



**MEDIA INFORMATION 2019**

# *Wanderlust*

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***"The best travel magazine this side of Nanga Parbat" Michael Palin***



# Wanderlust

Connecting you with adventurous travellers in print, online and face-to-face since 1993

Magazine	Email	Online	Audience	Social	Events
<b>86,000</b> Wanderlust magazine readership	<b>800,000</b> newsletters emailed every month	<b>5,100,000</b> unique visitors annually 628k <sup>‡</sup> per month	<b>9,000,000</b> page views annually 750,000 per month	<b>128,315</b> Followers on Facebook, Twitter and Instagram	<b>+</b> Reader and trade events delivering measurable ROI

**Annual travel spend from print readers alone is**

**£516,605,166\***

*“There simply isn’t a better magazine for the serious traveller”*

Bill Bryson

### Social followers

Twitter 88,000+  
Facebook 33,300+  
Instagram 7,000+



### Wanderlust magazine

40,240 circulation  
86,000 readership



### Bookazine

11,000 circulation  
38,000 readership  
3-month shelf life



### Live events

Annual reader,  
subscriber and  
industry events



### Awards

World Guide Awards  
Reader Travel Awards  
Travel Photo of the Year  
Gear of the Year  
Thailand Green Awards



### Email

800,000 emails  
per month

### wanderlust.co.uk

5,100,000 unique visitors  
9,000,000 page views

### Trip Finder

200,000+ searches  
every month

### Campaign microsites

500k+ uniques  
per lifetime

# Wanderlust

## Magazine Content Themes

<b>SEPTEMBER</b> Issue 199 on sale 01/08/19	<b>OCTOBER</b> Issue 200 on sale 05/09/19	<b>NOVEMBER</b> Issue 201 on sale 10/10/19	<b>DECEMBER &amp; JANUARY</b> Issue 202 on sale 13/11/19
Rail Journeys Texas Whale Watching Guatemala Madeira Zimbabwe Isles of Scilly San Diego  <b>September Supplement</b> <b>25 Incredible Bird Watching Experiences</b> <i>(mailed with the September issue of Wanderlust)</i>	WILDLIFE SPECIAL Travel Secrets Yellowstone Kyushu Nicaragua Havana Bangkok	Snow & Ice Central America Cambodia Baja California World Guide Award results  <b>November Supplement</b> <b>25 Great African Experiences</b> <i>(mailed with the November issue of Wanderlust)</i>	Hot List 2020 Japan Wrangel Island India Rocky Mountaineer Iceland Glasgow

