem. From custom video to interactive polls, our partners can leverage our reach to drive awareness and sustained engagement.

- Custom short form video
- Custom graphic content
- Custom content from TPG's Creator Network
- Sponsored social content
- Organic and paid social amplification of content

See appendix for additional details.

18M

Social followers across TPG and Creator Network channels



TPG Owned Audience

Social media

TPG's social audience boasts an audience of 6M+ engaged travelers

TPG's audience is U.S.-based, female-skewed, and concentrated in the 25-44 demographic across key travel markets.

With **71M+** monthly views on Meta, and rapid expansion into TikTok and Substack, **our social network continues to scale rapidly, expanding reach and deepening engagement.**

6% TPG Social
Engagement Rate



2.2M



2.1M



725K



549K



28K

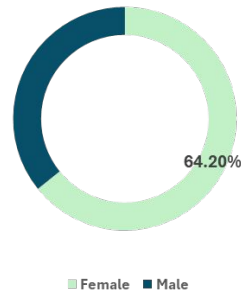


810K

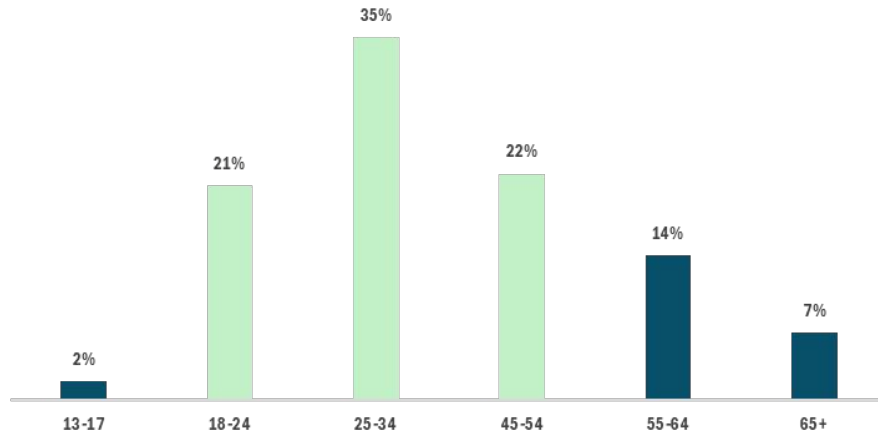
Top Markets

- New York, NY
- Los Angeles, CA
- Chicago, IL
- Houston, TX
- Dallas, TX
- Atlanta, GA

Gender



Age Ranges



TPG Creator Network

Social media

Curated creators, proven performance

TPG's Creator Network combines curated talent with proven performance, reaching **47M+ users across platforms**.

From solo explorers and traveling families to business owners, food and lifestyle voices, and loyalty experts, our network spans the full landscape of travel, lifestyle and financial decision-making.

12M+

TPG Creator Network
followers

243M+

TPG Creator Network
Views (Q1 2026)



@oneikaraymond

459k followers



@hudsonandemily

1.3m followers



@pointsbyj

385k followers

Partnership offerings

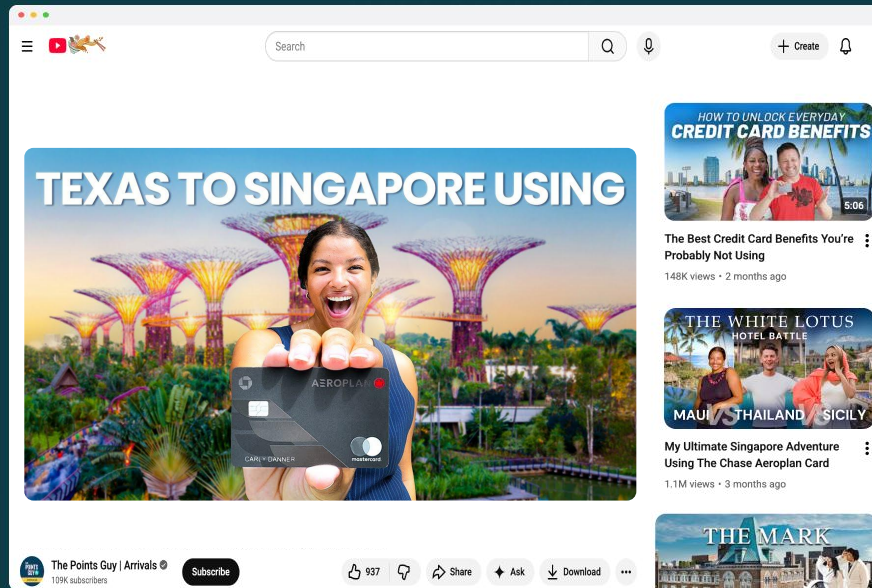
Video

Our expanded long-form video suite—spanning premium custom storytelling, vlog-style experiences, and YouTube Shorts—gives partners flexible ways to connect with travelers through content that informs and inspires. From on location DP shoots to multi-cabin reviews, TPG's video content brings the world of travel to life, blending expertise and authenticity to engage our discerning audiences.

- Custom long form video
- Sponsored video: Product placement
- Sponsored video: Post-production branding
- Editorial video: Pre-roll
- YouTube Shorts

See appendix for additional details.

1.1B Audience reach across platforms



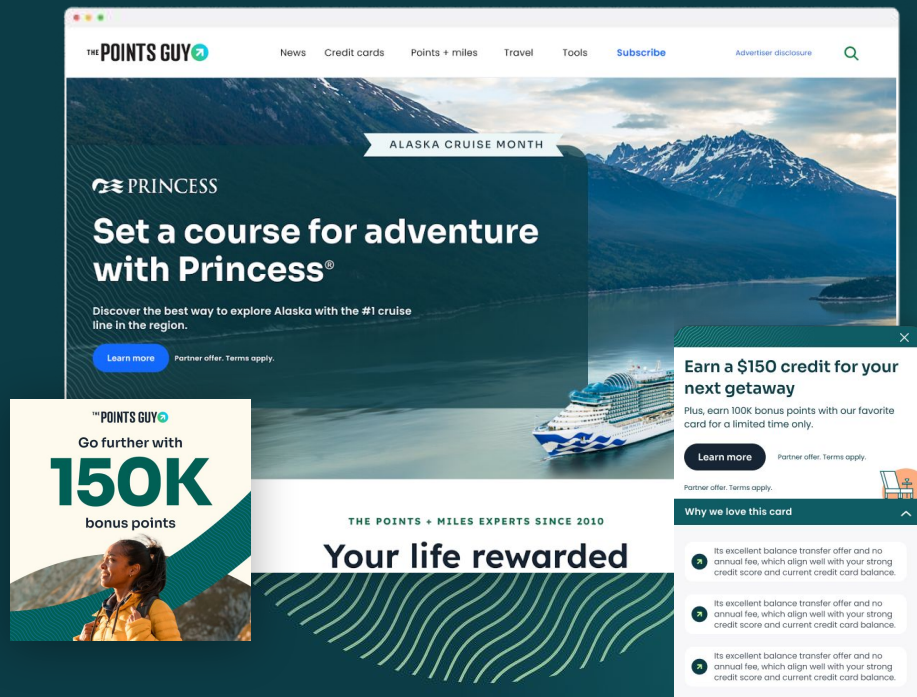
Partnership offerings

583M Impressions delivered in 2025

Site tactics

TPG's targeting opportunities are more robust than ever. In 2026, your brand can own various on-site tactics that will allow you to target users engaging with specific types of content or categories on TPG.

- Our redesigned widgets and modals give partners greater creative flexibility and deliver more engaging, interactive touchpoints for users—driving deeper interaction with your brand.
- Persisting banners secure premium, always-visible placement on TPG's highest-intent product pages—keeping your brand front and center as users actively evaluate and convert.
- Redesigned inline widgets give partners new flexibility to run in-content placements across all or specific TPG content types, delivering stronger visibility where readers are most engaged.



See appendix for additional details.

Partnership offerings

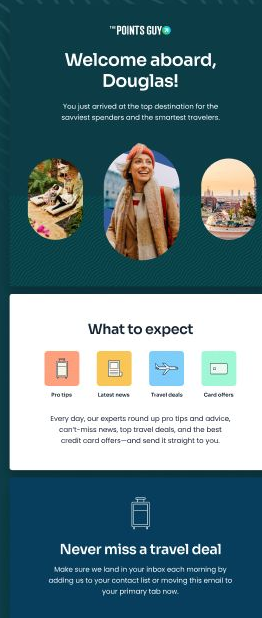
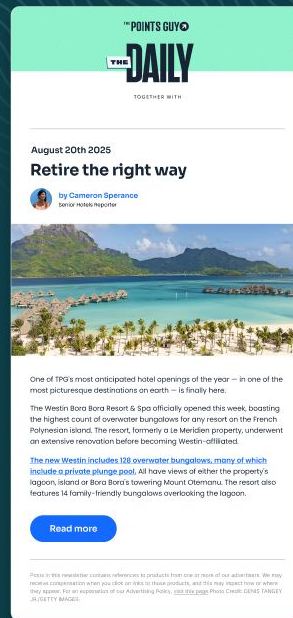
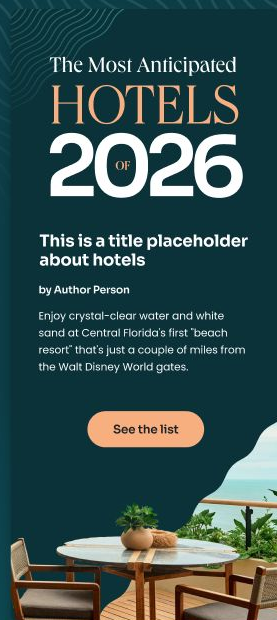
Newsletter

TPG offers five newsletter franchises with highly engaged audiences. Your brand can own the featured sponsorship placement, including a top-of-newsletter logo and a fully customizable content block below the first organic article—complete with your image, copy and link.

- Full customization of featured sponsorship placement
- Amplification of an editorial article or social post/channel
- Dedicated send – an entirely custom & branded newsletter
- New sponsored module series
- Enhanced targeting capabilities to reach TPG's 3.8M audience who opted in to receive marketing emails

See appendix for additional details.

1.8M Unique newsletter subscribers



Partnership offerings

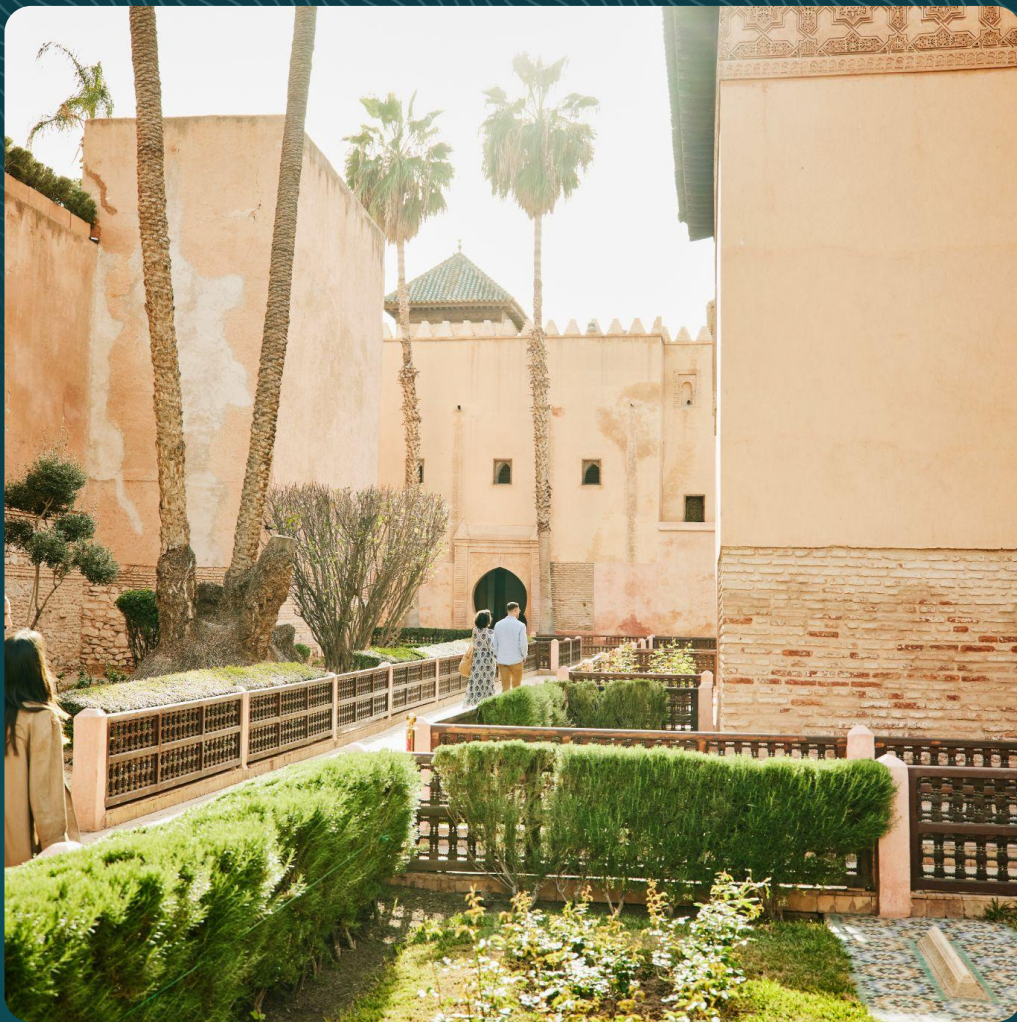
Experiences

With years of producing events like The TPG Awards and smaller, more intimate gatherings, we've mastered connecting consumers and industry leaders with brands through engaging, memorable experiences. TPG can curate bespoke activations—from influencer dinners and press trips to destination events—led by our in-house travel experts.

