

THE Saltlife FAMILY



MEDIA KIT | [THESALTLIFEFAMILY.COM](https://thesaltlifefamily.com)
Tropical travel content built for families, couples, and women ready to go.

THE *SaltLife* FAMILY

Hi, we're Cari and Monty, the duo behind The Salt Life Family.

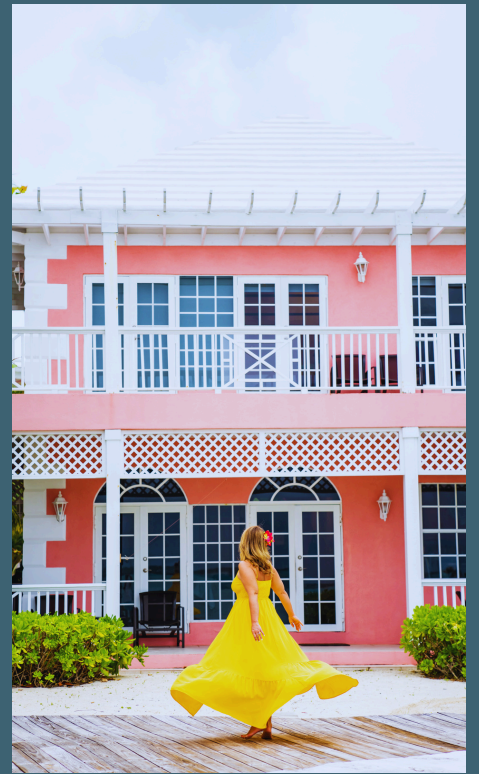
We spent years planning family vacations on a tight budget, and now that our daughters are grown, we've entered our "we worked hard for this" era. That means more couples getaways, the occasional luxury splurge, and solo trips where confidence matters as much as the ocean view.

Our audience comes to us for one thing: help choosing where to stay and how to plan an island escape that feels easy, safe, and worth the money.

What we're known for:

- Island-first recommendations, especially Caribbean and tropical destinations
- Practical planning, itineraries, what to book, what to skip
- Story-led content that feels aspirational but still useful
- Travel hacks, tips and tricks for island-hopping travelers





Social **STATS**

instagram



70.4K followers

85.5% women

14.5% men

1.2% - 18-24 years

9.6% - 25-34 years

34% - 35-44 years

35.2% - 45-54 years

16% - 55-64 years

4.0% - 65+

73.7% USA

1.7% AUSTRALIA

4.3% UK

5.3% CANADA

7.6% engagement rate

4M monthly views

318K monthly impressions

4.7K monthly saves

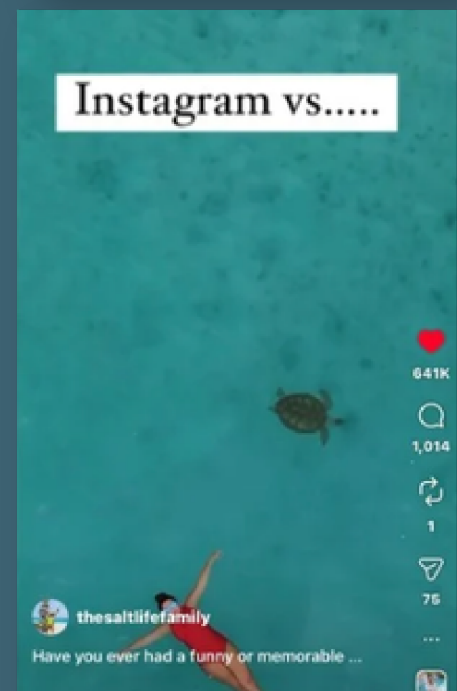
57K monthly shares

1.8K monthly reposts

TikTok



7.8K followers



Your paragraph
text

Audience **ASKS**

Our audience is planning trips, not just scrolling.

They come to us for recommendations, itinerary help, and "tell me what's actually worth it" guidance for island escapes and Caribbean getaways.

Primary audience

- Women 35-60
- Couples planning beach escapes
- Empty nesters in their "we've earned this" era
- Solo female travelers who want safe, simple,
- gorgeous destinations

Secondary audience

- Families planning tropical breaks
- Caribbean repeat travelers
- Friends planning girls getaways

What our audience asks us for most


- Where to stay, and which room category is worth booking
- What to do in 5-7 days, with a realistic itinerary
- Local tips that save time, money, and stress
- Safety and logistics for solo & family trips


Testimonials


[View profile](#)

6:23 PM

We are going to Long Island, Bahamas in November. Your content inspired us to go. You have a post of a beautiful sandbar. Did you rent your own boat or did you go on a tour?



Message...    

For you 

 **sally_baumann** 9m

We have planned two tropical trips (Turks & Caicos and Jamaica) around two of your posts/itineraries. Both were a slam dunk!

[Reply](#) [Hide](#)

 **sally_baumann** 9m 

We have planned two tropical trips (Turks & Caicos and Jamaica) around two of your posts/itineraries. Both were a slam dunk!

