

Condé Nast Traveller

Autumn/ Winter 2023
“On The Move” Campaign Deck



CONDÉ NAST

The logo for Condé Nast Traveller, featuring the words "Condé Nast" in a small, black, sans-serif font above the word "Traveller" in a large, bold, black, sans-serif font. A thin horizontal line is positioned below the text.

Condé Nast Traveller

TRAVEL

Condé Nast Traveller is the Number One authority on travel and luxury lifestyle. As the travel bible, it is an upmarket, glossy lifestyle magazine for people with a passion for travel. Our 140,000 readers are affluent, discerning individuals who are constantly in search of the ultimate holiday break. Condé Nast Traveller regularly addresses a broad range of holiday destinations - whether the reader's desire is for luxurious comfort or high octane adventure.

In recent years CNT has been working on a new look, with our editors not only focusing on luxury but also having a keen interest in the rustic/adventure holiday. Due to the new themes found in the magazine, Traveller has gone from strength to strength and is attracting a larger readership.

By partnering with CNT you can educate and influence an audience of wealthy, frequent travellers who are actively planning trips.

CONDÉ NAST



Condé Nast
Traveller

TRAVEL

Our readers go on
11 holidays a year,
pre-covid,
meaning an
appetite for travel
will be magnified

£2K

**SPEND ON
AVERAGE PER
PERSON PER WEEK
ON HOLIDAYS**

92% of Traveller
readers say
travelling
abroad is very
important to
them

£162K

**AVERAGE
TRAVELLER READER
HOUSEHOLD
INCOME**

Subscriptions
for our print
magazine have
risen by 4.2%
since March
2020

35%

**INTEND TO MAINTAIN
SPENDING WITHIN
THE TRAVEL SECTOR
DURING AND
POST-COVID**

72% of Condé
Nast Traveller
readers say our
pages are their
main media
influence

CONDÉ NAST

THREE ISSUE
CAMPAIGN

Our 'On The Move' advertorial campaign will run across the following issues:

November Issue (on sale 3rd October 2023)

This issue is one of our biggest selling collectors editions of the year as it includes our Reader's Choice Awards Results revealing our readers' all-time favourite hotels, countries, islands, airlines, airports, cruise lines, villa rental companies and tour operators in the UK, Europe & US.

December Issue (On Sale 9th November 2023)

This is the escape for winter sun special where our readers turn to our travel pages to book their last minute winter getaways and also look ahead to book their summer holidays.

January / February Issue (on sale 3rd October 2023)

Our exciting bumper collectors GOLD LIST issue is our editors annual roundup of their forever-favourite hotels from around the world! This years list goes beyond hotels, including exceptional experiences from cruises to restaurants to flights. This will be published across our 7 international editions. This is a BUMPER ISSUE, meaning you get two months of exposure, rather than the usual one month.

We work on a three-issue campaign basis to allow you to connect with our readership frequently, as the repetition breeds familiarity and increases the likelihood of a heightened engagement with your campaign.

ON THE MOVE...

TRAVELLER ADVERTISING FEATURE

Condé Nast
Traveller



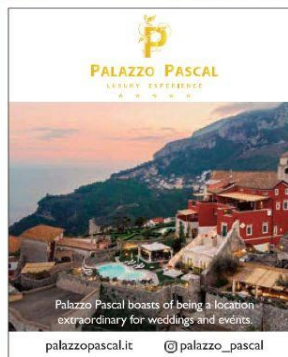
The luxury AAA-5 Diamond and Rainforest Certified Fairmont Mayakoba Riviera Maya resort is located in a private gated resort community, within 240 hectares of tropical forest intersected by crystal clear waterways and surrounded by a pristine Caribbean shoreline, 30 miles from the Cancun International (CUN) Airport, near the town of Playa del Carmen.

Fairmont
MAYAKOBA

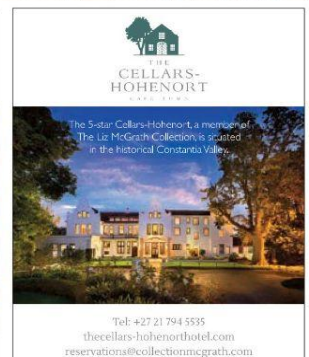
BOOK DIRECT AND SAVE

- * 10% OFF on your hotel rate.
- * 10% OFF in Food and Beverage (applicable to Hotel Restaurants, Bars, Beach, Pools & In-Room Dining).
- * 50% OFF on SPA Massages from 9 am to 3 pm.
- * Special Amenity upon arrival.

