

Wanderlust[®]



**Over
30 Years**

**of Taking The Road
Less Travelled**

MEDIA KIT 2024

WWW.WANDERLUSTTRAVELMEDIA.COM

About Us

Established in 1993, *Wanderlust* is the UK's longest-running travel-media brand



We are still proudly independent – and now available in 70 countries worldwide



Our UK and international audiences yearn for the 'road less travelled'



We have been exploring every corner of the world across a variety of media channels for over 30 years

#1 Consumer Travel Magazine in the UK

Officially audited by ABC (February 2024)



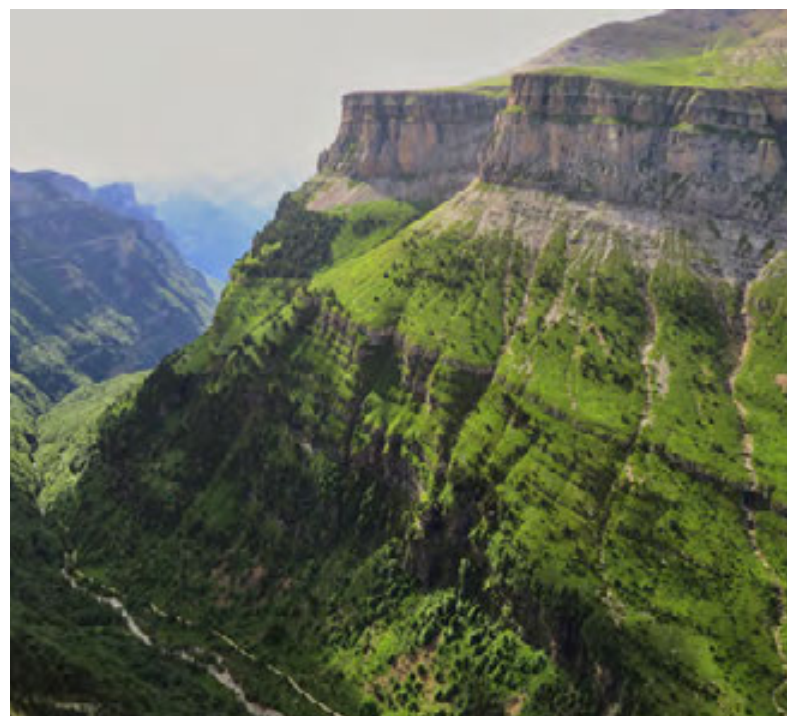
What We Cover



Thought-provoking editorial on **Indigenous tourism, culture, history and heritage**, alongside our unrivalled **nature, wildlife and adventure-travel** coverage



Off-the-beaten-path and off-season destinations and experiences around the world including **Asia, Africa, The Americas**, and **Australia** with enhanced coverage of **Europe**, the **USA** and the **Middle East**



Extensive coverage of **immersive, authentic and longer travel experiences** for those who care deeply about our planet and its people



A strong focus on responsible, sustainable travel through **The Travel Green List™** – the only annual list of its kind in the industry



Thorough reviews of **hotels, resorts and unique accommodation**, with an emphasis on **sustainability, authenticity and luxury**

Travelling Greener

Responsible, conscious and sustainable travel is at the heart of everything we do

- We don't cover large-scale cruise travel, Airbnb-style accommodation or all-inclusive beach, golf or ski breaks
- We don't focus on hotspots, 'tourist traps' or places that suffer from overtourism
- Sustainability is central to our coverage across multiple platforms
- *Wanderlust* has a dedicated Sustainability Editor overseeing all editorial coverage and external activities when it comes to sustainable travel

Internally

- Our magazine is printed on sustainable paper
- 
- We're working on making our website carbon neutral, including monitoring our servers' emissions
 - We offset all carbon emissions generated from travel by our commissioned writers and staff on an annual basis



