AERO'S FAMILY TRAVEL

AFFILIATE & PARTNERSHIP PACK 2026

Recommendation before commission.

A clear, family-first approach to commercial relationships - built around relevance, usefulness, inclusion and trust.

Our position	Aero's Family Travel is an independent, early-stage family-travel brand. We are open to carefully selected affiliate and partnership relationships, but commercial arrangements do not decide what Aero recommends to families.

Real families, brighter journeys.

Our approach to partnerships

Aero was created to help families prepare for travelling with children. That means any commercial relationship has to make sense in the context of real family journeys - not simply because a company offers commission, free products or payment.

We are still an early-stage brand. We do not present ourselves as having a large audience, guaranteed reach or proven sales volume that we have not yet earned. What we can offer is a clear family-travel focus, an expanding collection of useful resources, a willingness to test and learn, and a commitment to treating audience trust carefully as Aero grows.

Inclusion is part of the fit

Inclusive family travel was part of Aero's approach from the beginning; the current website work makes that commitment more explicit and discoverable. Potential partners should understand that Aero aims to serve families with different sensory, communication, sight, hearing, mobility, medical and support needs - including autistic and ADHD travellers, SEN families, blind and partially sighted people, and Deaf, partially deaf and hard-of-hearing people.

The rule that comes first	Recommendation before commission. Aero should be willing to recommend something because it is genuinely relevant and useful to families. A commercial relationship can support that recommendation; it cannot create it.

What a good fit looks like

Relevant to family travel	The product, service or organisation should solve a genuine problem, improve preparation, reduce stress or add appropriate value to a family journey.
Clear value for different families	We look beyond the offer itself and ask who it helps, what barrier it reduces and whether its claims are evidence-based.
Transparent relationship	Where content involves commission, gifted products, sponsorship or another material relationship, that connection should be disclosed clearly.
Room for independent judgement	Payment does not buy a positive opinion, guaranteed recommendation or silence about genuine limitations.

Partnerships Aero can consider

The right relationship may take different forms. We would rather choose a small number of relevant partnerships than fill Aero's channels with offers that do not belong there.

Potential areas

- Family travel products and practical travel accessories
- Child-friendly travel resources and services
- Airport, journey and destination services that genuinely help families
- Accessibility, sensory and SEN-supporting travel products or services
- Products or services that improve travel for blind or partially sighted, Deaf, partially deaf or hard-of-hearing, autistic or ADHD travellers
- Family travel technology and planning tools
- Publishing, children's travel and educational resources
- Relevant family experiences and travel-related organisations

Ways we may work together

Depending on the fit and stage of the relationship, this could include affiliate links, independent product testing, review copies, useful sponsored content, competitions, resource collaborations, research or parent-feedback projects, publishing opportunities, accessibility-focused testing, or longer-term partnerships.

Aero will not promise

Guaranteed praise	A review or test must remain genuine.
Guaranteed sales or reach	Aero is still growing and will not manufacture audience claims or performance promises.
Automatic promotion	Receiving a product, commission offer or partnership proposal does not guarantee coverage.
Recommendations we do not believe in	Trust is more valuable to Aero than a short-term commission.

Working with an early-stage Aero

Aero's value today is not a claim of huge scale. It is the opportunity to work with a focused family-travel project while its systems, resources and community are still being built. We are testing ideas with real families, learning from questions and feedback, and improving what we create rather than pretending the brand is further ahead than it is.

What Aero brings

- A clearly defined family-travel purpose
- A family-first editorial and commercial philosophy
- An inclusion principle that predates the current accessibility expansion
- Digital family-travel products and free resources already in development and use
- Social content across Facebook, Instagram, Pinterest and TikTok
- A website designed as the central home for Aero's family-travel ecosystem
- A test -> learn -> record -> improve approach to new ideas and partnerships

How we assess an opportunity

Before saying yes, Aero considers relevance to families, likely usefulness, product or service quality, evidence behind any claims, cost and value to the customer, accessibility and inclusion implications, transparency requirements, possible conflicts of interest, and whether the relationship fits Aero's current stage and priorities.

Disclosure & trust

If Aero may receive commission, payment, a gifted product or another material benefit from a recommendation or piece of content, the intention is to make that relationship clear to the audience. Commercial involvement should never be disguised as independent enthusiasm.

Trust slowly earned. **Never casually spent.**	That principle applies to commercial relationships just as much as it applies to Aero's advice and products.

Start a conversation

If your organisation serves travelling families and you think there is a genuine fit, tell us what you offer, who it helps, why you think it is useful to families, what type of relationship you have in mind, and any commercial terms or expectations that should be understood from the start.

Website: aerosfamilytravel.com
Email: contact@aerosfamilytravel.com
Social: Facebook, Instagram, Pinterest and TikTok: @aerosfamilytravel