- Fully custom brand events
- Custom brand dinners and happy hours
- Influencer events
- Travel-focused webinars

See appendix for additional details.





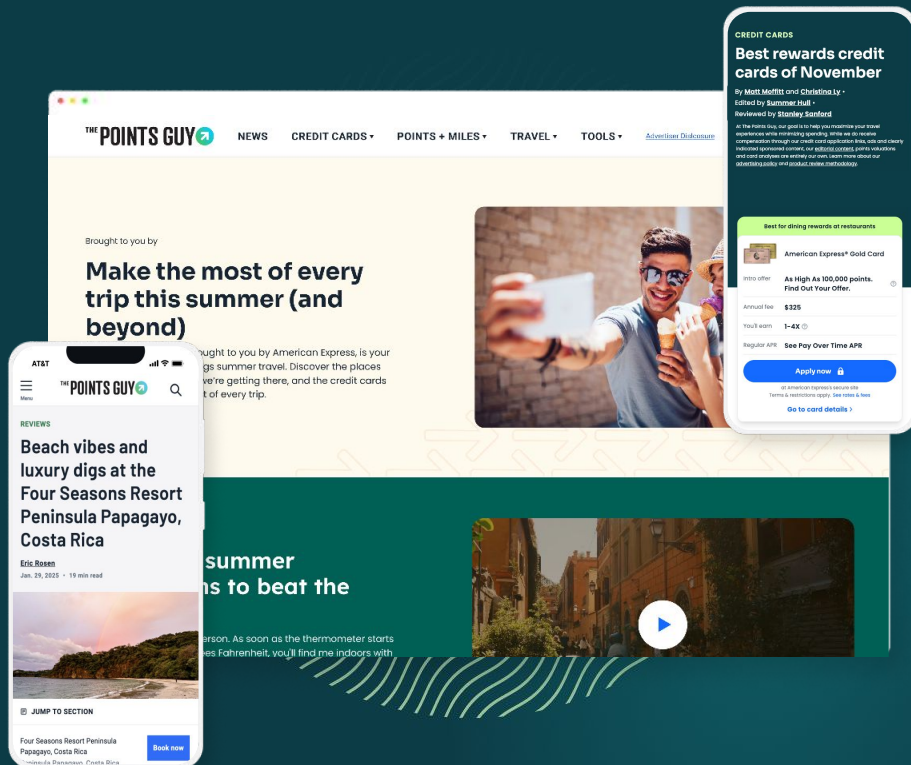
Appendix

Partnership offerings

Site content

Our editorial team covers the world of travel and financial services, from breaking news to expert advice on maximizing credit cards and loyalty program rewards. Through tentpole campaigns or standalone articles, you can partner with our writers to create content about your brand that will live on site alongside all our trusted editorial coverage.

- Custom article
- Organic spotlight
- Amplified editorial
- Tentpole or custom hub



Custom articles

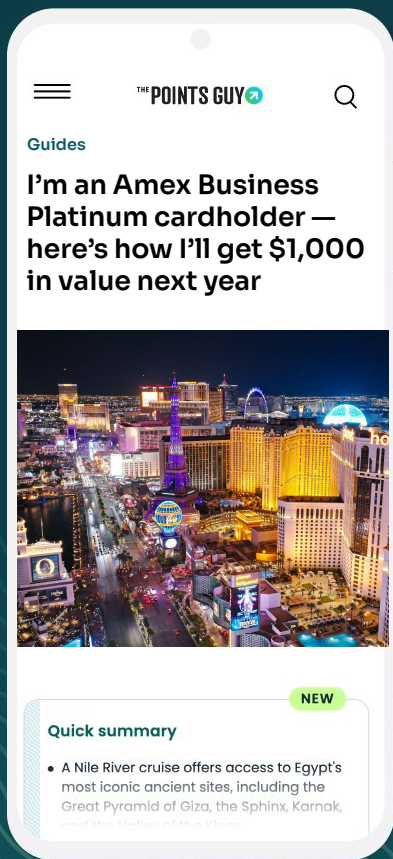
These are developed in full collaboration with the partner from concept to publication. Each piece is designed to meet specific campaign goals, carries sponsored labeling and is co-created by TPG's editorial team and your brand.

This bespoke content lives outside of TPG's organic coverage and is tailored exclusively to reflect the partner's message and objectives.

Example sponsorship package:

- 1x Custom Article
- 1x Round of Organic Social Promotion
- Paid Social Amplification
- Tried-and-true supporting media tactics





Site content

Organic spotlight

Each piece is conceived, written and edited by TPG's editorial team to authentically integrate the partner within relevant, organic coverage. These stories align with the partner's campaign goals while maintaining TPG's editorial voice—ensuring credibility and authenticity across our audience.

Example sponsorship package:

- 1x Organic Spotlight
- 1x Round of Organic Social Promotion
- Paid Social Amplification
- Tried-and-true supporting media tactics

Site content

Amplified editorial

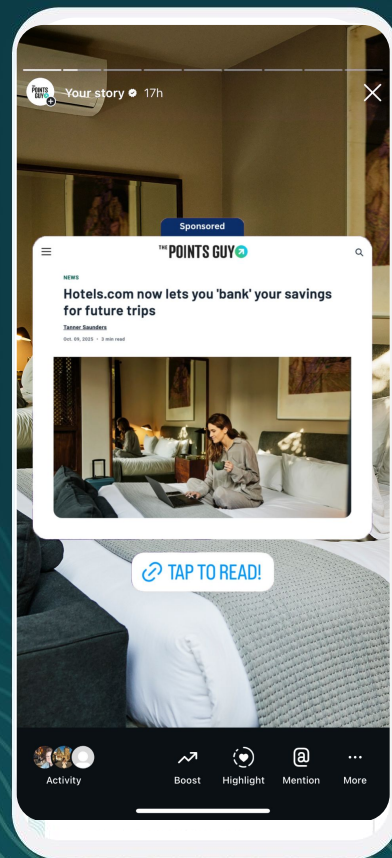
Partners can use paid social to promote existing or soon-to-be-published TPG editorial content that naturally aligns with your brand values or offerings. These pieces are fully editorially independent and not custom-created. The partner provides paid amplification across social channels, extending the reach of relevant organic stories to a wider, targeted audience.

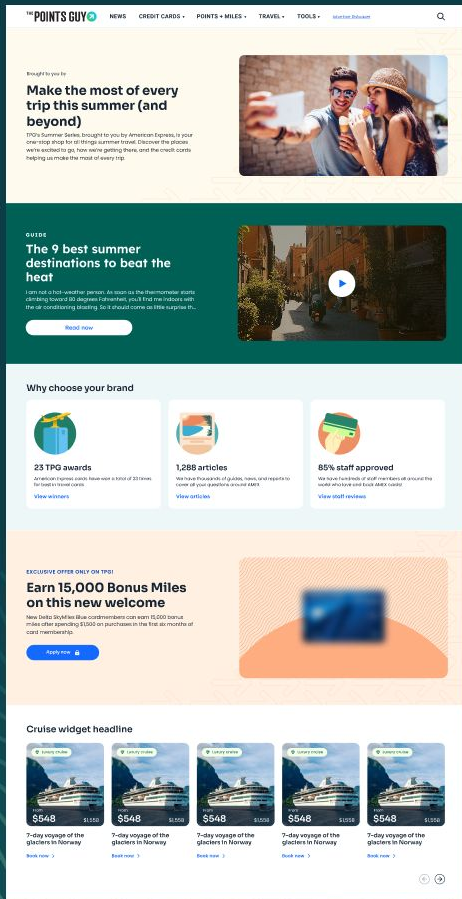
Example sponsorship package:

- 1x Round of Organic Social Promotion
- Paid Social Amplification

Potential to refresh and amplify existing content:

Our article refresh tactic updates an existing TPG story about your brand with the latest information before republishing it—boosting visibility in search and giving it new life with both organic and paid social amplification.





Site content

Tentpole or custom hub

A dedicated, custom-built destination on The Points Guy that aggregates all content from your thematic campaign including articles, videos and branded widgets into one cohesive experience. Designed to maximize engagement and time spent with your brand, the hub showcases your content alongside TPG's premium coverage. Your brand will own 100% SOV within the hub with homepage and social promotion driving traffic and ensuring your message reaches high-intent travelers at scale.

Example sponsorship package:

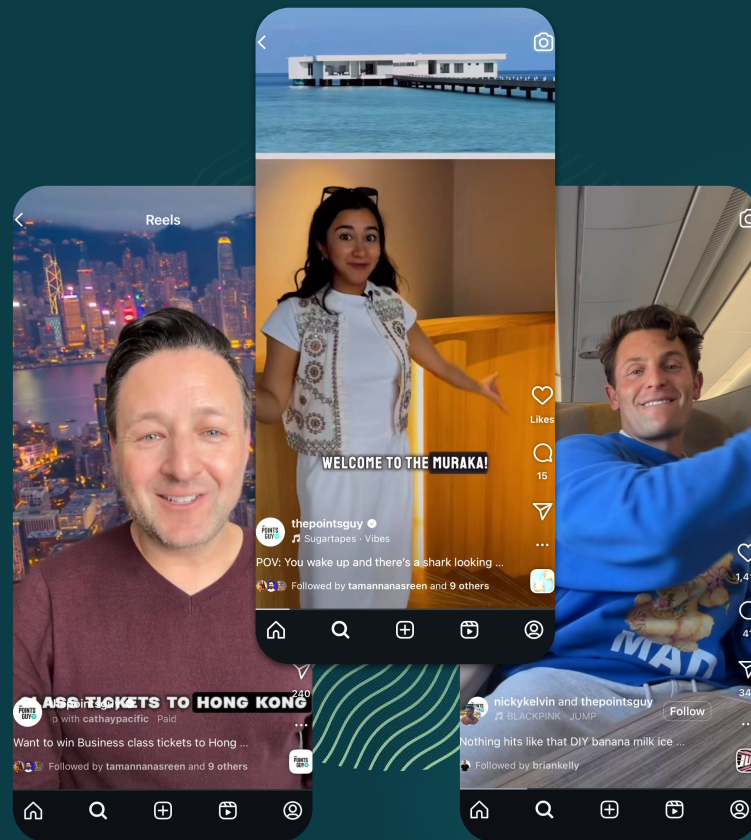
- 100% SOV Tentpole or Custom Hub housing all editorial and custom/organic content included in your campaign
- 2x Weeks Homepage Quick Link driving traffic to the hub
- Paid Social Amplification
- Tried-and-true supporting media tactics

Partnership offerings

Social media

Our social media offerings span multiple platforms, engaging **more than 18 million users** through a mix of paid and organic storytelling that extends beyond our owned ecosystem. From custom video to interactive polls, our partners can leverage our reach to drive awareness and sustained engagement.

- Custom short form video
- Custom graphic content
- Custom content from TPG's Creator Network
- Sponsored social content
- Organic and paid social amplification of content



Social media

Custom short form video

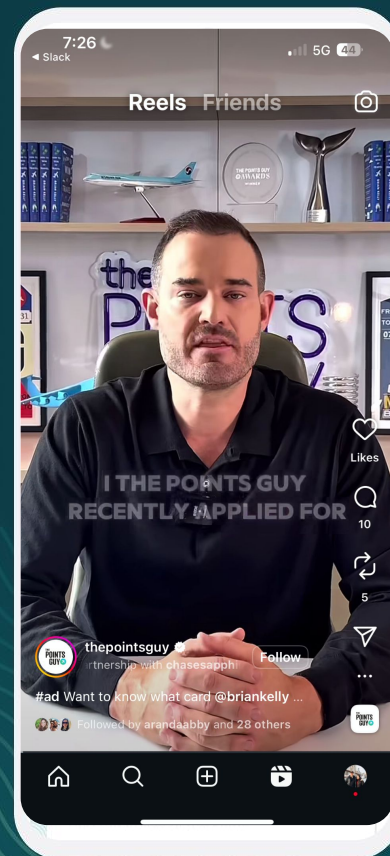
Inside look: TPG explainers

Engaging, studio-style on-camera videos featuring TPG expert talent that break down complex topics in a clear, relatable way. These short-form explainers bring authenticity and authority to your messaging, driving strong engagement across social platforms while connecting directly with our audience in an approachable, human way.

