

A photograph of a traditional bamboo structure, possibly a balcony or walkway, overlooking a lush tropical landscape. The structure is made of thick bamboo poles and has a thatched roof. In the background, there are palm trees and misty mountains. The overall scene is serene and natural.

Condé Nast
Traveller

UK Media Kit

1H 2022

CONDÉ NAST



Condé Nast Traveller

“Condé Nast Traveller is an opinionated voice on travel and culture, driving conversations around sustainability, inclusivity and transformation, showcasing the local and authentic, and a force for real connection and change.”

DIVIA THANI, GLOBAL EDITORIAL DIRECTOR

The focus for Condé Nast Traveller moving into 2022 is one of togetherness, the global made local. Spearheaded by the new Global Editorial Director Divia Thani, the ethos will be focused on people over places – the stories, experiences, craft and creativity of a destination’s people are what bring it to life. Across all editions, this sentiment will be present in both its pages and across its platforms.

4.7M

TOTAL REACH

140K

READERSHIP

2.7M

SOCIAL FOLLOWERS

1.9M

DIGITAL UNIQUES

£153K

AVERAGE HHI

84%

ABC1

£9.3K

AVERAGE ANNUAL SPEND ON TRAVEL

£8.4K

AVERAGE ANNUAL SPEND ON FASHION

Sources: PAMCo 1, 2021; Google Analytics (Jan-Dec 2020); ABC Jan-Dec 2020; Condé Nast Luxury Survey 2021

CONDÉ NAST



Condé Nast Traveller

BRAND
HIGHLIGHTS

THE FUTURE OF TRAVEL Using the power of our editorial voice Condé Nast Traveller encourages our readers to consider how to be better travellers, whether more sustainably through slow travel, supporting local communities or choosing destinations that have been struck by disaster and need the tourism industry to help rebuild. A theme that is carried through our print and online editorial features.

THE READERS CHOICE AWARDS The annual Readers Choice Awards voting took place in early 2020 with results being published across the UK and US editions in October, celebrating our readers' picks of the best countries, hotels, airlines, tour operators and cruise lines.

THE GOLD LIST AND HOT LIST Condé Nast Traveller's annual listings of the best classic and hottest new hotels from around the globe as chosen by our industry-leading editorial team.



Condé Nast Traveller

PRODUCTION SCHEDULE

ON SALE DATE	COPY DEADLINE	INSERTS DUE
MARCH 2022		
27 JAN 22	15 DEC 21	7 JAN 22
APRIL 2022		
3 MAR 22	31 JAN 22	11 FEB 22
MAY 2022		
31 MAR 22	28 FEB 22	11 MAR 22
JUNE 2022		
28 APR 22	24 MAR 22	6 APR 22
JULY/AUGUST 2022		
26 MAY 22	22 APR 22	6 MAY 22
SEPTEMBER 2022		
28 JUL 22	27 JUN 22	8 JUL 22
OCTOBER 2022		
1 SEP 22	29 JUL 22	11 AUG 22
NOVEMBER 2022		
4 OCT 22	1 SEP 22	14 SEP 22
DECEMBER 2022		
3 NOV 22	3 OCT 22	14 OCT 22
JANUARY/FEBRUARY 2022		
1 DEC 22	31 OCT 22	11 NOV 22

Condé Nast Traveller

PRINT RATE CARD

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SIZE/POSITION RATE (£)

LHP first 20%	13,743
LHP first 50%	13,843
LHP run of paper	12,468
RHP first 20%	13,964
RHP first 50%	12,964
RHP run of paper	12,468
DPS first 20%	26,066
DPS first 50%	24,643
DPS run of paper	23,696

IFC double page spread	37,311
First double page spread	35,274
First left hand	14,337
First right hand	14,961
Inside back cover	17,349
Outside back cover	20,971

PROMOTIONS

RATE CARD	SPACE	DESIGN
Single page	14,796	+ £1,501
DPS	29,593	+ £3,004

INSERTS

Scent strip / bound inserts	15,119
Loose inserts *from	*78 per '000



Condé Nast Traveller

DIGITAL AND WEB RATE CARDS

DIGITAL RATE CARD

FORMAT		RATE (£)
Billboard	970x250	50 CPM
Doublesky	300x600	50 CPM
Leaderboard	728x90	18 CPM
MPU	300x250	29 CPM

Sponsored newsletter (103,700 subscribers)	50
Solus email (48,121 subscribers)	150

BRANDED CONTENT

Native articles	from	15,000
Social	from	7,500

SPONSORSHIP RATES

Homepage takeover	5,000/week
Inspiration	20,000/week
Style & culture	4,050/week
Places to stay	9,250/week
Food & drink	10,500/week

CONTACT

NATALIE MOSS-BLUNDELL

natalie.moss-blundell@condenast.co.uk