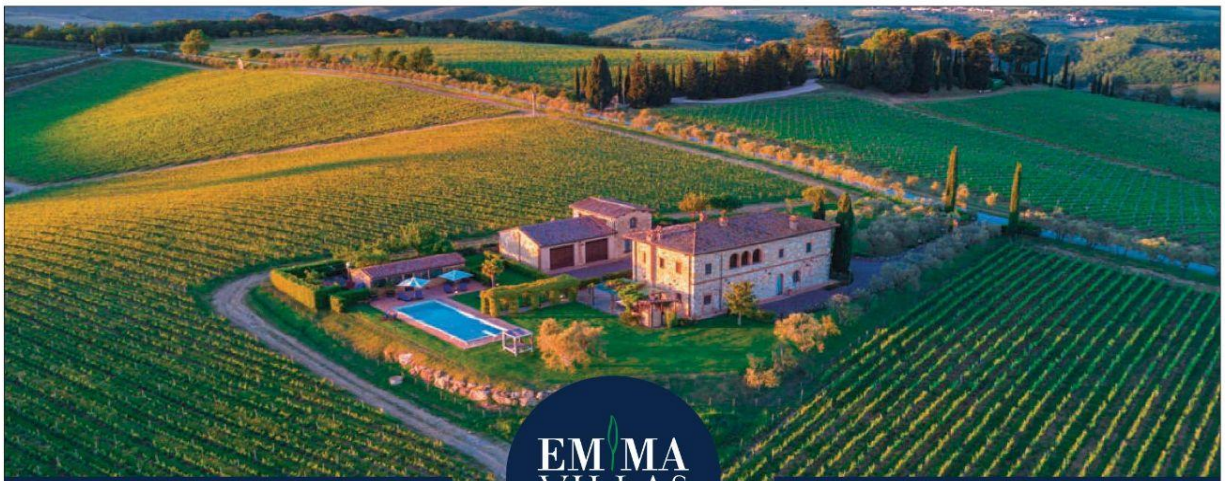
Visit us at
www.fairmont.com/mayakoba-riviera-maya/



palazzopascal.it @palazzo_pascal



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thecellars-hohenorthotel.com
reservations@collectionmcgrath.com



EMMA VILLAS
Villas for rent in Italy

"Beauty, nature, charm and care in every detail: all of Italy within an exclusive villa. Unforgettable memories..."

Mary - Spring 2022

Toll Free UK 0-800-404-7753

www.emmavillas.com

info@emmavillas.com

To appear on these pages, call 020 7152 3705 or email classtraveller@condenast.co.uk

PRINT CAMPAIGN
PRICING AND SIZING

1/16th page = £390 +VAT per issue

(reduced from £648 rate card)

see Palazzo Pascal on sample page

1/8th page = £780 +VAT per issue

(reduced from £1296 rate card)

see Sun Hat Villas on sample page

1/4 page = £1560 +VAT per issue

(reduced from £2592 rate card)

see Fairmont Mayakoba on sample page

Half Page = £3000 + VAT per issue*

(reduced from £5,184 rate card)

See Emma Villas on Sample Page

*the half page slot is subject to one prepayment of £3000 (this would cover the first June issue)

DIGITAL CAMPAIGN: ON THE MOVE

DIGITAL CAMPAIGN: ON THE MOVE

In order to feature in On The Move, you have to take part in our 3 issue print campaign as they work hand-in-hand and we have found it resonates a better response for our clients.

[On The Move](#) is a section on Condé Nast Traveller's website that promotes high end and unique hotels, holiday experiences and holiday fashions that we believe are well suited to our 1.9 million online unique users. Currently, there is only a 4% crossover of our print and digital readers meaning your brand would be showcased to 2 very large pools of our audience, our 140,000 loyal print readers as well as our 1.9 million online unique users.

CNT remains the ultimate authority on travel with inside track knowledge, unrivalled storytelling and compelling photography. Despite the pandemic, our traffic continued to grow throughout 2020 with a clear shift to more local content. Online, UK traffic to [cntraveller.com](#) is up by +52% y/y while traffic from our social channels is up +875%. We are investing in driving as much traffic to the online shopping platform as possible, making this a fantastic time to be involved! Our team are also working hard in order to drive SEO (search engine optimisation) and ensure that the platform is a success.

Your advert will be live for the duration of your print campaign. Please see below the price for this additional advertising platform:

DIGITAL SLOT = £200 +VAT per issue based on
you coming on board for 3 issues
1 image, 60 word write-up and hyperlinks to your
website and Instagram

ARTWORK PROCESS

Print artwork process

You are invited to update the image and text for each issue in your three-month campaign. From you, we will require the following:

- One [high resolution image](#). This can be changed for each issue you showcase in. Please ensure that you have the right/license to use any images supplied.
- Your [logo](#)
- [Contact details](#)
- [One sentence of text](#) (I would recommend keeping this to a minimum to allow for maximum use of the space for your image).

Please note that your copy is subject to editorial approval therefore minor edits may be made to align with our house style.

Once we have received the above, our in-house design team will create a proof which we will send across to you for your approval or amendments prior to the issue going to print.



Digital artwork process

You can use different artwork from your print campaign which allows you to showcase more of your brand to our readers online. For your digital artwork, we require:

- [High-resolution image](#) (3:2 ratio required, suggested 1920x1280) file size no larger than 5MB. Please ensure that you have the right/license to use any images supplied.
- Approximately [60 words of text](#)
- [Contact details](#)
- Link to your [website](#)
- Link to your [Instagram page](#) - please note that any social media handles displayed within your digital showcase must be for your own brand.

Please note that your copy is subject to editorial approval therefore minor edits may be made to align with our house style.

Artwork can be changed for each issue and we will send reminders of this. If you are not sure which image to showcase, feel free to send over a few and we can advise which is best and help you with our design team here.

PAYMENT & INVOICING

CONFIRMING YOUR SPACE

We reserve space on a first come, first served basis. So, if you would like to proceed, we would please require the following:

- **An invoicing address and telephone number**
- **Confirmation of the size you wish to secure**
- **If you also want to do the digital add-on package**
- **VAT code (if applicable)**

PAYMENT & INVOICING

You would not be required to pay anything upfront. You are invoiced on a month-by-month basis around the on-sale date of the issue and then have 30 days to pay. For example, the November issue goes on sale on the 3rd October, you would be invoiced within two to three weeks of this date and you then have 30 days to pay. Therefore, payment for the November issue will not be due until the end of October 2023.