Example sponsorship package:

- Custom Short Form Video – TPG will provide a recommendation for the social media platform, i.e., Instagram, TikTok, YouTube Shorts, etc.
- Paid Social Amplification – Targeted or untargeted amplification across the same platform
- Cross-platform publishing across additional platforms (IG, TikTok, YouTube Shorts, Facebook)
- Stories Repost – Additional amplification to our audience
- Feed: Profile Pin – 2-week pin at top of IG profile
- Tried-and-true supporting media tactics

Example: [Chase Sapphire Reserve and Reserve for Business](#)



Social media

Custom short form video

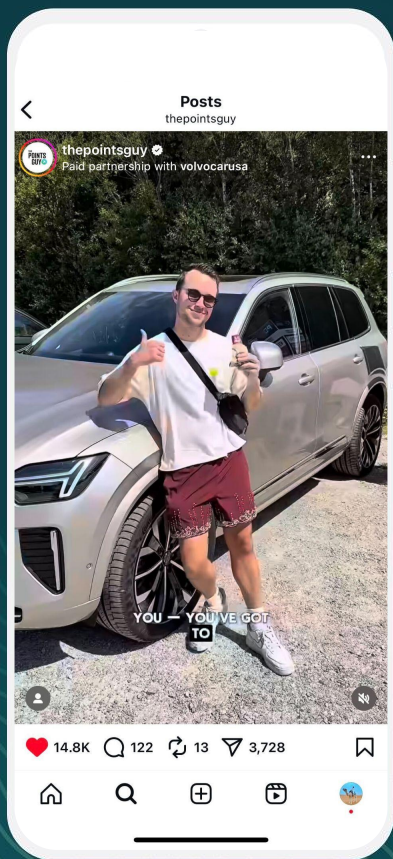
On the go: TPG adventures

Immersive, travel-focused social videos shot on location from a first-person perspective, capturing the excitement and authenticity of real travel experiences. This format brings audiences along for the journey—showcasing destinations, products or experiences through an engaging, influencer-style lens that inspires exploration and drives engagement.

Example sponsorship package:

- Custom Short Form Video – TPG will provide a recommendation for the social media platform, i.e., Instagram, TikTok, YouTube Shorts, etc.
- Paid Social Amplification – Targeted or untargeted amplification across the same platform
- Cross-platform publishing across additional platforms (IG, TikTok, YouTube Shorts, Facebook)
- Stories Repost – Additional amplification to our audience
- Feed: Profile Pin – 2-week pin at top of IG profile
- Tried-and-true supporting media tactics

Examples: [Paul Gauguin Society Islands Cruise](#), [Volvo Overseas Delivery Program](#)



Social media

TPG Creator Network

On the go: TPG creator adventures

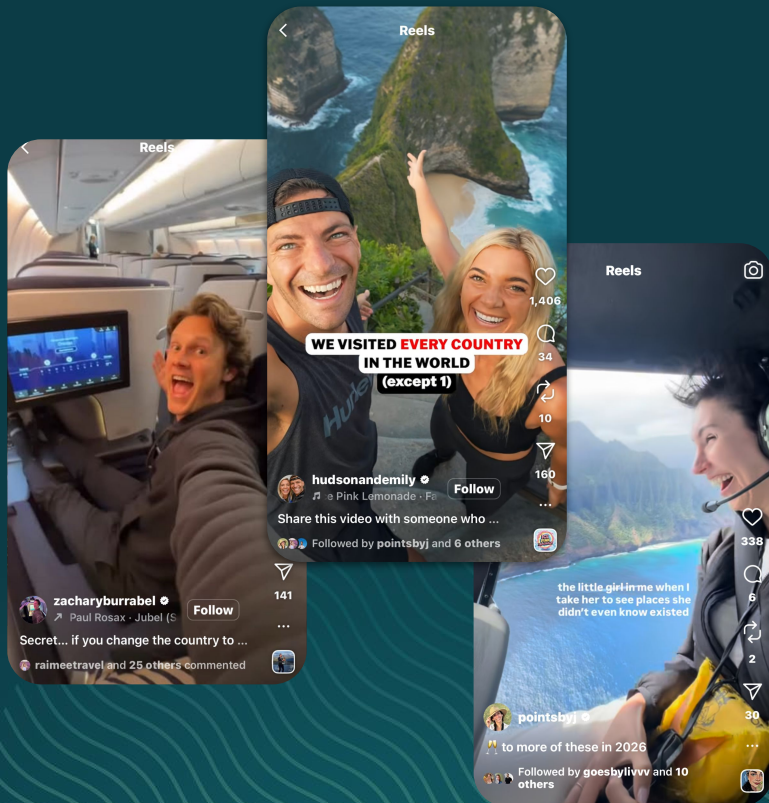
Tap into TPG's curated network of trusted travel and lifestyle creators, built to extend your reach through authentic, high-impact storytelling. Our creator partners collectively **reach 12+ million engaged followers** across social platforms – delivering credibility, cultural relevance, and scale where it matters most.

Example sponsorship package:

- TPG Creator Network (1x Post/Reel and 1x Story Series each)
- Custom content across select platforms which can include IG, TikTok, YouTube, Facebook and Substack
- Brand event attendance and coverage
- Paid Social Amplification – Targeted or untargeted amplification across the same platform
- Cross-platform publishing across additional platforms (IG, TikTok, YouTube Shorts, Facebook)
- Tried-and-true supporting media tactics

Examples: [Costa Rica with American Express and @professionaltraveler](#); [24-Hour NYC Experience to celebrate Chase Sapphire Reserve](#)

Explainer-format videos also available.



Social media

Custom short form video

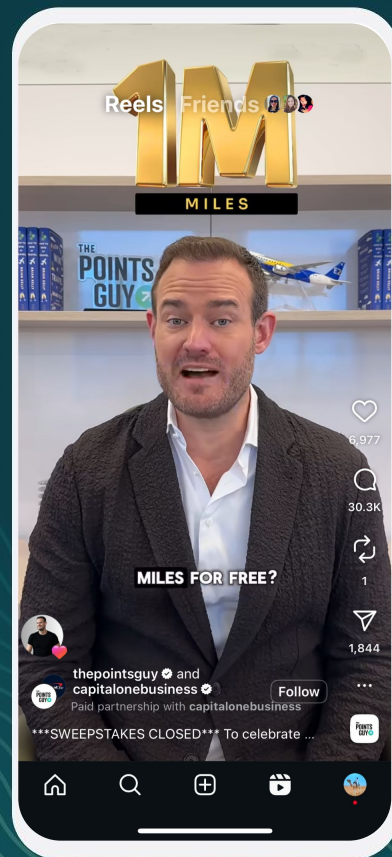
Exclusive rewards: TPG sweepstakes

Fun, buzzworthy sweepstakes promoted across TPG social that get our audience excited to engage and share. From credit card points and airline miles to exclusive experiences, these campaigns spark conversation, grow our community and keep followers coming back for their next chance to win big.

Example sponsorship package:

- Custom Short Form Video – TPG will provide a recommendation for the social media platform, i.e., Instagram, TikTok, YouTube Shorts, etc.
- Paid Social Amplification – Targeted or untargeted amplification across the same platform
- Cross-platform publishing across additional platforms (IG, TikTok, YouTube Shorts, Facebook)
- Stories Repost – Additional amplification to our audience
- Feed: Profile Pin – 2-week pin at top of IG profile
- Custom Article – TPG will write an article promoting the sweepstakes
- Organic & Paid Social Amplification of Article
- Tried-and-true supporting media tactics

Example: [TPG 15th Anniversary Sweepstakes Brought to you by Capital One Business](#)



Social media

Custom graphic content

The lowdown: TPG carousel

Custom-designed carousels that blend stunning travel imagery, data-driven insights and real-world commentary from the TPG team. Each post helps our audience travel better and spend smarter—breaking down complex topics or sharing inspiration in a way that's informative, trustworthy and true to the traveler's experience.

Example sponsorship package:

- Instagram Feed Carousel – Custom-made graphics, imagery, or commentary
- Paid Social Amplification – Targeted or untargeted amplification across Instagram
- Cross-platform publishing across additional platforms (IG, TikTok, YouTube Shorts, Facebook)
- Stories Repost – Additional amplification to our audience
- Feed: Profile Pin – 2-week pin at top of IG profile

Example: [American Express Business Platinum](#)





Social media

Custom graphic content

In the moment: TPG Stories

Immersive stories featuring custom graphics, travel imagery and expert commentary from the TPG team. These may include interactive elements like polls that invite our audience to engage in a deeper way. These stories bring followers along for the journey, offering tips, inspiration and insights that help travelers make smarter decisions and get more out of every trip.

Example sponsorship package:

- Instagram Story – Custom-made graphics, imagery, or commentary
- Paid Social Amplification – Targeted or untargeted amplification across Instagram
- Cross-platform publishing across additional platforms (IG, TikTok, YouTube Shorts, Facebook)
- Stories Repost – Additional amplification to our audience
- Feed: Profile Pin – 2-week pin at top of IG profile

Social media

Custom graphic content

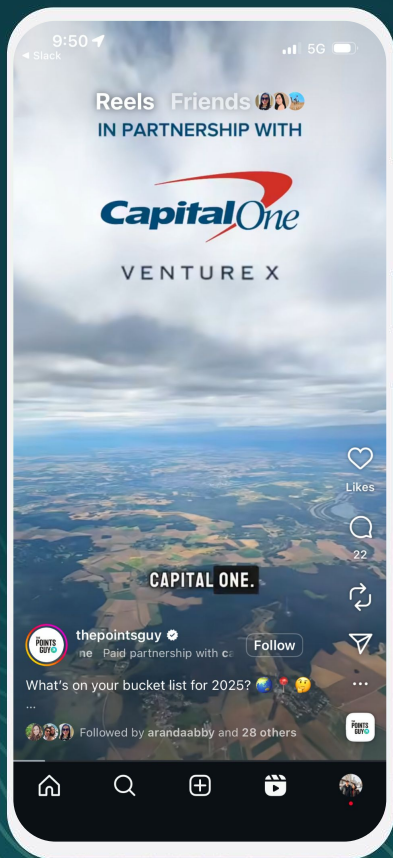
Front and center: TPG top story

Put your brand at the forefront of TPG's high-performing "top stories." We'll create a custom story promoting your custom content or messaging as part of a flight of "top stories" designed to capture attention and inspire action. Featuring custom visuals, these stories showcase your brand alongside TPG's trusted travel content.

Example sponsorship package:

- Promo IG Story - 1 story included in TPG's flight of four "top stories"
- Paid Social Amplification - Targeted or untargeted amplification across Instagram
- Cross-platform publishing across additional platforms (IG, TikTok, YouTube Shorts, Facebook)
- Stories Repost - Additional amplification to our audience
- Feed: Profile Pin - 2-week pin at top of IG profile





Social media

“Brought to you by” sponsored social

“Brought to you by” delivers a lighter branded touch than our custom social offerings—ideal for subtle product placement or brand alignment within editorial-style storytelling. This format includes one round of partner review and focuses on seamlessly integrating your brand into TPG’s trusted travel content, maintaining authenticity while driving awareness.