[Reply](#) [Hide](#)


Comments 

Top Comments 

 **chasingfamilyadventure** I love your dress! I think I'm just going to start booking all my trips off you guys! 


4m [Reply](#) [Message](#)

 [Reply to chasingfamilyadv...](#)

 Liked by **tikipondasea** and **59 others**

rouwho_ This was probably one of my favorite parts of this trip! The cutest colorful happy little tiki boat @tikipondasea took us out on the crystal clear ocean while keeping our drinks full and our smiles wide to a little deserted island called Booby Cay. The staff was amazing. We got to explore the island a bit while they prepared for us the most delicious fresh caught lobster!!! I loved every part of this. Found out about it from just Instagram research! (@thesaltlifefamily thank you so much for the rec and for answering all my questions!)

#tikipondasea #jamaica #travel #travelgram #travelbucketlist #travelideas

 **leyfamily_travel_explorers** commented: [@thesaltlifefamily](#) thank you! Your trip reminded us of the beauty of Jamaica and inspired us to go back! It's definitely a place we will return again in the future. 10s 

Good afternoon! Would you mind sharing your grand cayman Airbnb info?

Side note- we went to Turks and Caicos in April with our 3 young kids and your recommendations were incredible!!! We loved da conch shack, did a catamaran snorkel tour, and explored Taylor bay beach, per your recommendation. It was a phenomenal trip, thank you for paving the way for us! We are Airbnb people, and had a great experience in TCI, and hope we can find a comparable Airbnb in grand cayman!

You follow each other on Instagram
You both follow [travel.with.tess](#) and 76 others

[Learn about business chats](#)

[View profile](#)

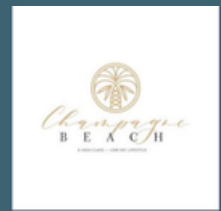
6:23 PM

We are going to Long Island, Bahamas in November. Your content inspired us to go. You have a post of a beautiful sandbar. Did you rent your own boat or did you go on a tour?

 **katie.dundas** commented: [@katie.dundas](#) [@thesaltlifefamily](#) also booked Tiki Pon Da Sea thanks to your posts about it! 🍹 14m 

 **katie.dundas** commented: We're staying here for our honeymoon this summer! Can't wait 🍹 15m 

Brand PARTNERSHIPS

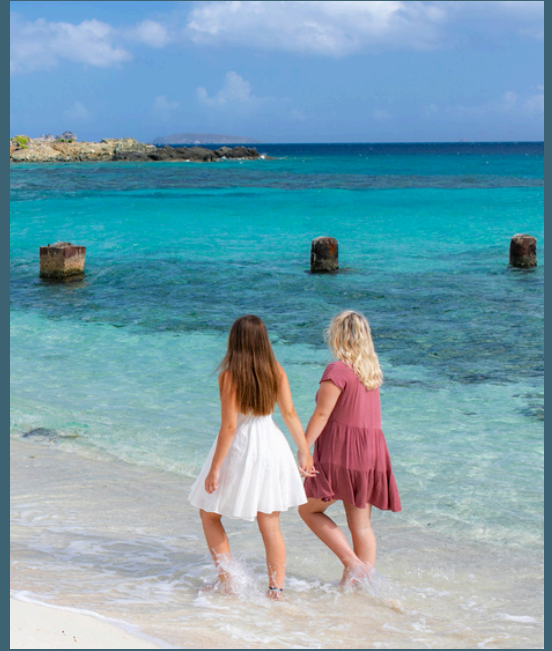


"THE POSTS CARI MADE FOR US BOOSTED OUR ENGAGEMENT & INTRODUCED US TO A BRAND NEW AUDIENCE"

- BVI Tourism

"MONTY AND CARI EXCEEDED MY EXPECTATIONS! THEIR REELS HELPED TO INCREASE MY VACATION RENTAL BOOKINGS"

-Margaret, Sea Star Villa Owner



Partner OPPORTUNITIES



CORE DELIVERABLES

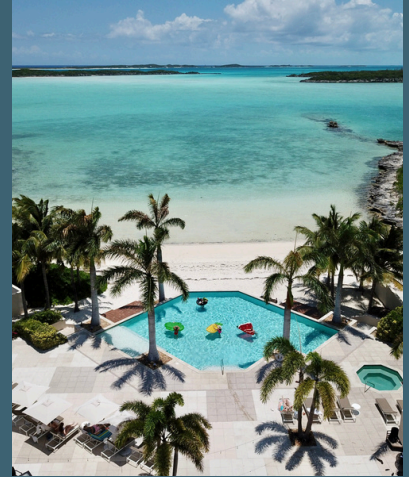
- Instagram Reels, Stories, carousels
- TikTok videos
- Blog posts (SEO-driven, evergreen booking traffic)
- Google and TripAdvisor reviews (when relevant)

COLLABORATION TYPES

- Paid campaigns
- Hosted stays with contracted deliverables
- UGC creation for brand channels
- Long-term ambassador partnerships



THE Saltlife FAMILY



cari@thesaltlifefamily.com
[@thesaltlifefamily](https://www.instagram.com/thesaltlifefamily)
+1 (405) 245-1315
www.thesaltlifefamily.com

