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

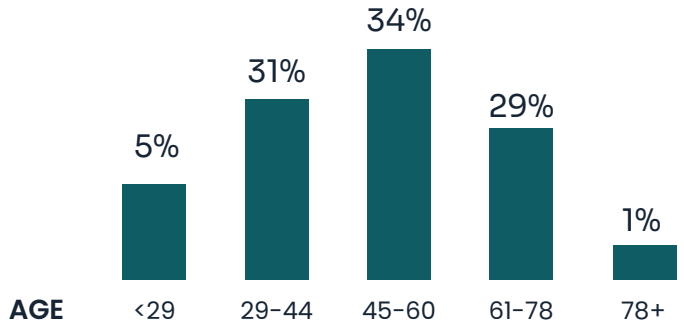
Consumers are increasingly turning to AI platforms for guidance on travel, credit cards, rewards and loyalty programs.

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 · BBC · 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

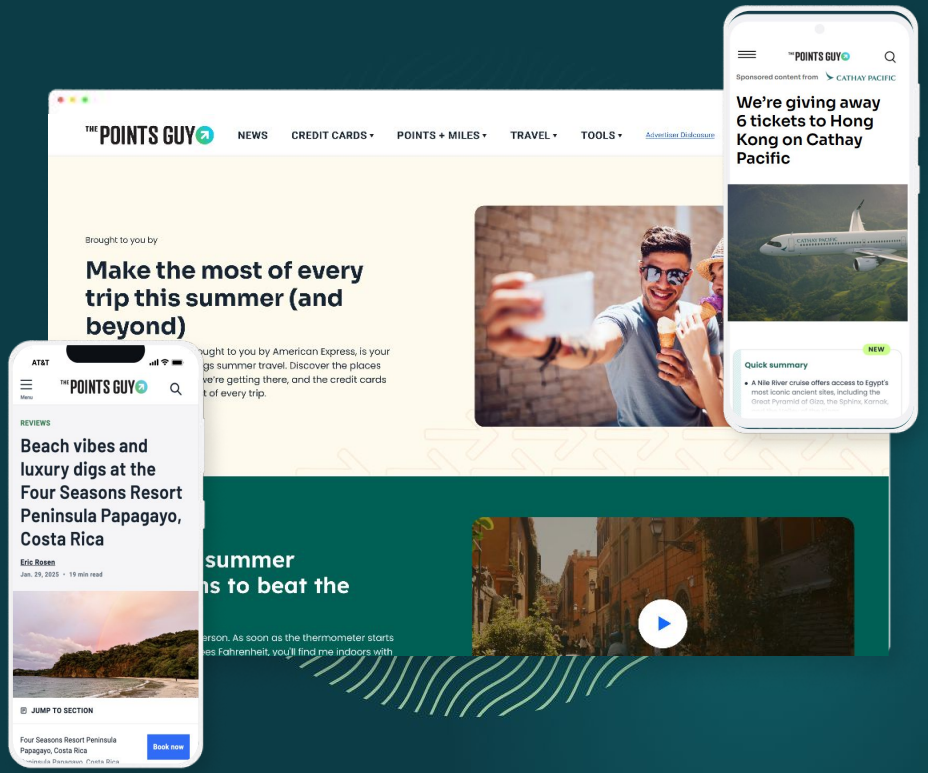
Utilizing TPG's trusted expertise, guide customers through key benefits, rewards and features after sign-up helping them get more value from their card, loyalty program or travel product.

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.