Example sponsorship package:

- Sponsored Social Content – Short Form Video, IG Feed, and/or IG Stories
- Paid Social Amplification – Targeted or untargeted amplification
- Cross-platform publishing across additional platforms (IG, TikTok, YouTube Shorts, Facebook)
- Stories Repost – Additional amplification to our audience
- Feed: Profile Pin – 2-week pin at top of IG profile

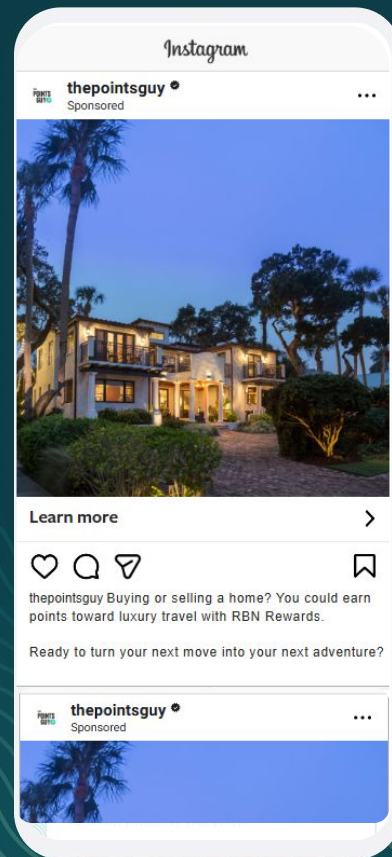
Examples: [15 Travel Tips brought to you by Capital One Business](#) & [Where to Go in 2025 brought to you by Capital One](#)

Social media

Organic and paid amplification

Short-form social content is shared organically across TPG's platforms, i.e. Instagram Stories, Reels, TikTok, Facebook, etc., and can be amplified through paid social for broader, targeted or untargeted reach.

We also offer platform extensions, expanding your campaign's visibility beyond its original channel to reach new, high-intent travel audiences.

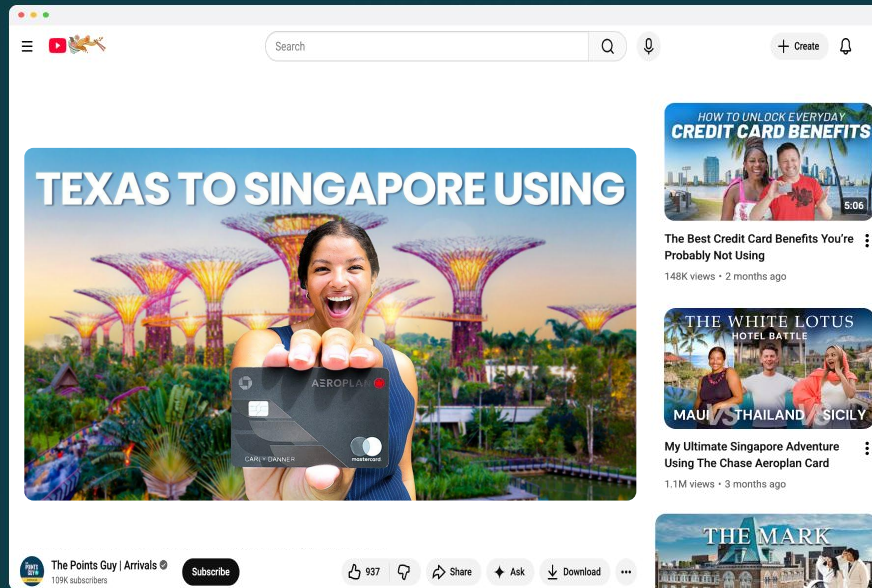


Partnership offerings

Video

Our expanded long-form video suite—spanning premium custom storytelling, vlog-style experiences, and YouTube Shorts—gives partners flexible ways to connect with travelers through content that informs and inspires. From on location DP shoots to multi-cabin reviews, TPG's video content brings the world of travel to life, blending expertise and authenticity to engage our discerning audiences.

- Custom long form video
- Sponsored video: Product placement
- Sponsored video: Post-production branding
- Editorial video: Pre-roll
- YouTube Shorts



Video

Custom long form

Capturing the journey

Fully branded, premium video content created in partnership with your team from concept to final cut. These storytelling-driven pieces are produced with TPG's signature editorial quality, and partner approval at every stage, ensuring your brand message is authentically represented while engaging viewers through inspiring travel narratives.

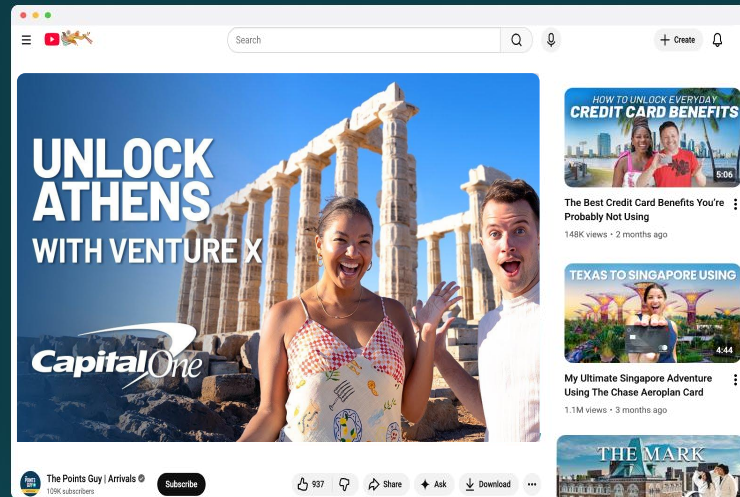
Partner approval: Location, Talent, Wardrobe, Script Beats, 3 Rounds of Script Approval, 4 Rounds of Edit Approval

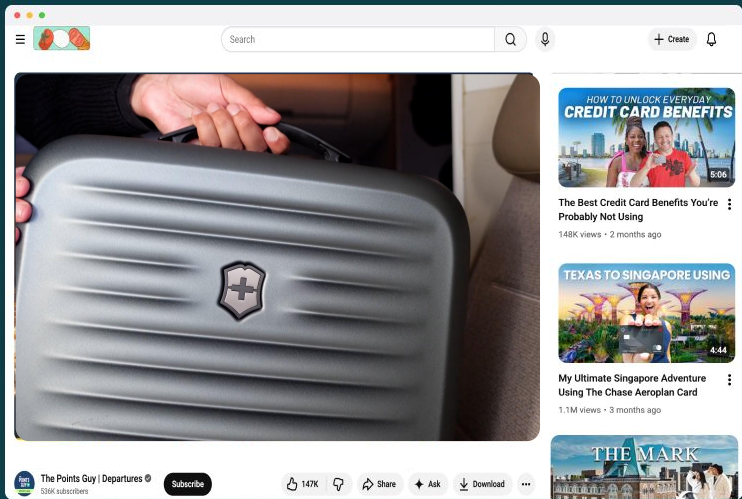
Example formats:

- 1–3 Talent, 1 Location (Domestic or International) – DP-shot video with full crew
- 2–3 Talent, 2 Locations (Domestic or International) – DP-shot video with full crew
- 1 Talent, 1 Location (Domestic or International) – Vlog-style video
- 2–3 Talent, 2 Locations (Domestic or International) – Vlog-style video

Example sponsorship package:

- Custom Video
- Paid Social Amplification
- Cross-platform publishing and promotion across additional platforms – static graphics or social cut-downs (IG, TikTok, YouTube Shorts, Facebook)
- Tried-and-true supporting media tactics





Video

Sponsored long form

Integrated moment: Product placement

A 30- to 45-second pre-taped segment featuring your product in TPG video content. Placed in the first half of the video, it delivers seamless, contextually relevant brand exposure to engaged viewers within trusted travel storytelling.

Partner approval: Video selection approval (from a suite of options) for product

Example TPG video themes:

- Travel Reviews & Comparisons: Multi-cabin reviews, cruise itinerary comparisons, and hotel/airline/cruise “first look”
- Vlog-Style Experiences: Dynamic, first-person travel stories like destination dupes, stopovers, and race-style challenges that bring the journey to life through authentic storytelling
- Expert-Led Series: Hosted segments such as the AV-Geek series with Nicky Kelvin and “How to Get Your Money Back” consumer-focused explainers
- Post-Production Enhancements: Re-editing existing videos with new themes, hooks, or seasonal angles to maximize reach and longevity

Example sponsorship package:

- Sponsored Long Form Video: Product Placement
- Paid Social Amplification
- Cross-platform publishing and promotion across additional platforms – static graphics or social cut-downs (IG, TikTok, YouTube Shorts, Facebook)
- Tried-and-true supporting media tactics

Video

Sponsored long form

After the cut: Partner branding

Align your brand with TPG's trusted video storytelling through tasteful post-production elements via on-screen branding, including a subtle bug and/or co-branded opening and closing credits. Featured across formats like airline reviews, travel vlogs and expert-led series, this integration builds awareness while maintaining the authenticity audiences expect from TPG.

Partner approval: Script beats, Theme/Video

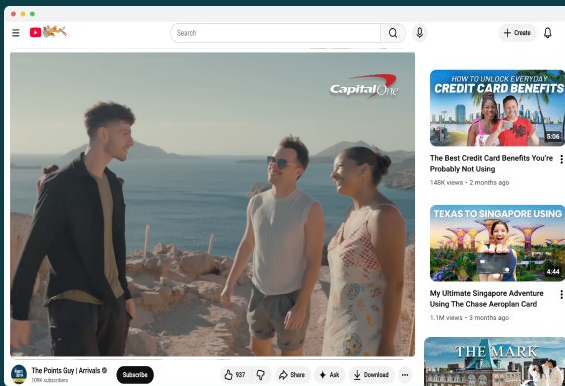
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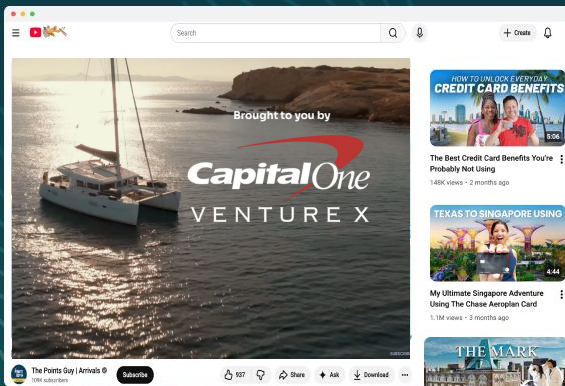
Example sponsorship package:

- Sponsored Long Form Video: Post Production Branding
- Paid Social Amplification
- Cross-platform publishing and promotion across additional platforms - static graphics or social cut-downs (IG, TikTok, YouTube Shorts, Facebook)
- Tried-and-true supporting media tactics

➤ Dedicated partner bug



➤ Opening/closing credit



Video

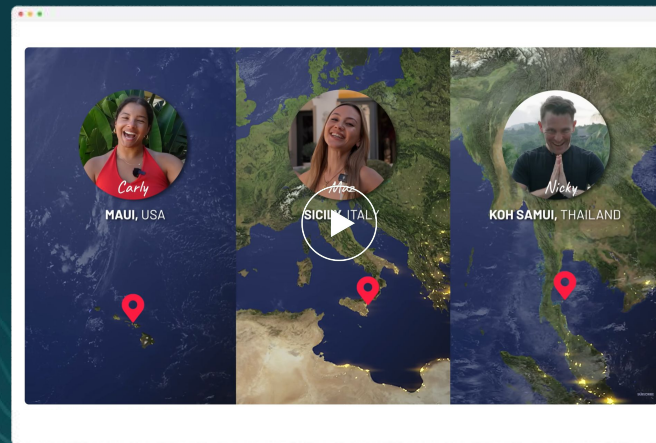
Prime time: Editorial video pre-roll

The Points Guy has generated nearly **24 million views** in 2025 across our YouTube channels with original content spanning airline cabin comparisons, hotels stays and destinations across the globe.

Partners can run pre-roll within TPG's editorial video content on YouTube, capturing audience attention early and delivering eSIM.io's key message alongside trusted, premium travel storytelling.

TPG's YouTube channels

The Points Guy has two YouTube channels with 650K combined subscribers. [TPG Departures](#) highlights the travel journey, and [TPG Arrivals](#) highlights the destinations.



Video

Short take: YouTube Shorts

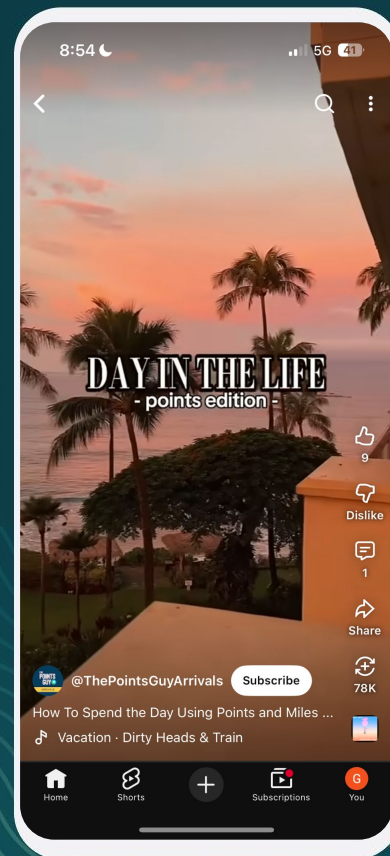
Extend TPG's video authority and presence on YouTube through 60-second videos. These quick, engaging videos build awareness, drive discovery and keep TPG's trusted travel expertise front and center with audiences on one of the world's most powerful video platforms.