The Travel Green List™

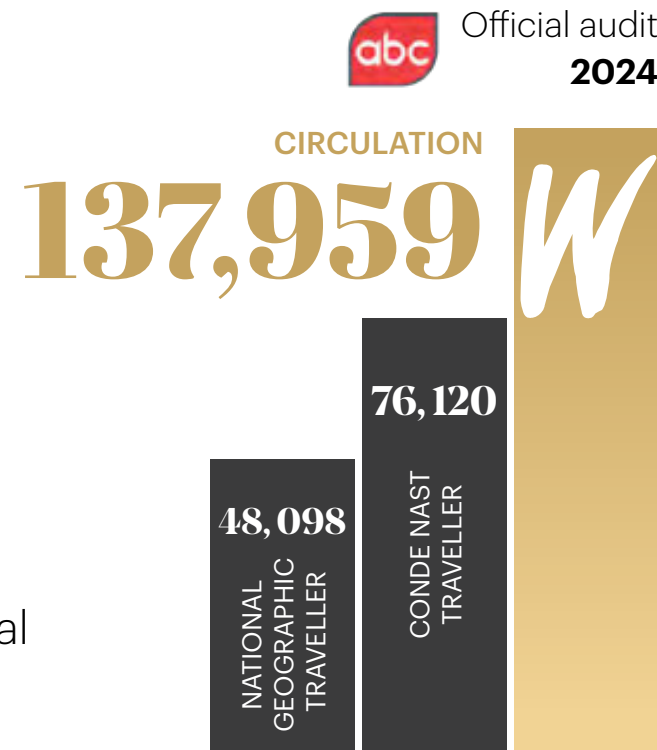
The Travel Green List™ is our respected annual look at what's fresh and inspiring in sustainable travel, and the only list of its kind in the industry.