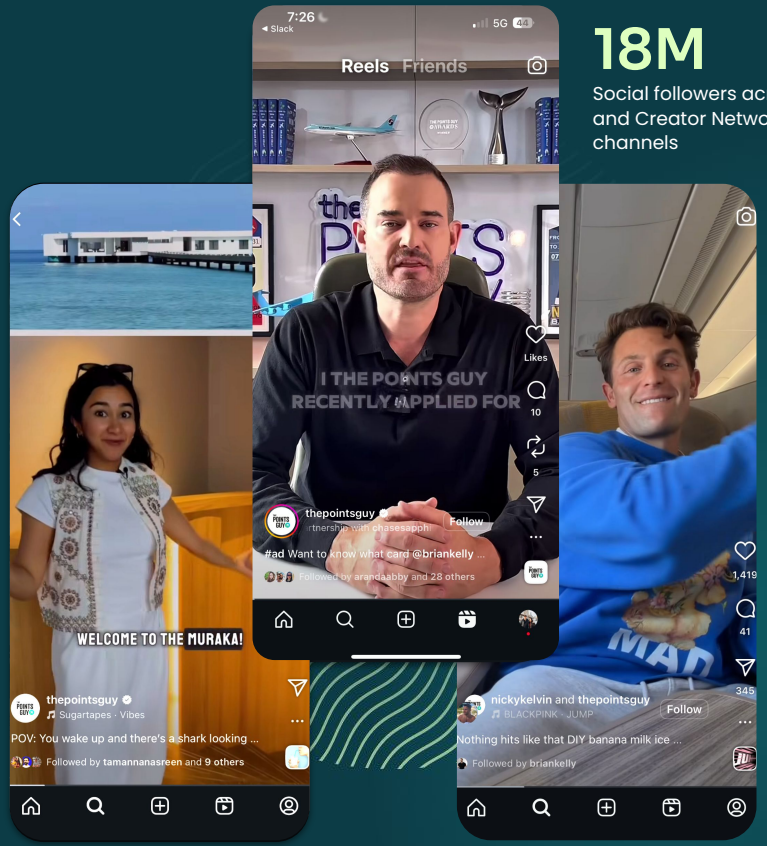
Partnership offerings

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.**

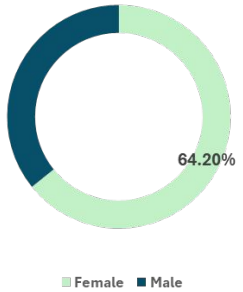
6% TPG Social Engagement Rate

2.2M	2.1M	725K	549K	28K	810K

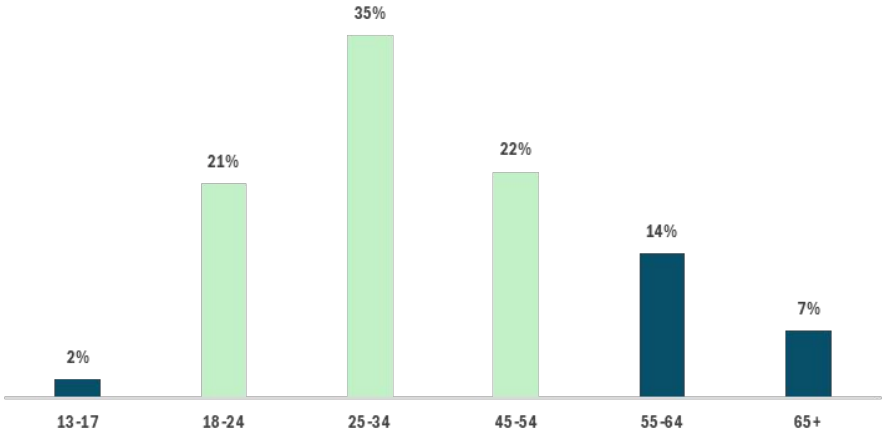
Top Markets

- 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)



@hudsonandemily

1.3m followers



@oneikaraymond

459k followers



@ pointsbyj

385k followers

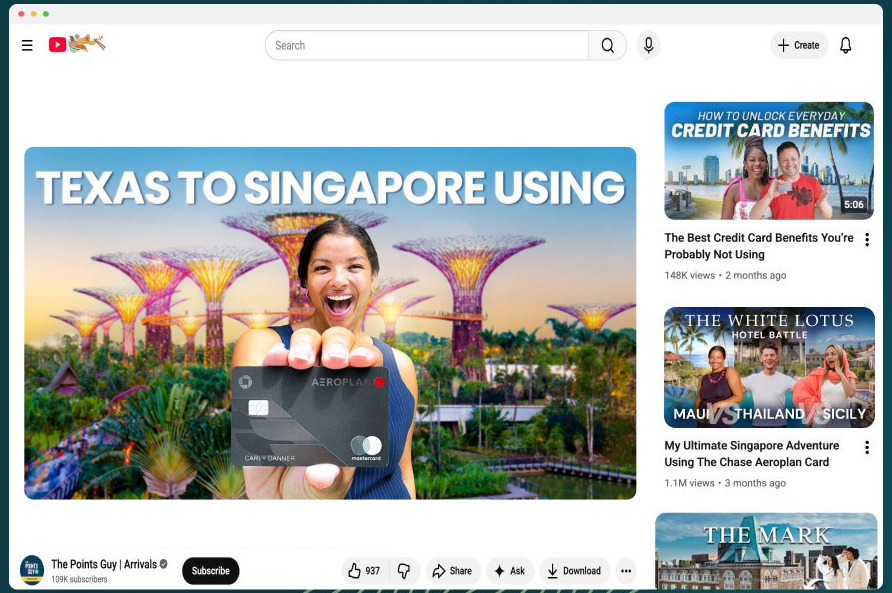
Partnership offerings

Video

1.1B Audience reach across platforms

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.