YouTube Shorts formats:

- **Custom:** Fully branded partner video (Explainers, First-Person POV w/ Travel, Sweepstakes promotion)
- **Sponsored:** A lighter branded touch with only one round of partner approval, recommended for product placement / "brought to you by" framing.

Example sponsorship package:

- Custom or Sponsored YouTube Shorts
- Paid Social Amplification
- Cross-platform publishing and promotion across additional platforms - static graphics or social cut-downs (IG, TikTok, Facebook)
- Tried-and-true supporting media tactics

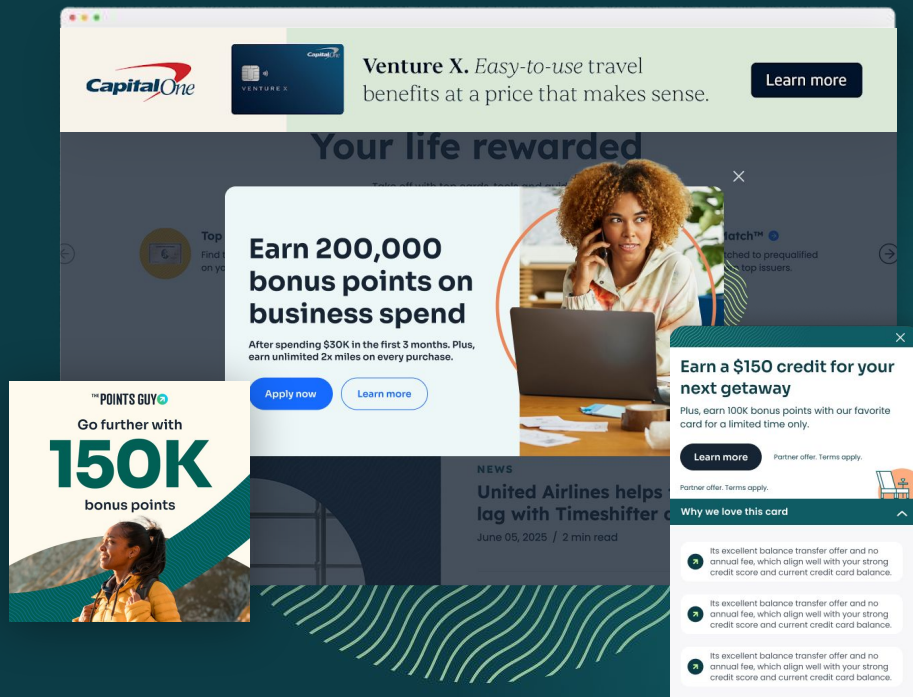


Partnership offerings

Site tactics

TPG's targeting opportunities are more robust than ever. In 2026, your brand can own various on-site tactics that will allow you to target users engaging with specific types of content or categories on TPG.

- Our redesigned widgets and modals give partners greater creative flexibility and deliver more engaging, interactive touchpoints for users—driving deeper interaction with your brand.
- Persisting banners secure premium, always-visible placement on TPG's highest-intent product pages—keeping your brand front and center as users actively evaluate and convert.
- Redesigned inline widgets give partners new flexibility to run in-content placements across all or specific TPG content types, delivering stronger visibility where readers are most engaged.



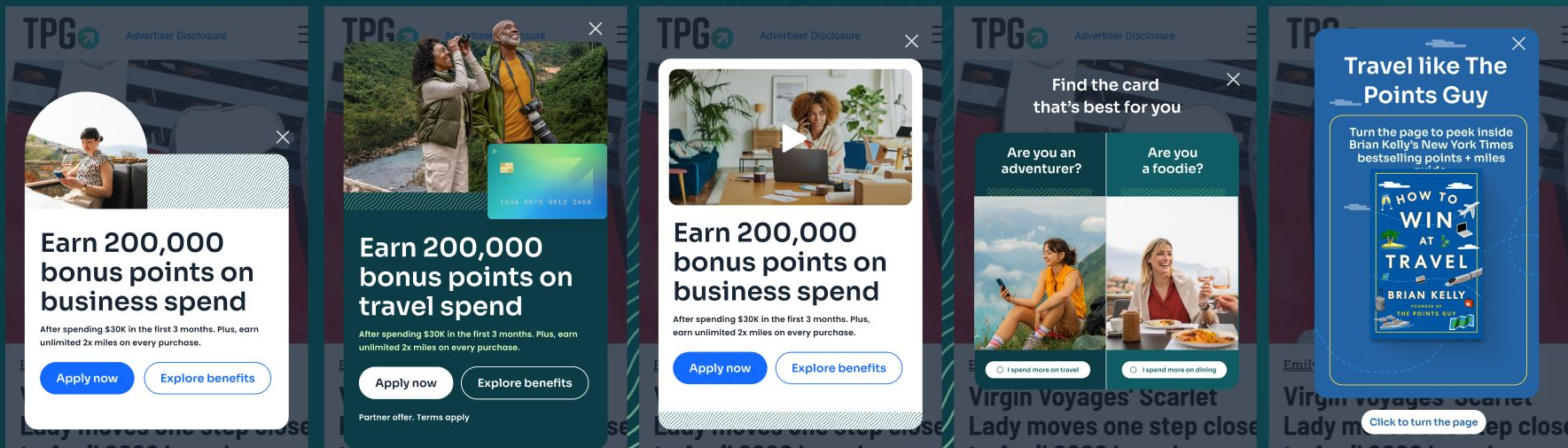
NEW!

Site tactics

Exit modal

Five refreshed creative tiers designed to deliver stronger engagement and conversion.

- Card art or image
- Card art and custom image
- Video or animation capabilities
Offered in portrait and landscape
- Interactive quiz
- Interactive experience



NEW!

Site tactics

Audience-based widget

Updated designs with additional placement opportunities to better highlight your offering.

➤ Three newly designed options

➤ Brand offer

×

Earn a \$150 credit for your next getaway

Plus, earn 100K bonus points with our favorite card for a limited time only.

[Learn more](#) Partner offer. Terms apply.



➤ Detailed dropdown

×

Earn a \$150 credit for your next getaway

Plus, earn 100K bonus points with our favorite card for a limited time only.

[Learn more](#) Partner offer. Terms apply.

Partner offer. Terms apply.

Why we love this card ⌵



Its excellent balance transfer offer and no annual fee, which align well with your strong credit score and current credit card balance.



Its excellent balance transfer offer and no annual fee, which align well with your strong credit score and current credit card balance.



Its excellent balance transfer offer and no annual fee, which align well with your strong credit score and current credit card balance.

➤ TPG editorial dropdown

Why this is Brian's go-to travel hack ×

**Earn a \$150 credit for your next getaway**



Its excellent balance transfer offer and no annual fee, which align well with your strong credit score and current credit card balance.



Its excellent balance transfer offer and no annual fee, which align well with your strong credit score and current credit card balance.



Its excellent balance transfer offer and no annual fee, which align well with your strong credit score and current credit card balance.

Plus, earn 100K bonus points with our favorite card for a limited time only.

[Learn more](#) Partner offer. Terms apply.

Site tactics

Persisting banner

New in 2026, multiple new design options put your brand front and center on TPG's highest-intent product pages.

CHASE Earn 200,000 bonus points on business spend. Plus 2x miles on every purchase. [Apply now](#) Partner Offer. Terms Apply.

Comparing the best rewards credit cards

New offer

Best for beginner travelers

Chase Sapphire Preferred® Card

TPG Editors Rating: ★★★★★ 4.5 / 5 [Go to review](#)

[Compare this card](#)

Rewards rate

- 5x Earn 5x on travel purchased through Chase Travel®.
- 3x Earn 3x on dining, select streaming services and online groceries.
- 2x Earn 2x on all other travel purchases.
- 1x Earn 1x on all other purchases.

[Apply now](#) at Chase's secure site. Terms & restrictions apply. See rates & fees.

Intro offer	Annual fee	Regular APR	Recommended credit score
75,000 bonus points addable bonus points	\$95	19.49% - 27.74% Variable	670-850 Excellent/Good

Why we chose it

The Chase Sapphire Preferred® Card is one of the most popular travel rewards credit cards on the market. Offering an excellent return on travel and dining purchases, the card packs a ton of value that easily offsets its \$95 annual fee. Cardholders can redeem points for Chase Travel bookings or transfer points to one of Chase's 14 valuable airline and hotel partners. Read our full [review of the Chase Sapphire Preferred Card](#).

[Pros + cons](#) [More details](#)

Learn how to travel like The Points Guy [Learn more](#) ×

The best airline credit cards

The best airline credit card varies by airlines in your area and how often you fly. Look for co-branded cards if you're loyal to a particular airline, or explore general travel cards that earn high rewards on flight purchases.

Limited-time offer

Capital One Venture X Rewards Credit Card

Intro offer **LIMITED-TIME OFFER: Earn 100,000 bonus miles**

Annual fee \$395

You'll earn 2-10 miles

Regular APR 19.74% - 28.74% (Variable)

[Apply now](#) at Capital One's secure site. Terms & restrictions apply. See rates & fees.

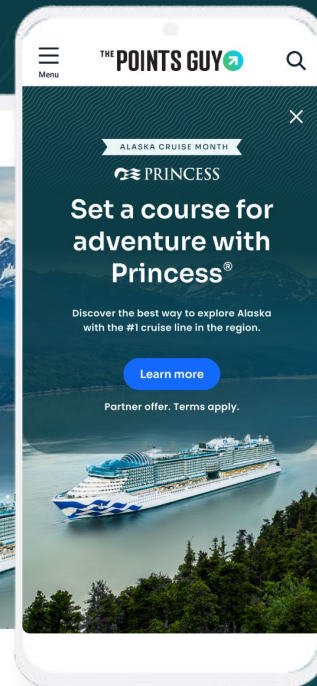
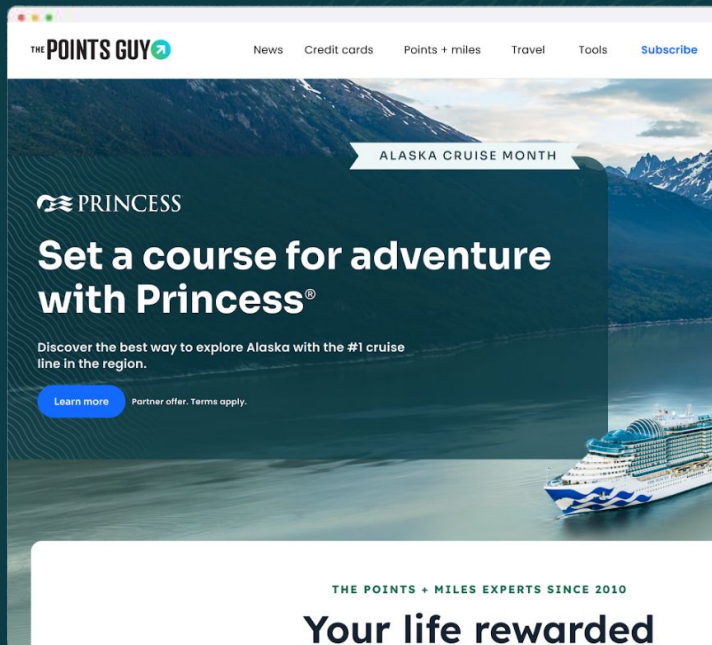
[Go to card details](#)

[Personalize your card search](#)

Site tactics

Homepage takeover

Own the moment with this proven, high-impact, high-visibility placement that puts your brand front and center.



Site tactics

Featured card placement

Proven card acquisition tool that runs on organic editorial content across TPG.

[JUMP TO SECTION](#)[f](#)[x](#)[in](#)[op](#)[en](#)

TPG featured card

Capital One Venture X Business

TPG Editor's Rating [4.5 / 5](#) [Go to review](#)



Rewards rate
2X miles 2 miles per dollar on every purchase
5X miles 5 miles per dollar on flights and vacation rentals booked through Capital One Business Travel
10X miles 10 miles per dollar on hotels and rental cars booked through Capital One Business Travel

[Apply now](#)
at Capital One's secure site
Terms & restrictions apply. See rates & fees.

Intro offer Earn 150,000 bonus miles	Annual fee \$395	Regular APR N/A	Recommended credit 740-850 Excellent
--	----------------------------	---------------------------	---

[Pros + cons](#)[More details](#)

Pros

- The Capital One Venture X business card has a lucrative welcome offer.
- In addition, the card comes with many premium travel perks such as an annual \$300 credit for bookings through Capital One Business Travel.
- Business owners are also able to add employee cards for free.

Cons

- The card requires significant spending to earn the welcome offer.
- Another drawback is that the annual travel credit can only be used on bookings made through Capital One Business Travel.

