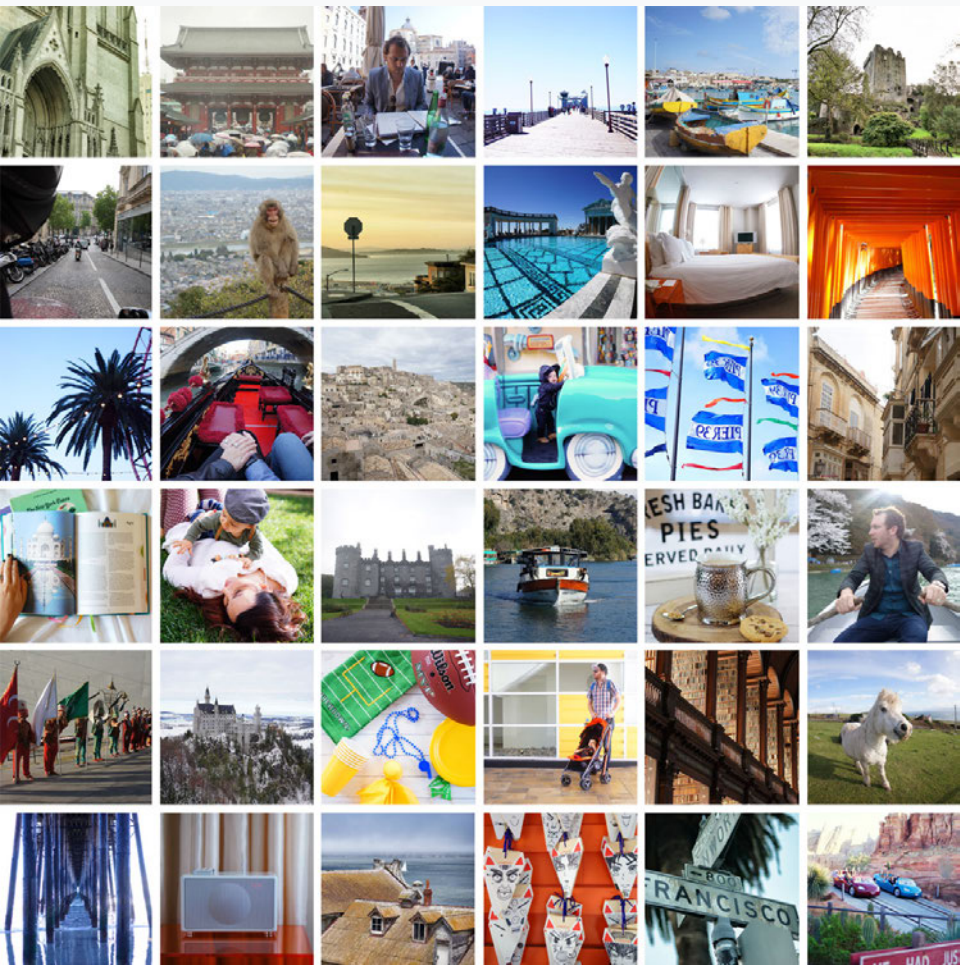




INFLUENCE AND EXPERIENCE

After years of traveling the world and experience as executives in the media industry, Sarabeth and Tyler McElhaney decided to launch a unique and influential network of social and influential blogs. The results have been overwhelming.





TRAVEL THROUGH PHOTOGRAPHY

From Malta to Canada, Germany to Turkey, Sarabeth and Tyler's travels have been documented through vivid professional photography, emotional film, and viral stories and tips.

THE NEXT STEP

With the launch of their first two websites and social networks in 2015, Sarabeth and Tyler have turned their attention toward promotion of the things they love: traveling the world and sharing their experiences with their constant growing follower base.

