Be informed. Be inspired. Be there.
Welcome

‘The Sunday Times Travel Magazine is the glossy holiday bible for people who love to get away. The best-selling travel title on the UK newsstand, it’s the go-to publication for inspiration, information and award-winning writing and photography. Authoritative yet accessible, beautiful but useful, it’s not a magazine to be left unread on the coffee table or to be slogged through dutifully — it is, quite simply, the magazine consumers turn to when they want ideas for their holidays’

Ed Grenby
Editor, The Sunday Times Travel Magazine
Fast facts

**Biggest-selling**
With a circulation of 63,372, *The Sunday Times Travel Magazine* sells more copies than any other travel title in the UK.

**Fastest-growing**
*The Sunday Times Travel Magazine* is the UK’s fastest-growing lifestyle title, with circulation rising 13% YoY.

**Most influential**
Readers of *The Sunday Times Travel Magazine* are more than twice as likely to use it as a planning tool than readers of any other travel title.

**Highest-spending**
Readers of *The Sunday Times Travel Magazine* spend more money on their holidays annually than readers of any other travel title.

**Most frequently travelling**
Readers of *The Sunday Times Travel Magazine* take more trips than readers of any other title.
Other titles use free ‘bulk’ copies to claim higher circulations, but **more people buy The Sunday Times Travel Magazine** than any other travel title.

**UK print circulation – actively purchased vs bulks**

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Bulks</th>
<th>Actively purchased</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Sunday Times Travel Magazine</td>
<td>60000</td>
<td>70000</td>
</tr>
<tr>
<td>CondeNast Traveller</td>
<td>50000</td>
<td>60000</td>
</tr>
<tr>
<td>Lonely Planet Traveller</td>
<td>40000</td>
<td>45000</td>
</tr>
<tr>
<td>National Geographic Traveler</td>
<td>30000</td>
<td>35000</td>
</tr>
<tr>
<td>Family Travel</td>
<td>20000</td>
<td>25000</td>
</tr>
</tbody>
</table>

**Higher Actively Purchased Circulations**
Other titles discount heavily to artificially augment their sales, but *The Sunday Times Travel Magazine* outsells its competition combined on full-price sales.

**UK market share – full-price print sales**

- The Sunday Times Travel Magazine: 50%
- Conde Nast Traveller: 21%
- Lonely Planet Traveller: 15%
- National Geographic Traveller: 12%
- Family Travel: 2%
Awards

In the last 12 months alone, The Sunday Times Travel Magazine has been awarded:

**Consumer Travel Publication of the Year**
(Travel Media Awards)

**Travel Magazine of the Year**
(TripAdvisor Travellers’ Choice Awards)

**Travel Writer of the Year**
(Association of Independent Tour Operators)

and been shortlisted for **Editors’ Editor of the Year**
(British Society of Magazine Editors)
Our readers

The numbers:
ABC1: 86%
Female: 53% / Male: 47%
Aged 25-34: 21%       Aged 35-44: 21%
Aged 45-54: 24%       Aged 55-69: 34%
Household income £40-80k: 36%
Household income over £80k: 20%
Live in London or the South-East: 35%
Take 3 or more trips per year: 77%
Spend more than £2,000 on travel a year: 68%

The engagement:
Our readers love the breadth of content:
‘The magazine has something for everyone.’
They feel we are inspirational not aspirational:
‘I can actually go out and book these holidays.’
They consider us a trusted, credible voice:
‘Your magazine is informative and believable.’
They see advertising as a valued part of the magazine: ‘It’s another opportunity to learn’
Keen for her holiday to be nautical but nice, sailing novice Jenni Doggett public transport to the airport, check your cases in, too (airportr. — and if you’re flying BA, they’ll picking up your cases and whisking taking the ‘lug’ out of luggage, by forwarding?

A trickle of new start-ups are Why should forwarding?

pack this weekly flights from Birmingham, Manchester flights in 2014. From March, new Ryanair flights and fig groves, near walking trails bursting with BA ignited our love affair with northern more planes to Porto 3

If you only pack one thing, it should be Stress-busting retreats

festival (Peixe em Lisboa), with piles of fresh but excluding flights).

The Maldives? Meh. You’ll actually find the world’s dreamiest beaches just off the coast of Mozambique, on the four vanilla-white dollops of the Bazaruto Archipelago. Here, honeymooners or sightseers wielding selfie sticks — just you and the deep blue.

