

WDW Prep School

ABOUT THE SITE

WDW Prep School was started by Shannon Albert in May 2012 to help people plan their Disney World trips as efficiently as possible.

After the website was created, a successful podcast was launched in 2013. The business now has a small team working to create and update content as it changes rapidly.

READER PROFILE

The average WDW Prep School reader is a female between the ages of 25 and 34 who has a strong interest in news and art/culture.

POPULAR TOPICS

- Disney World
- Family Travel
- Disney Cruise Line
- Universal
- Technology

SITE STATS

500-660K Monthly Unique Visitors

700K-1M Monthly Pageviews

42,000 Email List Subscribers

87% Female Readers

20,000 Podcast Downloads per Episode



ABOUT THE AUTHOR

After years of planning her own trips, Shannon Albert decided to combine her digital marketing background with her passion for trip planning and use that to help other people plan their own dream vacations to Disney World.

f **90,000**
@wdwprepschool

38,000
@wdwprepschool

p **70,000**
@wdwprepschool

60,000
@wdwprepschool

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WDWPREPSCHOOL.COM • SHANNON@WDWPREPSCHOOL.COM • (401) 379-4939