Scaling Diversity

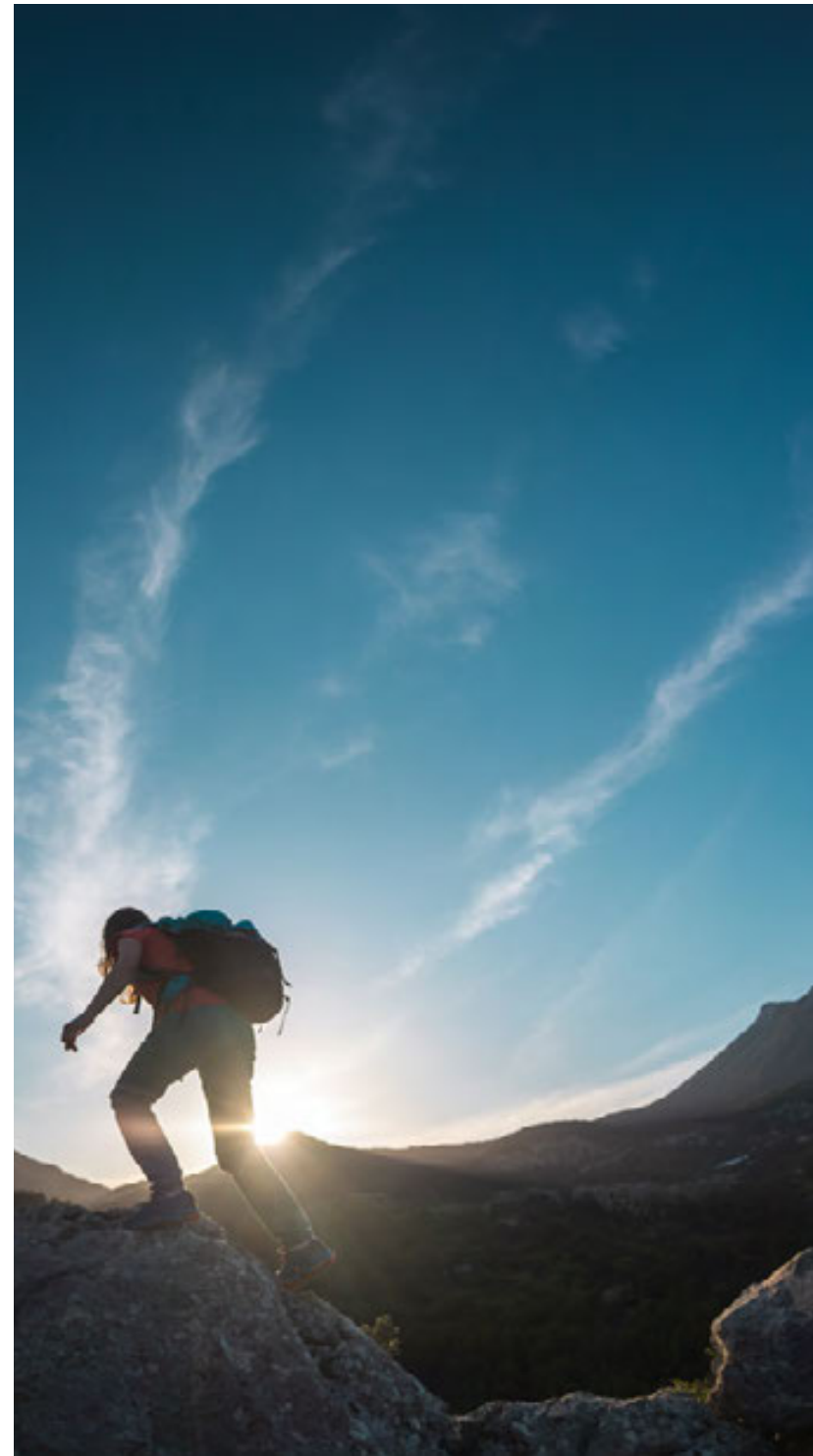
In Travel Writing Matters

Up

We are now the **UK's largest travel magazine by circulation** per issue across print and digital



Wanderlust travel magazine is only **getting bigger!**



Since 2020, Wanderlust has committed to working on commissioning at least 20% of its content from travel writers from **underrepresented backgrounds and historically underrepresented groups.**

From members of **indigenous communities** to **people of colour** to **LGBTQIA+** activists to people with **health conditions or impairments** to people from **disadvantaged socio-economic backgrounds**, we want everyone to share their passion for travel with our readers!

As **the first travel media organisation in the UK to commit to such an endeavour**, we are proud to introduce many first-time writers from underrepresented backgrounds to UK and international audiences in print and online.

The **democratisation of travel, and that of travel writing**, means that everyone can enjoy and share their own life-enriching journeys that Wanderlust is so passionate about!

Online

Discover our brand-new, revamped interactive website in 2024!

153k

E-newsletter subscribers

Registering **1.8m**

page views a month globally



1.2m

unique users per month globally



Social Media



X (Twitter)

94k+



Meta

63K+



Instagram

43k+

Linked Accounts

18k+

Total

218k+

Who We Inspire

Meet the *Wanderlust* audience



EARLY ADOPTERS

Wanderlust readers love to know about and explore off-the-beaten-track destinations and activities, find places that are “opening up”, or see the lesser-known side of a more popular destination. They will travel to places others do not and want to be the first ones to do so.

NATURE AND WILDLIFE

Wanderlust readers love wild places, walking and wildlife. They appreciate the natural beauty of a destination and want to preserve it.

LOCAL CULTURE

Wanderlust readers have a genuine interest in the world, its cultures and its people. They research where they are going and have an enquiring mind when exploring new destinations. Our audience has a strong interest in heritage and traditional culture.

IMMERSIVE

Wanderlust readers love to get under the skin of a destination. They want to meet the people, understand the culture and feel they have sampled a part of it. They want to eat local, support local businesses, meet and hang-out with the locals.

RESPONSIBLE/ SUSTAINABLE TRAVEL


Conscious travel is high on their agenda. They want to travel in a natural and sustainable way.


RESILIENT

Wanderlust readers are the first to revisit somewhere after a crisis and are eager to explore emerging destinations.



97% of readers say *Wanderlust* **inspires** them to **visit new destinations**

 **85%** use *Wanderlust* content when **planning and booking** trips

52% go straight to a **booking platform** after leaving our site' 

 **55%** read no other **travel magazine**

£110k Average **household income**

 **£8k** Average spend **per person per year on travel**

58%  **Female**

Average age

Print	Digital
45	35



Coming In 2024

Coming In 2024



The Travel Green List™

The places and businesses blazing a trail in sustainable travel



Wanderlust® READER TRAVEL AWARDS 2024

Wanderlust readers name their travel stars for the year ahead



Editors' Hot List 2024

Our editors pick the destinations set to shine over the upcoming year



Wanderlust Travel Photo Of The Year

The UK's largest travel photography competition



Indigenous Tourism Experiences

The world's most exciting indigenous experiences

Commercial Opportunities



MetaTravel Experiences open up **a new world** of digital interaction



Digital Immersive Experiences offer a **deep dive** into any destination



Promotional features in the UK's longest-running print travel magazine

COMMERCIAL OPPORTUNITIES

Wanderlust[®]