Site tactics

Featured card placement – category page

Proven card acquisition tool that runs on category pages across TPG.

The screenshot displays a category page on The Points Guy website. The header includes the site logo and navigation links for News, Credit Cards, Points + Miles, Travel, and Tools. A 'Subscribe' button and an 'Advertiser disclosure' link are also present. The main content area is titled 'CREDIT CARDS' and features the article 'Best travel credit cards of February 2026' by Katie Genter, edited by Daisy Hernandez, and reviewed by Stanley Sanford. The article is dated January 20, 2026. Below the article title, a paragraph states the site's goal to help users maximize travel experiences while minimizing spending, and mentions compensation through credit card application links, ads, and sponsored content. A 'Show more' link is provided. To the right of the article, a 'Limited-Time Offer' for the Capital One Venture Rewards Credit Card is highlighted. The offer details include an intro offer of a \$250 travel credit and 75K bonus miles, an annual fee of \$95, and a regular APR of 19.49% - 28.49% (Variable). An 'Apply now' button is prominently displayed. Below the offer, a note states 'at Capital One's secure site' and 'Terms & restrictions apply. See rates & fees.' A 'Go to card details' link is also present. At the bottom of the page, a 'Jump to:' section lists various links: Card categories, Compare cards, CardMatch, Comparing the best travel cards, The best cards, Ask our experts, How we rate cards, Helpful Tools, and FAQs.

THE POINTS GUY NEWS CREDIT CARDS • POINTS + MILES • TRAVEL • TOOLS • [Subscribe](#) [Advertiser disclosure](#) [Q](#)

CREDIT CARDS

Best travel credit cards of February 2026

By Katie Genter • Edited by Daisy Hernandez • Reviewed by Stanley Sanford
UPDATED Jan. 20, 2026

At The Points Guy, our goal is to help you maximize your travel experiences while minimizing spending. While we do receive compensation through our credit card application links, ads and clearly indicated sponsored content, our editorial content, points valuations and card analyses are entirely our own. Learn more about our [advertising policy](#) and [product review methodology](#).

The best travel credit cards offer [premium perks and benefits](#). Our team at The Points Guy curated a selection of the best travel credit cards for anyone from the occasional traveler to frequent flyer. We've chosen the top cards... [Show more](#)

Limited-Time Offer

Capital One Venture Rewards Credit Card

Intro offer Enjoy a \$250 travel credit & earn 75K bonus miles ⓘ

Annual fee \$95

You'll earn 2-5 miles ⓘ

Regular APR 19.49% - 28.49% (Variable)

[Apply now](#) ⓘ

at Capital One's secure site
Terms & restrictions apply. See rates & fees.

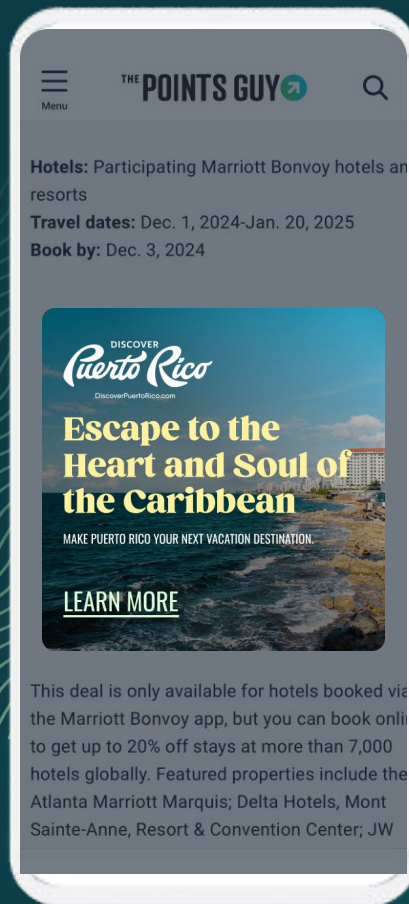
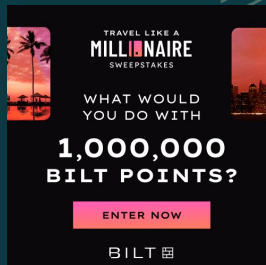
[Go to card details >](#)

Jump to:
[Card categories](#) [Compare cards](#) [CardMatch](#) [Comparing the best travel cards](#) [The best cards](#) [Ask our experts](#) [How we rate cards](#) [Helpful Tools](#) [FAQs](#)

Site tactics

Display media

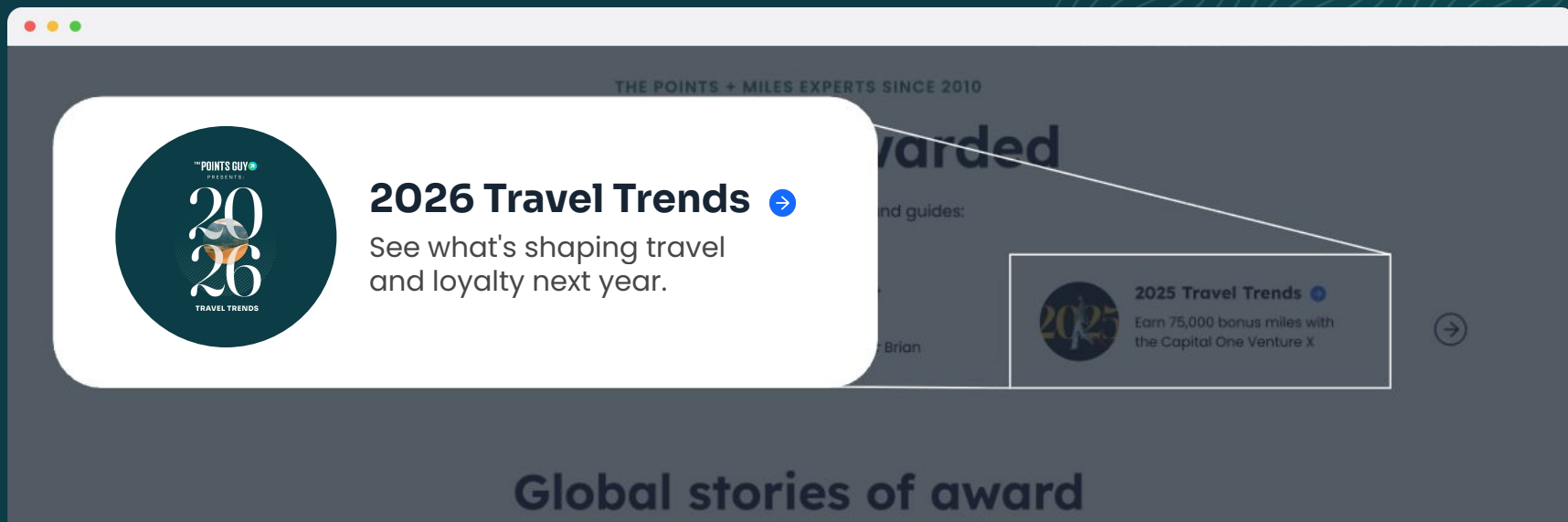
Premium leaderboard and right rail placements provide consistent, high-value visibility across TPG.



Site tactics

Quicklink

A high-visibility homepage placement driving traffic directly to your sponsored content hub page.



Site tactics

Top offers widget

A high-performing site widget that highlights premium card messaging and limited-time offers.

Homepage placement

Great offers from partners that reward every day

BEST FOR BEGINNER TRAVELERS



Chase Sapphire Preferred® Card

[Apply now](#) 75,000 bonus points ⓘ

[Terms Apply](#) [See rates & fees](#)

HOW WE'D USE THESE POINTS



Madison Blanciflor
Managing editor

WHY YOU'LL LIKE IT

Valuable rewards, a low annual fee and wide-ranging travel protections

LIMITED-TIME OFFER



Capital One Venture X Rewards Credit Card

[Apply now](#) LIMITED-TIME OFFER: Earn 100,000 bonus miles ⓘ

[Terms Apply](#) [See rates & fees](#)

HOW WE'D USE THESE POINTS



Nick Ewan
Senior editorial director

WHY YOU'LL LIKE IT

Solid earning rates, extensive travel protections and terrific airport lounge access

LIMITED-TIME OFFER



Capital One Venture X Business

[Apply now](#) LIMITED-TIME OFFER: Earn up to 400K bonus miles ⓘ

[Terms Apply](#) [See rates & fees](#)

HOW WE'D USE THESE POINTS



Brian Kelly
Founder + "The Points Guy"

WHY YOU'LL LIKE IT

Unlimited access to Capital One's awesome airport lounges

ELEVATED WELCOME OFFER



The Business Platinum Card® from American Express

[Apply now](#) Earn 200,000 Membership Rewards® points ⓘ

[Terms Apply](#) [See rates & fees](#)

HOW WE'D USE THESE POINTS



Chris Nelson
Credit cards writer

WHY YOU'LL LIKE IT

Solid earning rates on travel plus lounge access will elevate your trips.

[See all best card offers](#)

Article page placement

Great offers from our partners



NEW BENEFITS

BEST LUXURY TRAVEL REWARDS CARD

American Express Platinum Card®

As High As 175,000 points. Find Out Your Offer.



LIMITED-TIME OFFER

BEST CARD FOR EARNING FLAT-RATE MILES

Capital One Venture X Rewards Credit Card

LIMITED-TIME OFFER: Earn 100,000 bonus miles



ELEVATED WELCOME OFFER

BEST BUSINESS TRAVEL CARD

The Business Platinum Card® from American Express

Earn 200,000 Membership Rewards® points



LIMITED-TIME OFFER

BEST FOR BUSINESSES WITH HIGH SPENDING

Capital One Venture X Business

LIMITED-TIME OFFER: Earn up to 400K bonus miles



BEST FOR DINING AT RESTAURANTS

American Express® Gold Card

As High As 100,000 points. Find Out Your Offer.

Site tactics

Inline widget

An in-article unit that spotlights your messaging within TPG's editorial content.

The screenshot shows a website interface with a dark theme. At the top, there's a navigation bar with a "JUMP TO SECTION" link. Below this, a large inline widget is displayed. The widget has a circular image on the left showing a person holding a card, with the "OnePay" logo overlaid. To the right of the image, the text reads: "New! OnePay CashRewards Card", "Earn unlimited cash back. Plus, get an extra \$35 cash back when you spend \$75+ within 30 days of card opening. Partner offer. Terms apply.", and a blue "Learn more" button. Below the widget, there's a paragraph of text: "The OnePay CashRewards Card offers unlimited cash back on Walmart purchases, with Walmart+ members earning 5% back and everyone else earning 3% back. Plus, cardholders will earn 1.5% cash back on purchases everywhere Mastercard is accepted. Therefore,". To the right of the text, there's a small image of the OnePay CashRewards Card, which is a blue card with a Mastercard logo and a OnePay logo. The card is surrounded by several gold coins.

JUMP TO SECTION

New! OnePay CashRewards Card

Earn unlimited cash back. Plus, get an extra \$35 cash back when you spend \$75+ within 30 days of card opening. Partner offer. Terms apply.

[Learn more](#)

The OnePay CashRewards Card offers unlimited cash back on Walmart purchases, with Walmart+ members earning 5% back and everyone else earning 3% back. Plus, cardholders will earn 1.5% cash back on purchases everywhere Mastercard is accepted. Therefore,

ADVERTISEMENT

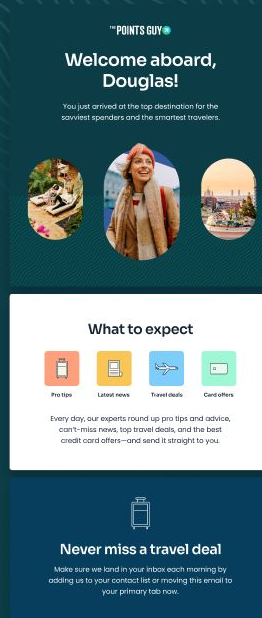
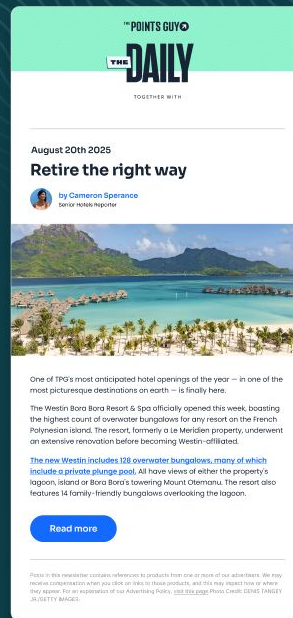
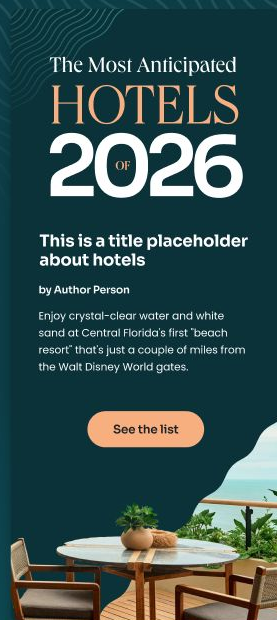
OnePay CashRewards Card

Partnership offerings

Newsletter

TPG offers five newsletter franchises with highly engaged audiences. Your brand can own the featured sponsorship placement, including a top-of-newsletter logo and a fully customizable content block below the first organic article—complete with your image, copy and link.

