



Magazine  
Media Kit  
**2017**







# Lonely Planet Magazine

**Lonely Planet's** new magazine - the 12th edition in our successful international portfolio - expands on the brand's popularity and trust among affluent, can-do U.S. travelers who don't just dream, they go.

Lonely Planet's mission is to enable people to have amazing experiences more often - because travel makes life better. We aim to inspire and inform anyone with the desire to explore and connect with the world, sharing the thrill of discovering something others might miss. And with over 40 years of experience, we know how to inspire U.S. travelers to celebrate the best of the world, whether for a long weekend or for a longer vacation.

Advertise with Lonely Planet magazine's U.S. edition and connect your brand with our vibrant, active U.S. travel community.

min's  
MAGAZINE MEDIA  
AWARDS WINNER





## Editorial Mission

*Lonely Planet* magazine is the definitive source of honest travel inspiration, encouraging readers to explore and seek new experiences, whether close to home, on roads well-travelled or in the far-flung corners of the planet.

Featuring unique, on-the-ground insights from our unrivalled global network of travel experts, *Lonely Planet* magazine offers original ideas, practical tips and advice, essential news and stunning photography - all delivered with humor, honesty and a freshness that you won't find elsewhere.

As the world's number one travel experts, with over 40 years of experience, we know how to celebrate the best of the world, whether for a long weekend or for a longer vacation. Each quarter we will take you to the heart of a place in a way that no other travel title can.

## Key Departments



**Globetrotter** A world of travel news and discoveries, including new hotels and tours, food, gear and tech, insights, recommendations and inside secrets from Lonely Planet's experts combined with local knowledge.



**Postcards** Memorably beautiful and intriguing travel photos sent in by our global community, each accompanied by the tale of the scene captured.



**Easy Trips** Topical recommendations for original, spontaneous breaks to take over the coming months and how to make them happen, focusing on North American destinations.



**Great Escape** A trip of a lifetime mapped out each edition for you to add to your wish list, with tips on perfect places to eat, drink and stay along the way.



**Mini Guides** Pull-out pocket guides for you to use on visits to your favourite destinations, each offering a collection of ideas and tips to make the best of your trip.



# Audience Demographics

## OUR TARGET AUDIENCE

**Male/Female:** 51%:49%\*

**Median Age:** 45.2\*

**Median HHI:** \$134,750\*

**Regular domestic and international travelers\*\***

Sources:

\*Estimate

\*\*Lonely Planet touchpoint research study 2016

## CIRCULATION

Circulation derives from the following sources:

- \* Lonely Planet brand fans in the U.S., including guidebook purchasers and website users
- \* Direct mail to targeted lists of frequent leisure travelers
- \* Targeted newsstand, including airports, retailers and relevant major market outlets
- \* Partnerships with travel suppliers
- \* Tablet sales on iOS, Kindle and Nook



# US Magazine Readership



**62%**

Married/Partnered



**75%**

Most readers went on international excursions in the past 12 months



**51%**

Male Readers



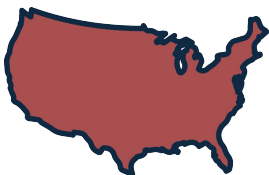
**49%**

Female Readers



**83%**

Graduated college (4-yr degree or higher)



**95%**

Nearly all readers have traveled in the US on vacation in the past 12 months



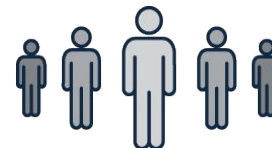
**\$134,750**

Median HHI



**96%**

Nearly all respondents have passports and the ability to travel the world



**45.2**

Median Age



**91%**

Nine out of 10 (91%) consider Lonely Planet magazine very good/one of their favorites in comparison to other publications read



**4.8 US & 2.2 International Trips**

On average, Lonely Planet readers went on 4.8 US vacations and 2.2 international excursions in the past 12 months

# Rate Card 2017

	1x	2x	3x	4x
<b>COVER</b>				
<b>Cover 2</b>	\$78,300	\$76,734	\$75,951	\$74,385
<b>Cover 3</b>	\$71,755	\$70,320	\$69,602	\$68,167
<b>Cover 4</b>	\$81,563	\$79,931	\$79,116	\$77,484
<b>PAGES</b>				
<b>1 Page</b>	\$65,250	\$63,945	\$63,293	\$61,988
<b>½ Page</b>	\$39,150	\$38,367	\$37,976	\$37,193
<b>⅓ Page</b>	\$26,100	\$25,578	\$25,317	\$24,795
<b>¼ Page</b>	\$19,575	\$19,184	\$18,988	\$18,596

Subject to Terms and Conditions

All rates are gross before agency commission.