OUR GOALS

- 01 **SHARE EXPERIENCES:** This venture is successful because we are lucky enough to share our unique experiences with readers across the world
- 02 **INSPIRE:** We put maximum effort into making sure our travels are enviable. We constantly hear about friends and fans "copying" our trips because of this.
- 03 **EDUCATE:** In the short time that our son has been born, he has already traveled all across the US, Canada, and will be joining us in Europe soon. We want to show people that travel can continue and be enjoyable even with children.



41,827

MONTHLY UNIQUE REACH

THE NUMBER OF PEOPLE WHO VIEW OUR WEBSITES AND
SOCIAL MEDIA CHANNELS EACH AND EVERY MONTH.

DETAILS ON THEFEBRUARYFOX.COM

The February Fox was created and is curated by Sarabeth McElhaney. The popular blog focuses on a wide range of topics including lifestyle, travel, parenting, home tips, and food. Daily updates keep readers coming back every day interested in what new adventure the California family is embarking on.



SOCIAL STATS:

 INSTAGRAM FOLLOWERS: **4,787**

 TWITTER FOLLOWERS: **8,518**

 FACEBOOK FANS: **2,085**

 PINTEREST FOLLOWERS: **1,295**

 OTHER NETWORKS: **4,441**

*Total site and social monthly reach is determined by combined social followers and monthly unique visitors to thefebruaryfox.com.

WEBSITE STATS:

MONTHLY UNIQUE VISITORS: **7,394**

MONTHLY PAGEVIEWS: **25,184**

TOTAL SITE & SOCIAL
MONTHLY REACH*:

28,520



DETAILS ON TYNOLGY.COM

Tynology was launched by Tyler McElhaney shortly after the success of The February Fox and caters to male readers. Focused on technology, culture, travel, and lifestyle, Tynology allows readers to discover things and places through the eyes (and lens) of the new father.



TYLER MCELHANEY - HUSBAND, FATHER AND ENTHUSIAST

SOCIAL STATS:

WEBSITE STATS:

MONTHLY UNIQUE VISITORS: **5,524**

MONTHLY PAGEVIEWS: **13,436**

TOTAL SITE & SOCIAL
MONTHLY REACH*:

13,307



INSTAGRAM FOLLOWERS: **2,006**



TWITTER FOLLOWERS: **3,036**



FACEBOOK FANS: **836**



PINTEREST FOLLOWERS: **498**



OTHER NETWORKS: **1,407**

*Total site and social monthly reach is determined by combined social followers and monthly unique visitors to tynology.com.

WHO WE ARE

+



SARABETH MCELHANEY

THE FEBRUARY FOX

Sarabeth, a writer at heart, began her career **freelance writing** for several magazines in California. Within two years, she had advanced to become the **Editor of over a dozen local lifestyle publications** and managed a fast-paced editorial department. Growing her personal social following through travels with her new husband (Tyler),



Sarabeth launched **The February Fox** shortly after having their first son and hasn't looked back.



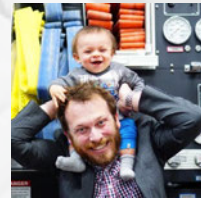
TYLER MCELHANEY

TYNOLOGY

Tyler's public image was catapulted with **musical success** and his love for travel was fed by touring internationally for several years. After meeting Sarabeth, the two settled in San Diego and Tyler began his



career as a **Creative Director, Photographer, and Videographer**, working



with both print and digital mediums. Capitalizing on his still present worldwide following, he was able to launch **Tynology** and share his passion with readers across the world.

WHO WE HAVE WORKED WITH

We love to work with brands, resorts, tours, and products. Most influence articles and promotion are paid, but we also enjoy trading accommodations or travel assistance for promotional blog articles and social posts.