- Full customization of featured sponsorship placement
- Amplification of an editorial article or social post/channel
- Dedicated send – an entirely custom & branded newsletter
- New sponsored module series
- Enhanced targeting capabilities to reach TPG's 3.8M audience who opted in to receive marketing emails



Newsletter

1.5M
SUBSCRIBERS

509K
SUBSCRIBERS

58K
SUBSCRIBERS

48K
SUBSCRIBERS

11K
SUBSCRIBERS

TPG Daily
NEWSLETTER

THE
POINTS
GUY

Bring on the Loyalty Points

By Brian Kelly



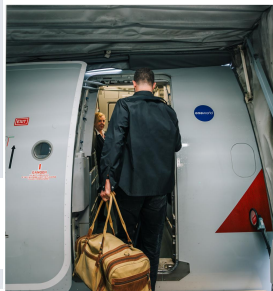
TPG Weekly
NEWSLETTER

THE
POINTS
GUY

PRESENTED BY
YOUR BRAND

My favorite travel tech & accessories

By Brian Kelly



TPG Cruise
NEWSLETTER

THE
POINTS
GUY

PRESENTED BY
YOUR BRAND

Cruising Alaska

By Gene Sloan, Principal writer

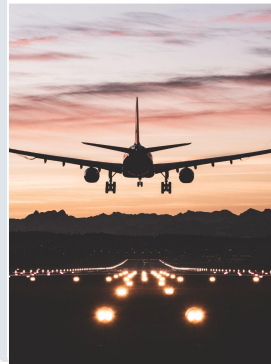


TPG Aviation
NEWSLETTER

THE
POINTS
GUY

Airline Road Show

By Ben Mutzabaugh, Managing editor for aviation

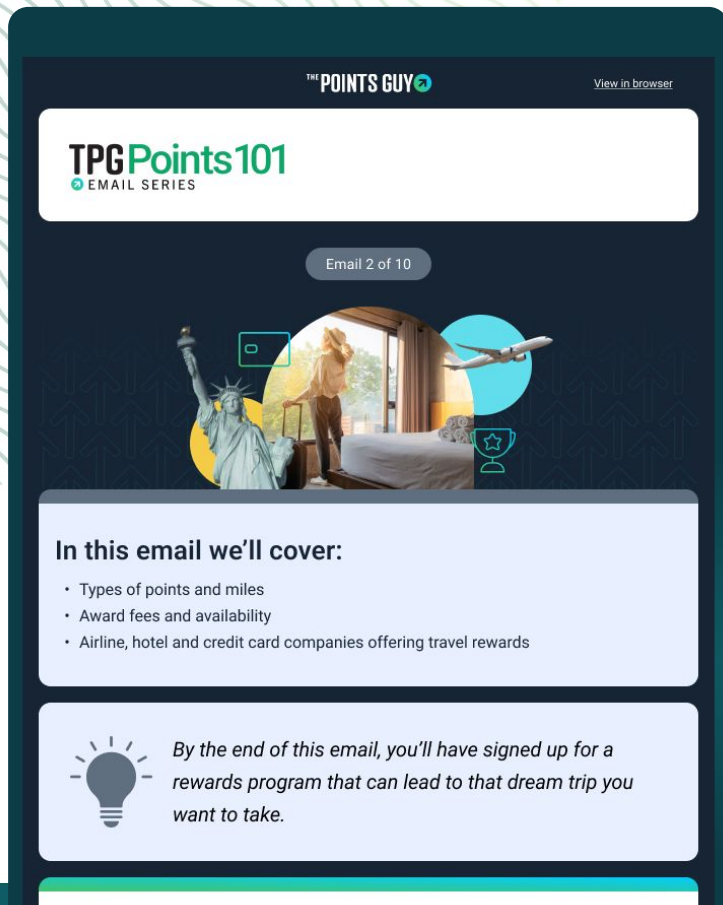


TPG Business Brief
NEWSLETTER

THE
POINTS
GUY

2 for 1: Use points to turn work trips into 'bleisure' travel





Email series

TPG Points 101

A 10-part email series guiding readers through earning and redeeming rewards for travel.

20K

Total sends

36%

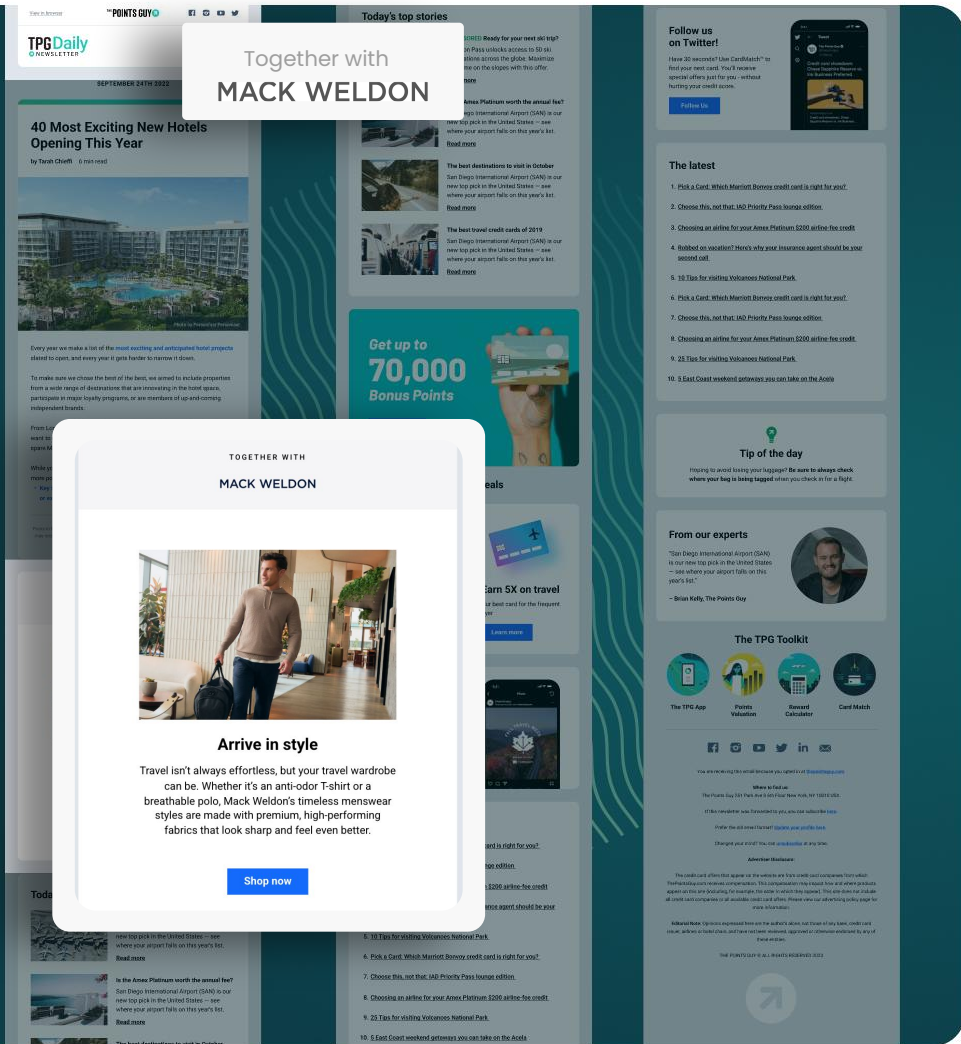
Open rate

Newsletter

Featured sponsored placement

Sponsor one of TPG's highly engaged newsletter franchises with a premium placement at the very top of the send.

This offering also includes a branded "Together with" module directly below the newsletter intro featuring custom imagery, messaging and a CTA tailored to your campaign goals.



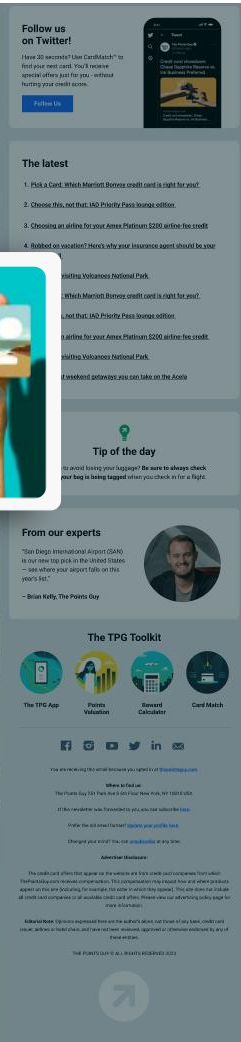
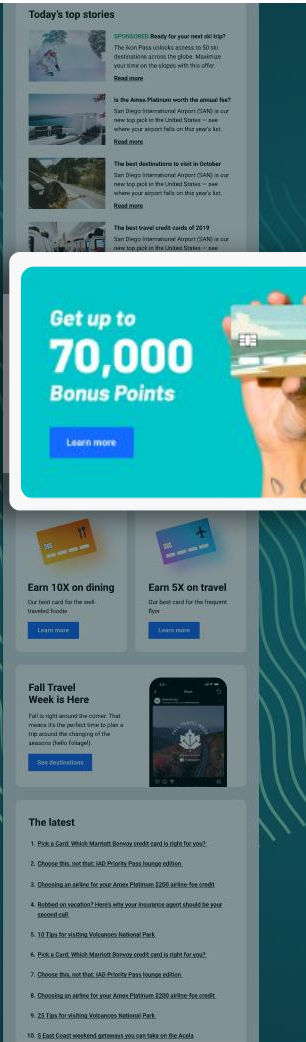
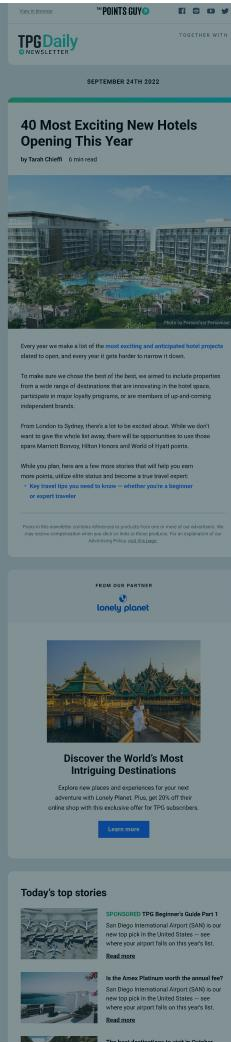
Newsletter

NEW!

Custom design placement

Designed to stand out while feeling native to the TPG reader experience, we'll collaborate with your team to create a custom newsletter module that blends your brand messaging with TPG's visual style and editorial environment.

Ideal for limited-time offers, product launches, seasonal campaigns and travel-focused promotions.



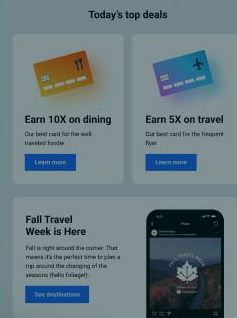
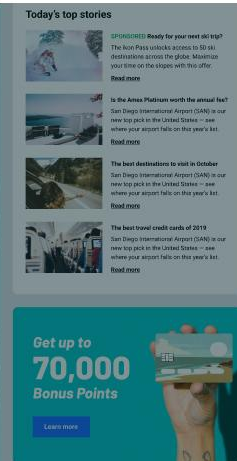
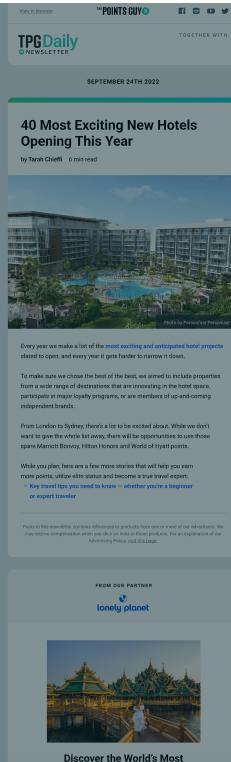
Newsletter

NEW!