Each issue also contains city breaks, short trips and gear guides

## CONTACT

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# Wanderlust Magazine



**Key statistics**  
**10** issues per year  
**40,240** circulation  
**86,000** readership

**Specials**  
**11,000** circulation  
**38,000** readership  
**3-month** shelf life

80% read all or most of each issue

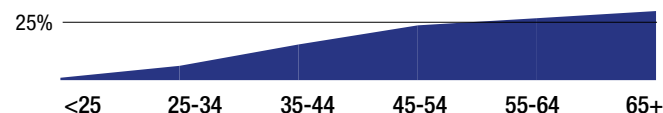
Average reading time  
**71 minutes**

51% reading for +5 years

58% FEMALE



**Age** (average 58)



**58** average age of Wanderlust magazine readers

**15%** earn over £100,000 per year

**Annual holiday spend**  
 £7,414pp

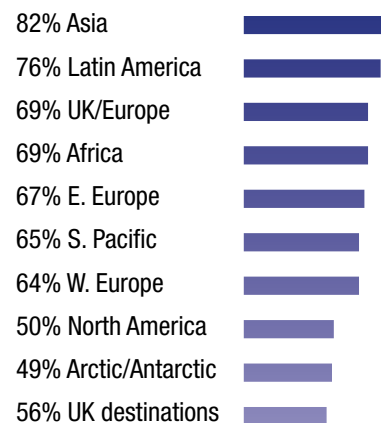
**44%** spend over £6,000 per year

**4** overseas trips taken per year on average

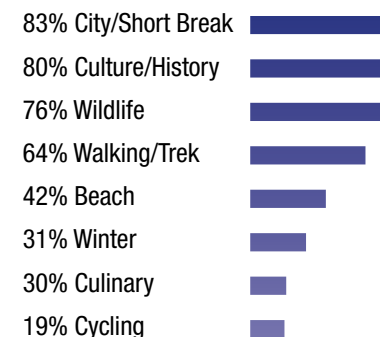
**97%** say that Wanderlust magazine has inspired them to visit new locations

**31** days of overseas holidays taken per year

## Destination interest



## They enjoy a range of trips



## Supermarkets

Tesco  
 Sainsbury's  
 Waitrose

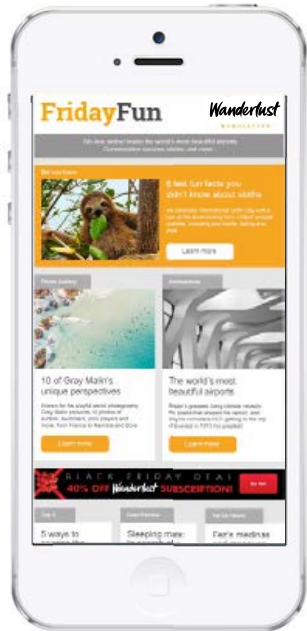
## Newspapers

*The Guardian*  
*The Telegraph*  
*The Times*  
*Daily Mail*

**86%** say that Wanderlust magazine has directly influenced their travel plans

**80%** say that Wanderlust magazine has lead them to research a trip in the last year

# Wanderlust Email Newsletters



## Key statistics

Circulation

**Hot Offers** 45,000

**TripFinder** 37,000

**Wanderlust** 47,000

**Jobs in Travel** 20,000

**Friday Fun** 27,000

**Solus** 47,000

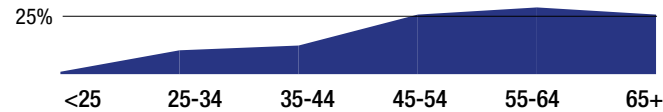
89% trust  
the content in  
the newsletters

Average reading time  
**68 minutes**

78% would  
recommend  
the newsletters

60% subscribe  
for inspiration  
and news

## Age (average 57)



**57** average age of  
e-newsletter  
readers

**7% earn**  
**over £100,000**  
per year

**Annual**  
**holiday spend**  
£7,725pp

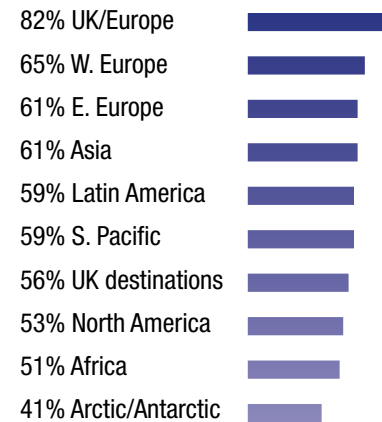
**38% spend**  
**over £6,000**  
per year

**3** overseas trips  
taken per year  
on average

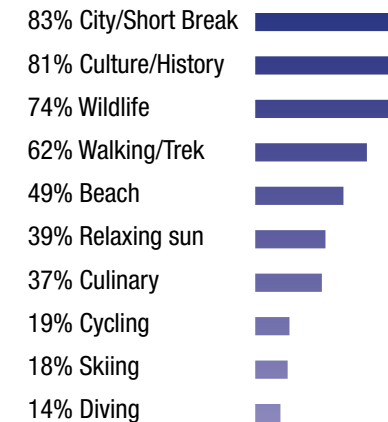
**97%** say that *Wanderlust* magazine  
has inspired them to visit  
new locations