EVE MATTRESS



DISNEY



HALLMARK



NBC UNIVERSAL



CARE.ORG



COCA-COLA

ADDITIONALLY:

AMAZON
THREDUP
BLUE CHAIR BAY RUM
SUN BASKET
ESSENCE MAKEUP
TARGET
WALMART

GENERAL MILLS
GERBER
JOHNSON & JOHNSON
MEZZETTA
DESIGN HISTORY
RAGU
BARILLA

ZIPLOC
CHOBANI YOGURT
A2 MILK
BETTY CROCKER
REYNOLDS WRAP
GLADE
SILK'N

PEPPERIDGE FARM
ESTANCIA WINE
NICKELODEON
PARTY CITY
FOSTER FARMS
ZONEPERFECT
DESITIN

MARIE CALLENDAR'S
REDDI WIP
SMITH & NOBLE
FIRST 5 CALIFORNIA
HUGGIES
PAMPERS
FOX

EXPOSURE FOR YOUR BRAND

IN TRADE FOR ASSISTANCE DURING OUR TRAVEL, WE ARE ABLE TO PROVIDE EXPOSURE ON SEVERAL MEDIUMS TO TENS OF THOUSANDS OF READERS.

THESE CAN INCLUDE:

BLOG POST ON THE FEBRUARY FOX

AT LEAST ONE FULL ARTICLE ABOUT OUR EXPERIENCE WITH YOUR BRAND, FOCUSED ON FEMALE READERS.

SOCIAL POSTS

UPDATES ON OVER 20 DIFFERENT SOCIAL NETWORKS FROM BOTH PLATFORMS.

HONEST REVIEWS

UNBIASED REVIEWS ON TRAVEL REVIEW SITES LIKE TRIPADVISOR, PLUS REVIEWS IN PUBLISHED ARTICLES.

SYNDICATION

PRE- & POST-TRIP SOCIAL POSTS, AS WELL AS UPDATES AND FUTURE ARTICLES WITH RECOMMENDATIONS AND CREDIT TO YOU.

01

03

05

07

02

04

06

08

BLOG POST ON TYNOLGY

AT LEAST ONE FULL ARTICLE ABOUT OUR EXPERIENCE WITH YOUR BRAND, FOCUSED ON MALE READERS.

PROFESSIONAL PHOTOS

BOTH GENERIC AND STAGED PHOTOS CAN BE PROVIDED IN FULL RESOLUTION FROM OUR EXPERIENCE WITH YOUR COMPANY.

VIDEO & CREDIT

EACH TRIP IS ACCOMPANIED BY ONE OR MORE FEEL-GOOD FILMS ABOUT OUR EXPERIENCE. YOU WILL BE FEATURED, CREDITED, AND THANKED.

ADVERTISING SPACE

WE ARE ABLE TO PROVIDE SPECIAL ADVERTISING SPACE ON BOTH WEBSITES IF REQUESTED.



HAVE AN IDEA?

WE'RE OPEN TO "OUTSIDE THE BOX" WAYS TO HELP PROMOTE YOUR BUSINESS OR BRAND!

PROFESSIONAL VIDEO **WITH CREDIT & THANKS**

We've included travel videos from the past as examples of the quality and effort we put into our productions (independent of collaborations with brands). Any videos for this project are to include extensive credit for all locations and businesses, written and visual special thanks for any collaborative companies.



[CLICK HERE TO WATCH](#)

IRELAND

In October of 2013, Tyler and Sarabeth traveled to the "Emerald Isle" on a personal vacation. Inspired by the culture and heritage of the country, the couple shared their experiences to their eager followers. It was around this time that the idea of The February Fox and Tynology first took shape.



[CLICK HERE TO WATCH](#)

JAPAN

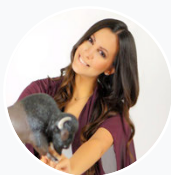
Just a few short months after their Ireland trip, the couple embarked on a journey across the Pacific to Tokyo, Kyoto, and Osaka. It was just a few short weeks after that Tyler and Sarabeth learned that they were expecting their first son, Fox, whose name was inspired by the Fushimi Inari Shrine in Kyoto.

THANK YOU!

WE LOOK FORWARD TO WORKING TOGETHER

QUESTIONS?

FEEL FREE TO CONTACT US:



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