Top stories amplification

Drive additional visibility to sponsored editorial content through TPG's prominent "Today's top stories" newsletter module.

This placement helps extend reach, increase traffic and keep your campaign front and center with high-intent readers.



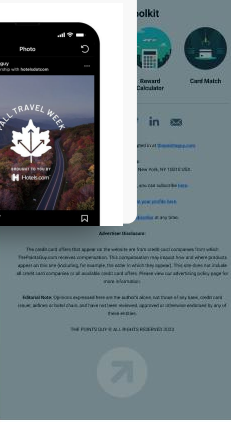
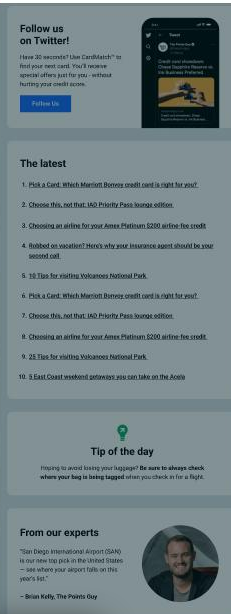
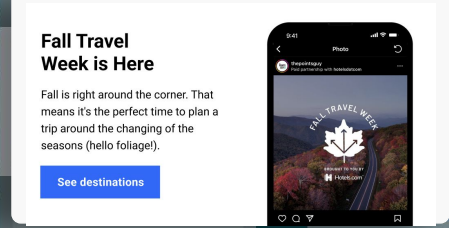
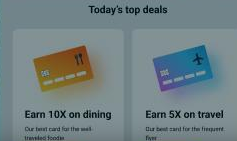
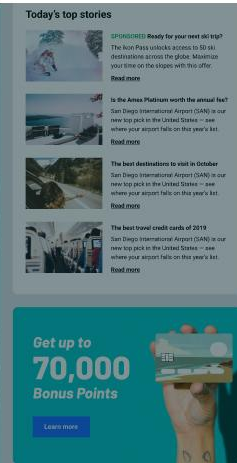
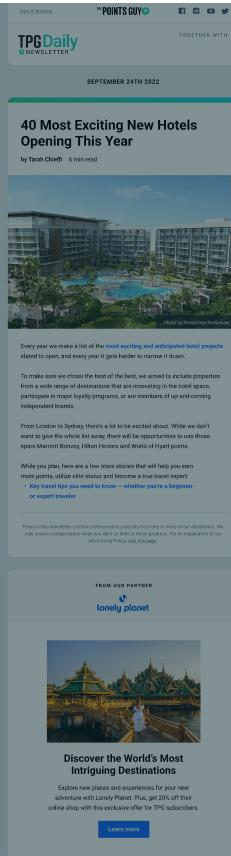
Social amplification

Extend the reach of your broader campaign by featuring sponsored social content directly within TPG newsletters.

This module can spotlight Instagram posts, Stories, TikToks or other social-first creative to drive additional engagement across platforms.

Newsletter

NEW!



Newsletter

NEW!

Sponsorship takeover

Sponsor a takeover across TPG Daily.

Choosing between the custom design or social feature block, a takeover extends your brand presence beyond a single placement, creating multiple branded touch points throughout the newsletter to maximize visibility.

Built for major announcements and high-impact moments.

Together with
MACK WELDON

40 Most Exciting New Hotels Opening This Year

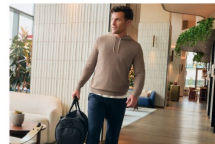
by David Claffett · 8 min read



Every year we make a list of the most exciting and anticipated hotel properties slated to open, and every year it gets harder to narrow it down.

To make sure we chose the best of the best, we aimed to include properties from a wide range of destinations that are innovating in the hotel space, per topics in major travel programs, or are members of up-and-coming independent brands.

TOGETHER WITH
MACK WELDON



Arrive in style

Travel isn't always effortless, but your travel wardrobe can be. Whether it's an anti-odor T-shirt or a breathable polo, Mack Weldon's timeless menswear styles are made with premium, high-performing fabrics that look sharp and feel even better.

[Shop now](#)

Today's top stories



SPONSORED TPG Beginner's Guide Part 1
San Diego International Airport (SAN) is our new top pick in the United States — see where your airport falls on this year's list.
[Read more](#)

[Read more](#)

The best destinations to visit in October

Today's top stories

- SPONSORED** Ready for your next ski trip? The best Pass options promise to let you destinations across the globe. Maximize your time on the slopes with two offer.
[Read more](#)
- Is the Amex Platinum worth the annual fee? San Diego International Airport (SAN) is our new top pick in the United States — see where your airport falls on this year's list.
[Read more](#)
- The best destinations to visit in October San Diego International Airport (SAN) is our new top pick in the United States — see where your airport falls on this year's list.
[Read more](#)
- The best travel credit cards of 2019 San Diego International Airport (SAN) is our new top pick in the United States — see where your airport falls on this year's list.
[Read more](#)

Option 1

Get up to
70,000
Bonus Points

[Learn More](#)



- Earn 10X on dining**
The best card for the most traveled foodies
[Learn more](#)
- Earn 5X on travel**
The best card for the most traveled foodies
[Learn more](#)

Option 2

Fall Travel Week is Here

Fall is right around the corner. That means it's the perfect time to plan a trip around the changing of the seasons (hello foliage).

[See destinations](#)



The latest

- 1. Pick a Card, Which Marriott Rewards credit card is right for you?
- 2. Choose this, not that: H&M Priority Pass lounge edition
- 3. Choosing an airline for your Amex Platinum \$200 airline fee credit
- 4. Robbed on vacation? Here's why your insurance agent should be your second call
- 5. 10 Tips for visiting Yellowstone National Park
- 6. Pick a Card, Which Marriott Rewards credit card is right for you?
- 7. Choose this, not that: H&M Priority Pass lounge edition
- 8. Choosing an airline for your Amex Platinum \$200 airline fee credit
- 9. 25 Tips for visiting Yellowstone National Park
- 10. 6 East Coast weekend getaways you can take on the Amex

Follow us on Twitter!

Have 30 seconds? Use CardMatch™ to find your next card. You'll receive special offers just for you, without hurting your credit score.

[Follow us](#)



The latest

- 1. Pick a Card, Which Marriott Rewards credit card is right for you?
- 2. Choose this, not that: H&M Priority Pass lounge edition
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- 6. Pick a Card, Which Marriott Rewards credit card is right for you?
- 7. Choose this, not that: H&M Priority Pass lounge edition
- 8. Choosing an airline for your Amex Platinum \$200 airline fee credit
- 9. 25 Tips for visiting Yellowstone National Park
- 10. 6 East Coast weekend getaways you can take on the Amex

Tip of the day

Trying to avoid losing your luggage? Be sure to always check where your bag is being tagged when you check in for a flight.

From our experts

"San Diego International Airport (SAN) is our new top pick in the United States — see where your airport falls on this year's list."

— Brian Kelly, The Points Guy



The TPG Toolkit



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The card(s) and offers that appear on this website are for informational purposes only and are not intended to constitute an offer or a recommendation. This compensation may impact how and where products appear on this site, including the order in which they appear. The site does not include all cards and companies or all available credit offers. Please see our advertising policy page for more information.

Advertise with us: We are not affiliated with any of the banks, credit cards, or other financial products, and we are not affiliated with any of the banks, credit cards, or other financial products.

The Points Guy is a U.S. Equal Housing Lender.



Newsletter

Dedicated send

Reach TPG's highly engaged newsletter audience with a dedicated email featuring complete share of voice. Our team will work alongside your brand to craft a curated send that highlights your product, offer or campaign through the trusted lens of The Points Guy.

Built for launches, major announcements, limited-time offers and high-impact moments.

[View in browser](#)

THE POINTS GUY

TOGETHER WITH
AMERICAN
EXPRESS



Explore the refreshed Amex Business Platinum Card

The Business Platinum Card® from American Express has long been the king of business rewards cards — and now it's even better. Thanks to a recent refresh, it offers more value and benefits than before — and hasn't lost any of what we already love.

The Business Platinum Card's premium travel and business-related statement credits and memberships now provide more than \$3,500 in annual value. As a card member, you'll receive new benefits, including up to \$600 in annual hotel credits, and enhanced perks, like up to \$1,150 in Dell Technologies credits each year (enrollment required; terms apply).

And of course, card members will continue to receive exclusive access to The Global Lounge Collection and Fine Hotels + Resorts.

Learn how you can access over \$3,500 in annual value with benefits and eligible purchases across travel, business and more with the Business Platinum Card.

[Learn more](#)

THE POINTS GUY

TOGETHER WITH
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EXPRESS



Explore the refreshed Amex Business Platinum Card

The American Express Platinum Card® is one of the most premium cards available, and it just got some major upgrades. It hasn't lost any of the benefits we already loved, and now it has even more value than ever before!

Across travel, dining, entertainment, shopping and more, the Platinum Card provides access to over \$3,500 in annual value.

And of course, card members enjoy excellent access to premium airport lounges worldwide. Plus with Fine Hotels + Resorts® and The Hotel Collection you can make your next trip even more memorable with over 3,000 hotels to choose from — all handpicked with high standards (terms apply).

Learn how you can access over \$3,500 in annual value with benefits and eligible purchases across travel, dining, entertainment, shopping and more with the Platinum Card (terms apply).

[Learn more](#)

Partnership offerings

Targeted email journeys

New in 2026, your brand can **own** a custom always-on, behavior-triggered email series designed to reach an exclusive high-intent audiences at peak planning moments with precision and scale.

How it works: The TPG team works hand-in-hand with your brand to define content on various sends, build timelines, and set your audience—giving you *exclusive* use of that segment.

Example email journey for your brand



Entry signal

User views Brand and/or relevant content on TPG.



Email 1 (Immediate) - Awareness



Email 2 (Day 5) - TPG testimonials



Email 3 (Day 12) - Offer

Measurement and Learning

Partnership offerings

Experiences

With years of producing events like The TPG Awards and smaller, more intimate gatherings, we've mastered connecting consumers and industry leaders with brands through engaging, memorable experiences. TPG can curate bespoke activations—from influencer dinners and press trips to destination events—led by our in-house travel experts.

- Fully custom travel events
- Custom brand dinners and happy hours
- Influencer events
- Travel-focused webinars



Experiences

Influencer trips

Anywhere from 5–8 total influencers traveling

The Points Guy has built relationships with top travel influencers and has tapped them to appear in content, travel to events and more. In 2026, we're taking those relationships further with curated influencer travel trips to destinations across the globe.

Direct brand/product mentions and integration in content

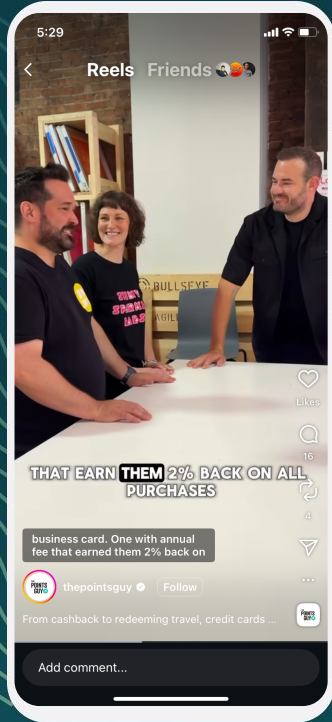
Your brand can own these influencer trips from start to finish. Whether you're an airline, hotel or product, we'll put the brand on full display and curate activities around the right theme.

TPG social coverage

Not only will influencers be posting, but we'll also layer on additional content from the TPG social channels chronicling the weekend, sourcing travel advice from influencers and more.

Client invites

During the last TPG Awards weekend, we hosted an influencer weekend in New York City that generated over 5M total organic social impressions and gave the influencers an experience they'll be talking about for years.



Experiences

Travel for social good initiative

For the past eight years, The Points Guy has been the exclusive sponsor of PeaceJam seminars worldwide. PeaceJam partners with Nobel Peace laureates to mentor students on driving community change. TPG helps fund travel for volunteers and laureates, demonstrating how powerful travel can be as a force for good.

- Full customization of featured sponsorship placement
- Amplification of an editorial article or social post/channel
- Potential distribution with ReachTV





Experiences

Morning show segment

If you're a fan of morning television, you've likely seen Brian Kelly and the TPG team sharing the latest travel trends and tips for making the most of every trip.

We'll leverage our established relationships with top shows to create a segment in partnership with your brand highlighting a timely trend or moment—seamlessly featuring your product or service.

- **Social integrations and/or audience prizing available based on the show**
- **Specific show placement not guaranteed, we'll work with various shows to find the right fit for the brand**



THANK YOU

We're grateful for your partnership and excited for what we'll build together in 2026.

THE POINTS GUY 