MetaTravel

Next-generation storytelling

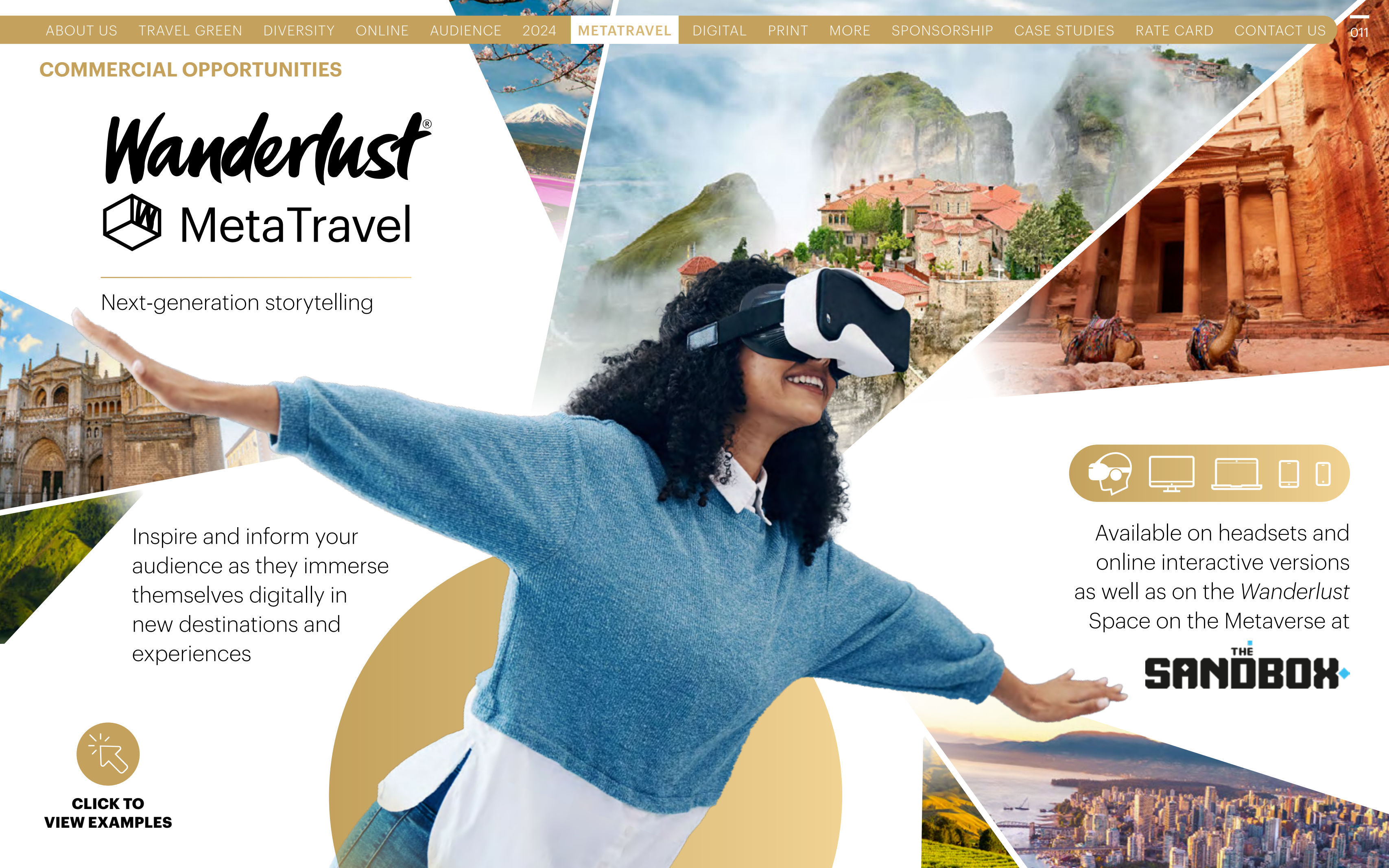
Inspire and inform your audience as they immerse themselves digitally in new destinations and experiences



CLICK TO VIEW EXAMPLES



Available on headsets and online interactive versions as well as on the *Wanderlust* Space on the Metaverse at