**25** days of overseas  
holidays taken  
per year

## Destination interest



## They enjoy a range of trips



**Main months  
of travel**  
June  
September  
October

**Plan to visit**  
Canada  
Australia  
Spain  
Japan  
France

**77%** say that *Wanderlust* magazine  
has directly influenced their  
travel plans

**91%** are interested in exploring  
new destinations in the  
coming year





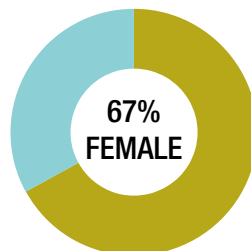
## KEY STATISTICS

**Page views**  
**9,000,000**  
**750k**  
per month

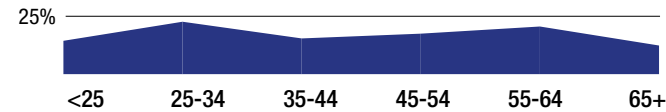
**Unique users**  
**5,100,000**  
**628k**  
per month

81% of users  
have visited  
a website due  
to our online  
content

44%  
reading for  
+3 years



## Age (average 46)



**46** average age of  
wanderlust.co.uk  
visitors

**10% earn**  
**over £100,000**  
per year

**Annual**  
**holiday spend**  
£5,302pp

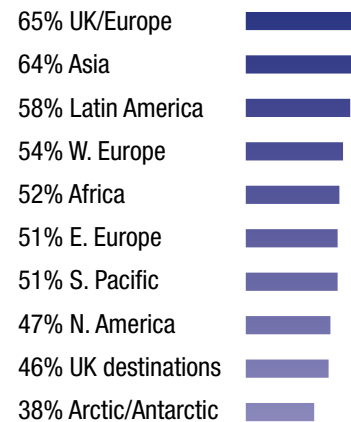
**24% spend**  
**over £6,000**  
per year

**3** overseas trips  
taken per year  
on average

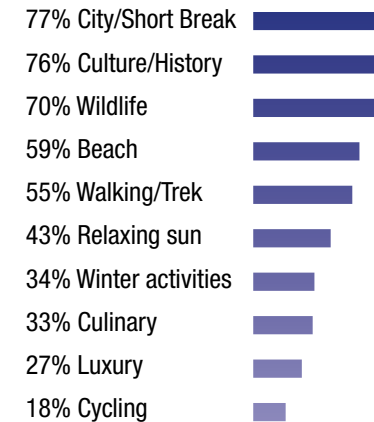
**95%** say that the *Wanderlust* website  
has inspired them to visit  
new locations

**24** days of overseas  
holidays taken  
per year

## Destination interest



## They enjoy a range of trips



**Main months  
of travel**  
September  
August  
June

**Plan to visit**  
Italy  
Japan  
Spain  
France  
India

**92%** enjoy exploring new  
destinations while  
on holiday

**81%** have researched a trip as a direct  
result of visiting wanderlust.co.uk in  
the last year

# Events

Annual reader, subscriber and industry events



Adventure Travel  
Conference &  
Awards (January)



Wanderlust  
Gear of the Year  
(January)



Reader Travel  
Awards  
(February)



Travel Photo of  
the Year  
(February)



World Guide  
Awards  
(October)

Wanderlust reader  
events throughout  
the year





# Creative Solutions

We build creative solutions that deliver on your strategic objectives, including:

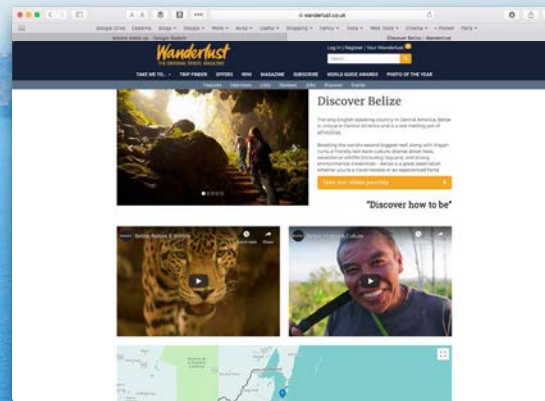
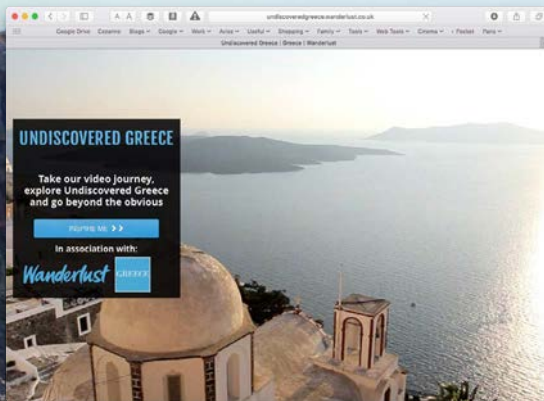
- Video
- Broadcast
- Website builds and microsites
- Interactive hubs
- special, tailored supplements
- Online advertising
- Bespoke events
- Print creative
- Sponsorship
- Customer publishing
- National and social media advertising

## Examples:

[Interactive microsite](#)

[Multi-channel campaign](#)

[Digital supplement](#)



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# Online Solutions

9,000,000 page views per month • 5,100,000 unique users per month

## DISPLAY

Online billboards: £20 CPM

Target by specific criteria across multiple options, including: destination/activity/website section/geographical demographic/single page

**Creative/rich media:** including creative 1x1s, page and site takeovers, interactive HTML5s, light boxes: Call for prices

## NATIVE

From £3,500

- Target our readers through original, creative content campaigns that both engage and deliver your strategic objectives
- Content is also promoted organically through e-newsletter slots, tweets and Facebook posts
- Ask about our content promotion options

## COMPETITIONS

£1,000 (per month)

Build your brand exposure and data collection via an interactive online competition and our e-newsletters

## E-NEWSLETTERS

4 per week, allowing you to target our readers directly in their inbox:

**Solus emails:** sent directly to 80,000 subscribers: £5,000



		Subscribers	Billboard advert
Monday	Hot Offers	45,000	£900
Tuesday	Trip Finder	37,000	£750
Wednesday	Wanderlust	47,000	£950
Friday	Friday Fun	27,000	£680

*Series discounts are available*

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# The WanderGuides

Associate your brand alongside key audience interests and/or destinations

## EXAMPLES INCLUDE:

- Short breaks
- Walking
- Responsible travel
- Honeymoons
- Snow and Ice
- Borneo
- Travel photography

## SPONSORSHIP INCLUDES

- Association with all editorial content within the guide
- Skin format across all editorial content within the guide linking out to advertiser's site
- One content article written by a professional journalist which will be embedded into the content hub
- Display formats within content article
- All content will be promoted via our editorial newsletter and social channels
- **Costs from £5,000**



### Sponsorship:

<https://www.wanderlust.co.uk/guides/walking-and-trekking>

<https://www.wanderlust.co.uk/guides/solo-travel>



# Print Solutions

10 issues per year • Circulation 40,240 • Readership 86,000

## SPECIAL POSITIONS

Inside front DPS	£5,670
Outside back cover	£3,720
Inside front cover	£3,200
Inside back cover	£3,000

## ADVERTORIAL

(including editorial and design)

DPS	£5,950
Full page	£3,490

## COMPETITIONS

(including editorial and design)

DPS	£2,500
Full page	£1,500

All competitions are replicated online

## AGAINST EDITORIAL

DPS	£4,800
Full page	£2,900
Half page	£1,670
Quarter page	£990

## CLASSIFIED

Half page	£890
Quarter page	£480
Eighth page	£280
Sixteenth	£170

Series discounts are available



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# Hot Offers, Trip Finder, Jobs in Travel

