



MEDIA KIT 2026

Window Seat Preferred

Premium airline reviews, aviation insights
and travel experiences

ABOUT

Window Seat Preferred

Window Seat Preferred is an independent travel platform focused on airline experiences, airport lounges and premium travel. Through detailed first-hand reviews and practical travel insights, the platform helps travellers make better decisions about how and where they fly.

Founded by Irish travel blogger Andy McFarlane, Window Seat Preferred combines aviation enthusiasm with real-world travel experience across airlines, lounges and destinations worldwide.

The platform combines storytelling, photography and analysis to create content that is both informative and engaging.



Airline business class reviews



Airport lounge reviews



Aircraft seat guides



Destination & hotel reviews



Aviation insights & trends

AUDIENCE & REACH

By the Numbers

127K+

ANNUAL PAGE VIEWS

85K+

ANNUAL READERS

3.7M+

GOOGLE SEARCH IMPRESSIONS

67K+

SEARCH CLICKS / YEAR

16K+

INSTAGRAM FOLLOWERS

Search Visibility

Window Seat Preferred content appears regularly in Google search results for high-intent travel queries. Readers discover the platform when researching airline products, airport lounges and travel planning.

SEO-Driven Content

The site features SEO-driven evergreen travel content that continues to attract readers researching airline cabins, lounges and travel experiences long after publication.

Audience Profile

Top Locations

 Ireland	 United Kingdom
 United States	 Australia
 Singapore	 Malaysia
 Germany	 Canada

Reader Profile

- Frequent flyers
- Aviation enthusiasts
- Premium leisure travellers
- Airline loyalty programme members
- Professionals travelling internationally
- Travellers researching cabins & destinations

Audience demographics include a balanced gender split and a core audience aged **25-44**.

CONTENT

Top Performing Content



Most Read Articles

- 01 The Martello Lounge Dublin Airport – Review
- 02 Lufthansa Business Lounge Frankfurt – Review
- 03 Etihad 777 Business Class Dublin to Abu Dhabi – Review
- 04 Batik Air Business Class Review
- 05 Etihad Business Class Kuala Lumpur to Abu Dhabi – Review
- 06 The Boru Lounge Shannon Airport – Review

Top Search Queries

- 🔍 Etihad business class review
- 🔍 Batik Air business class review
- 🔍 Martello Lounge Dublin Airport
- 🔍 Etihad 777 business class
- 🔍 Shannon Airport lounge

PARTNERSHIPS

Collaboration Opportunities

Window Seat Preferred partners with travel brands, tourism boards and hospitality companies to showcase destinations and travel experiences to an engaged audience.

Sponsored Destination Reviews

In-depth, first-hand destination features with photography and storytelling.

Airline Cabin Reviews

Detailed reviews of airline products, seats and cabin experiences.

Hotel & Resort Reviews

Authentic reviews of hotels, resorts and accommodation experiences.

Social Media Campaigns

Targeted content for Instagram and digital channels.

Brand Partnerships

Longer-term collaborations and ambassador-style partnerships.

Content Campaigns

Custom content campaigns and product features across platforms.

All partnerships are clearly disclosed and maintain the editorial integrity of the platform.

GET IN TOUCH

Let's Work Together

Andy McFarlane

Founder – Window Seat Preferred

Travel blogger and aviation enthusiast based in Ireland. Through Window Seat Preferred he shares detailed insights into airline cabins, airport lounges and travel experiences around the world.



windowseatpreferred.com



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