COMMERCIAL OPPORTUNITIES

Digital Immersive Experiences

Increased **page views** and social **interaction**

Interactive long-form content written by **travel experts**

High **dwell times** (average 6 minutes)

Link to additional **custom content** articles to continue the journey



COMMERCIAL OPPORTUNITIES

Print

Long-form advertorials created by expert travel writers **immersed** in the local culture

Supplements offer a **deeper, more intensive** look at a destination

High-impact display options that catch the eye



#1 Travel Magazine in the UK by ABC (2024)

Circulation

137,959

Copies per issue

Readership

344,898

Per issue

Available in

- Waitrose
- Sainsbury's
- TESCO
- M&S
- WHSmith
- WHOLE FOODS MARKET
- BARNES&NOBLE
- Waterstones
- Hudson News
- RELAY



COMMERCIAL OPPORTUNITIES



Print Schedule

ISSUE 231

2024

**Feb/
March**

Copy due: 08 Jan

On sale: 01 Feb

Cover deadline: 18 Dec

ISSUE 232

2024

**Apr/
May**

Copy due: 04 Mar

On sale: 28 Mar

Cover deadline: 26 Feb

ISSUE 233

2024

**June/
July**

Copy due: 29 Apr

On sale: 23 May

Cover deadline: 22 Apr

ISSUE 234

2024

**Aug/
Sept**

Copy due: 01 Jul

On sale: 25 Jul

Cover deadline: 24 Jun

ISSUE 235

2024

**Oct/
Nov**

Copy due: 26 Aug

On sale: 19 Sept

Cover deadline: 19 Aug

ISSUE 236

2024 - 2025

**Dec/
Jan**

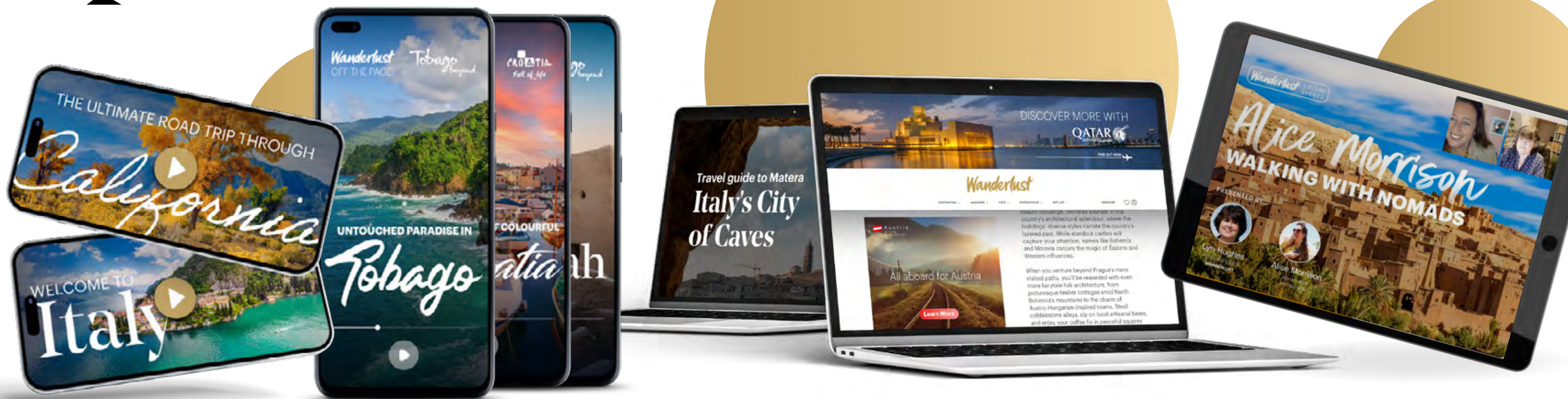
Copy due: 28 Oct

On sale: 21 Nov

Cover deadline: 21 Oct

COMMERCIAL OPPORTUNITIES

More Options



Bespoke
video content

Engaging
Podcast episodes

Custom
online content

High performing
Digital display +
E-newsletter display

IRL & virtual
events

COMMERCIAL OPPORTUNITIES

Sponsorship Options



Sponsor a prestigious event in the travel-media calendar, gaining unparalleled access to the UK and international travel trade

Target an audience of senior decision makers (tourism ministers, CEOs, company directors) from destinations, tour operators, accommodation providers and airlines