Promote your trips to our readers in print, email and online

## HOT OFFERS

[www.wanderlust.co.uk/hot-offers](http://www.wanderlust.co.uk/hot-offers)

### Premium Hot Offer £500

(6 available per month)

1 month on [wanderlust.co.uk](http://wanderlust.co.uk)

1 eighth-page Hot Offer in print magazine

4 x e-newsletters

### Standard Hot Offer £250

1 month on [wanderlust.co.uk](http://wanderlust.co.uk)

4 x e-newsletters

### Digital Hot Offer £150

2 weeks on [wanderlust.co.uk](http://wanderlust.co.uk)

2 x e-newsletters

## TRIP FINDER

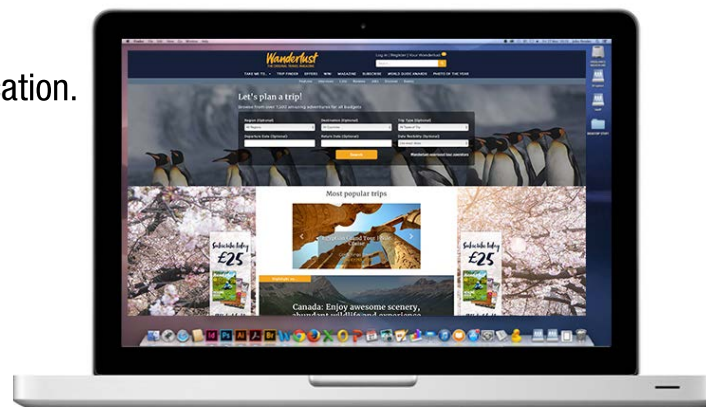
Our unique, interactive hub that allows your future customers to find their perfect trip. Trip Finder places your tours alongside relevant online editorial (subject to approval).

Over 200,000 searches every month with 7,300 trips listed.

[www.wanderlust.co.uk/trip-finder/](http://www.wanderlust.co.uk/trip-finder/)

## Rates

Price on application.



## JOBS IN TRAVEL

Jobs in Travel allows companies to advertise relevant long and short-term positions to a tried and tested audience of travel industry insiders. Our online hub and weekly email newsletter offer the perfect recruitment solution.

<http://jobsintravel.work>

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## Reader Events

A unique opportunity to showcase your offering in front of our loyal Wanderlust readers!

- Wanderlust can host reader events to drive engagement & interest in the client's destination or create an event based on a popular theme.
- Events provide an opportunity for Wanderlust readers to learn more about a destination and create content for wider channels. Previous events have been themed around food, history, local culture and eco tourism + category events on 'Polar exploration' and 'Safari'.
- Event promotion: Reader events will be promoted through listings in the print magazine and website, print adverts, Wanderlust e-newsletters, Twitter, Facebook and Instagram.
- Wanderlust are happy to arrange the venue, catering, speakers and all other expenses at cost.
- **Media rate: From £5,000**





*“We consider the Wanderlust Photo of the Year one of the most successful campaigns we have ever undertaken. We were delighted with everything it delivered.”*

**Fleur Burrows, Tourism Northern Territory**

*“We have worked collaboratively with Wanderlust on Audley Traveller magazine and a number of other projects over the last five years. Their ability to understand, adapt and implement our requirements has been consistently brilliant. Their vast knowledge of the industry, understanding of our brand and grasping the style and tone of our audience are all factors which have made them a pleasure to work with.”*

**Cerie Powell, Audley Travel**

*“You all did an amazing job and I don’t know what I would have done had I not come to you for help. Such a professional job as only the Wanderlust crew can do!”*

**Kate Kenward, AITO**

*“Wanderlust interpreted our ideas and suggestions brilliantly to come up with a very unusual and impactful piece of collateral that portrayed Tasmania’s adventure product in a way that had not been achieved in the UK before”*

**Susie de Carteret, Tourism Tasmania**

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