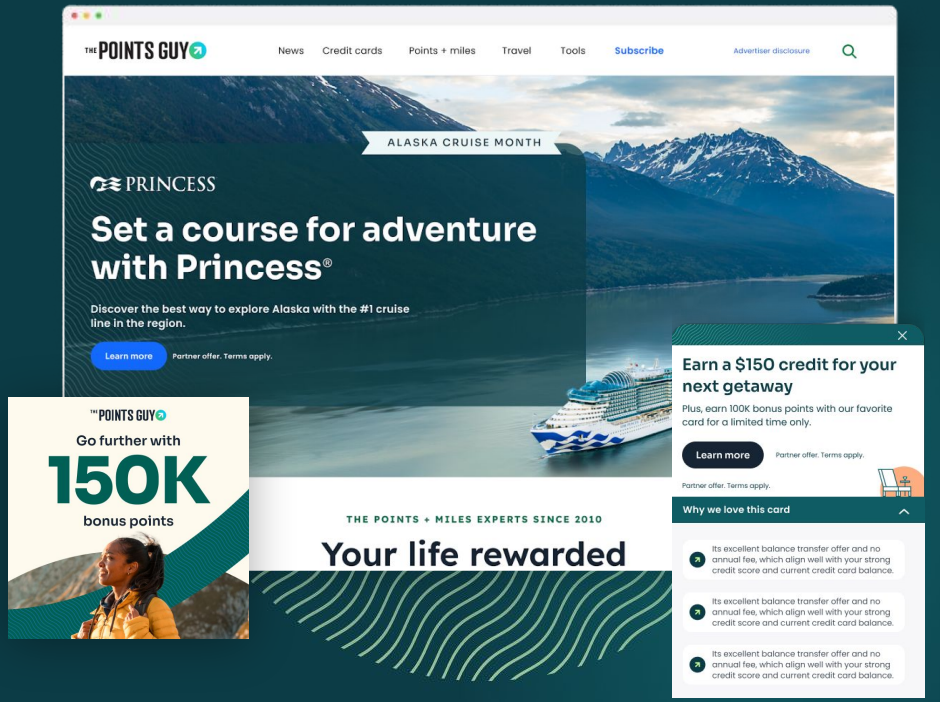
Partnership offerings

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.

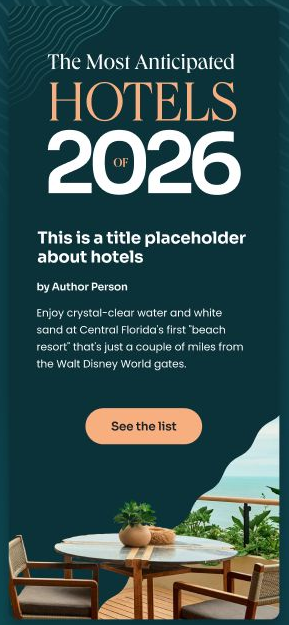
Partnership offerings

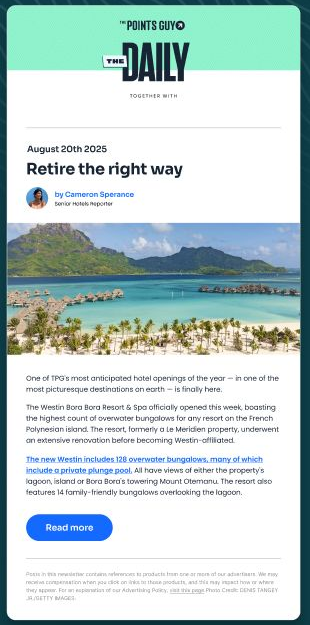
Newsletter

1.8M Unique newsletter subscribers

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.

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 dinnersand happy hours
- Influencer events
- Travel-focused webinars









See appendix for additional details.



THANK YOU

Interested?
For availability and partnership opportunities, contact partnerships@thepointsguy.com

THE POINTS GUY