Past venues include Kensington Palace, the Tower of London and the British Museum



Sponsor the largest amateur travel photography competition in the UK, which has been running since 1996

Coverage includes a unique mix of editorial and commercial content across print, online and events



COMMERCIAL OPPORTUNITIES

A selection of who we work with



Working with *Wanderlust* to deliver our joint campaign with Tourism Australia was a complete breeze. Collaborating with *Wanderlust* is always so simple. The super friendly team really understand the Audley brand and always go that step further, by not only delivering on our brief, but also proposing ways to optimise and deliver higher ROI. The 'Come and say G'day' campaign smashed targets and we were really pleased with the quality of the campaign and the results it delivered!

Audley Travel



"I've worked with *Wanderlust* on multiple paid content campaigns for US clients over the last few years. They are always a joy to work with – friendly and helpful, *Wanderlust* has helped to guide the development of content plans and we have seen some great results from campaigns run through *Wanderlust*."

KBC



"We were really impressed with how *Wanderlust* responded to our brief. Using an immersive platform, they brought to life Indigenous experiences across Queensland in an innovative way, helping to drive awareness and engagement with our target audience. All KPIs were exceeded and an average 14-minute dwell time on the online article surpassed our expectations."

Tourism and Events Queensland



"We were inspired by *Wanderlust*'s creative response to the brief. Their ideas were refreshing and innovative, reflecting their visionary approach to delivering engaging content for an audience whose appetite for travel is stronger than ever. The campaign delivered a rich user experience which went beyond our expectations to challenge perceptions of Florida, enhancing the content and delivering a unique journey through the broad range of adventures and hidden gems Florida has to offer its visitors."

Florida Tourism Board

CASE STUDY



Objective

Promote Spain’s campaign on responsible tourism and sustainable initiatives to both trade and consumers throughout 2023.

WE DELIVERED



The campaign utilised new and standout technology, with *Wanderlust* creating a unique, **meta travel universe** for Sustainable Spain



Working in collaboration with the Spanish Tourist Office, *Wanderlust* **filmed, created and produced** a ‘portal’ and a further 6 experiences



The meta experience was launched at **Spain’s sustainability day**, allowing 100 delegates to experience Spain’s sustainability offering through a headset experience



Wanderlust created an **online hub** (featuring a digital version of the meta travel universe), supported by 2 further digital immersive experiences, and sustainable articles.

Results

178,127

Page views

9,611,305

Social impressions

610,460

Engagements

Over delivered by

240%



CASE STUDY



Objective

Develop a sustainability narrative for Belize, partnering with Explore Worldwide as a call to action.

WE DELIVERED



Digital Immersive Experiences



Social media promotional campaign



6 page print advertorial

Results

86,988

Page views

3,695,404

Social impressions

3,891,466

Total impressions

Over delivered by

435%



CASE STUDY



Objective

Grow demand for Australia holidays through Audley Travel, with a focus on bookings in 2023.

WE DELIVERED



2 Digital Immersive Experiences



2 Videos



Interactive Map



3 Online Content Articles



Print & Digital Display

Results

144,484

Page views

213,729

Video views

9,840,343

Total impressions

813,000

Engagements

Over delivered by

460%



COMMERCIAL OPPORTUNITIES

Rate Card

PRINT

Display Opportunities

Opening Double Page Spread	£25,000
Outside Back Cover	£16,500
Double Page Spread	£21,500
Full Page	£12,000

Content Opportunities

Double Page Advertorial	£25,000
Single Page Advertorial	£15,000
Larger sizes available on request	

Special creatives on request

DIGITAL

Wanderlust MetaTravel Experience	£100,000
Immersive Experience	£27,500
Video (from provided assets)	£9,000
Bespoke Video	POA
Online Custom Article	£15,000
Podcast	£12,000
Online Display (cpt)	£50
E-newsletter Banner	£2,500
Solus email	£25,000

EVENTS

Virtual Reader Event*	£15,000
Physical Reader Event*	POA

**not including costs*

SPONSORSHIP

Photo of the Year	£100,000
Wanderlust Travel Awards	£100,000



Wanderlust[®]

Taking The Road Less Travelled Since 1993

JOIN US IN 2024

For campaigns that offer real engagement contact

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