Food stops on Route 41 are

Grille looks like someone’s house, stand with a few patio tables; people cheese curds — deep-fried nuggets Dumpling’s Dowry, which looks like an George Motz’s book

Foodie Barcelona

27 6

BARCELONA

20.2 megapixel DxO ONE plugs into your iPhone to shoot incredible hi-res photos and full-HD videos:

1 2

2 3

3 4

4 5

5 6

6 7

7 8

8 9

9 Connect

Readers’ letters, photos, tips, tweets and competitions — like social media on the page

Editorial pillars

1 The Big Trip
Evocative, immersive and in-depth: three long-form features — and photography — sure to inspire

2 Filter
The world whittled down: eight pages of insider-edited, need-to-know destinations, hotels and trips

3 The Knowledge
Ten pages of expert, inside-track advice to make trips smoother, cheaper and altogether better

4 Hotlist
What’s new: each month’s most exciting hotels, holidays, products, events, gadgets and trends

5 Take Me There
Eight pages of the most striking travel photography in the world (and how to put yourself in the picture)

6 Instant Escapes
Quick getaways made easy with our tear-out-and-tear-off guides — four each month

7 The ‘Special’
Ski, spa, what’s hot, food, editors’ awards, best hotels in the world: something different each month

8 The Total Guide
A single country, city or region covered comprehensively over 25 pages every issue

9 Connect
Readers’ letters, photos, tips, tweets and competitions — like social media on the page
Commercial opportunities

Tailor-made to suit your objectives, with creative freedom and all the authority of The Sunday Times Travel Magazine.
Beyond the brand

The Sunday Times Travel Magazine can offer partnership opportunities across its digital, social, commercial and sister-title platforms.
## 2017-2018 editorial schedule

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<tr>
<th>ISSUE</th>
<th>ON SALE</th>
<th>EDITORIAL FOCUS</th>
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<tbody>
<tr>
<td>April</td>
<td>2 March</td>
<td>New York Cruise</td>
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<tr>
<td>May</td>
<td>6 April</td>
<td>Greece European cities</td>
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<tr>
<td>June</td>
<td>4 May</td>
<td>Tuscany &amp; Umbria</td>
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<tr>
<td></td>
<td></td>
<td>World’s best swims</td>
</tr>
<tr>
<td>July</td>
<td>1 June</td>
<td>Iceland Family holidays</td>
</tr>
<tr>
<td>August</td>
<td>6 July</td>
<td>France Reader awards</td>
</tr>
<tr>
<td>September</td>
<td>3 August</td>
<td>Spain &amp; Portugal</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Low-cost travel</td>
</tr>
<tr>
<td>October</td>
<td>7 September</td>
<td>Canada World’s best hotels</td>
</tr>
<tr>
<td>November</td>
<td>5 October</td>
<td>The Caribbean Foodie travel</td>
</tr>
<tr>
<td>December</td>
<td>2 November</td>
<td>India Snow</td>
</tr>
<tr>
<td>January</td>
<td>7 December</td>
<td>Los Angeles</td>
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<tr>
<td></td>
<td></td>
<td>Holidays for mind/body/spirit</td>
</tr>
<tr>
<td>February</td>
<td>4 January</td>
<td>Dubai &amp; beyond</td>
</tr>
<tr>
<td></td>
<td></td>
<td>What’s hot for 2018</td>
</tr>
<tr>
<td>March</td>
<td>1 February</td>
<td>The Maldives</td>
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<tr>
<td></td>
<td></td>
<td>Value For Money Awards</td>
</tr>
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</table>
Magazine rate card

<table>
<thead>
<tr>
<th>Position</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside front cover DPS</td>
<td>£19,500</td>
</tr>
<tr>
<td>Front half DPS</td>
<td>£17,000</td>
</tr>
<tr>
<td>Run of magazine DPS</td>
<td>£14,350</td>
</tr>
<tr>
<td>Outside back cover</td>
<td>£11,350</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>£9,800</td>
</tr>
<tr>
<td>Front half, right hand page</td>
<td>£8,500</td>
</tr>
<tr>
<td>Run of magazine full page</td>
<td>£6,500</td>
</tr>
<tr>
<td>Run of magazine half page</td>
<td>£4,500</td>
</tr>
</tbody>
</table>

Specified positions may incur loads.
Advertorials carry a loading of 40% and an £1,800 design fee.
Cover gatefolds, other formats and creative executions are priced on enquiry. **Classified rates** are available on request.
Digital rate card

The Times / Sunday Times / Sunday Times Travel Magazine online at [www.thetimes.co.uk](http://www.thetimes.co.uk) (421,000 subscribers + 330,000 registered access users):
- Full page advertorial replication charge..................£500
- Billboard traffic drivers ROS (970x250)............£30cpm

The Times / Sunday Times / Sunday Times Travel Magazine e-newsletter (21,900 subscribers):
- Email sponsorship, includes banner & logo.... £2,500

The Times / Sunday Times / Sunday Times Travel Magazine Insider City Guides at [www.thetimes/travel](http://www.thetimes/travel) (outside the paywall):
- Advertorial replication charge...........£3,500 per month
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