Same prices are for pages regardless of coloration. No bleed charge.

Rates available on request for:

- Regional Splits
- Inserts
- Poly-Wrapped Booklets
- Gatefolds

Circulation includes the print and digital editions of the magazine.

See Ad Terms and Conditions.

## SPRING | THE EUROPE ISSUE

**Great Escape** Columbia**Amazing Places** To travel with your pets**7 New Ways to Fall in Love with Venice****Easy Trips** Spring Getaways: Asheville, the Caribbean, Florida and more**Inside Knowledge** How to Have a Stress-Free Honeymoon**What to Eat in San Francisco**

## FALL | UNPLUG &amp; RECHARGE: REFRESHING ESCAPES

**Great Escape** Alps**Amazing Places** All-Inclusives**7 New Ways to Fall in Love with Barcelona****Easy Trips** Relaxing getaways: train trip through Canada, beach escape in FL, desert spa experience in AZ, long weekend in Portland, OR**Inside Knowledge** How to be a Digital Nomad**What to Eat in Boston**

## SUMMER | THE AMERICA ISSUE

**Features** Artisans of the new American West; Summer in the Ballpark; NYC Film Locations; Yellowstone**Great Escape** Greece: Athens to Cyclades**7 New Ways to Fall in Love with Philadelphia****Easy Trips** Road Trips: LA City Break, Colorado/San Juan Highway, Vermont, Savannah & Golden Isles**Inside Knowledge** Street art interview**What to Eat in Dallas**

## WINTER | BEST IN TRAVEL 2018 ISSUE

**Great Escape** Northern Italy**Amazing Places** Snowy Vistas**7 New Ways to Fall in Love with Mexico City****Easy Trips** Adventure breaks: skiing in Snowmass, CO; fat tire biking in UP, MI; kayaking, whale and wine tours in Seattle; SUP in the Caribbean**Inside Knowledge** How to Take an Adventure Cruise**What to Eat in Chicago**

## Lonely Planet 2017 Production Schedule

Issues	Spring	Summer	Fall	Winter
On-Sale Dates	2/7/2017	5/9/2017	8/8/2017	11/7/2017
Final Ad Materials	12/26/2016	3/27/2017	6/26/2017	9/25/2017



# Ad Specifications 2017

	Trim	Non-Bleed	Bleed	Live Area
<b>Page</b>	9" x 10.875" 229mm x 276mm	7.5" x 10" 191mm x 254mm	9.25" x 11.125" 235mm x 283mm	8.5" x 10.375" 216mm x 264mm
<b>Spread</b>	18" x 10.875" 457mm x 276mm	16" x 10" 406mm x 254mm	18.25" x 11.125" 464mm x 283mm	17.5" x 10.375" 445mm x 264mm
<b><math>\frac{2}{3}</math> Page Vertical</b>	5.5" x 10.875" 140mm x 276mm	5" x 10" 127mm x 254mm	5.75" x 11.125" 146mm x 283mm	5" x 10.375" 127mm x 264mm
<b><math>\frac{1}{2}</math> Page Horizontal</b>	9" x 5.3125" 229mm x 135mm	7.5" x 4.8125" 191mm x 122mm	9.25" x 5.5625" 235mm x 141mm	8.5" x 4.8125" 216mm x 122mm
<b><math>\frac{1}{2}</math> Page Horizontal Spread</b>	18" x 5.3125" 457mm x 135mm	16" x 4.8125" 406mm x 122mm	18.25" x 5.5625" 464mm x 141mm	17.5" x 4.8125" 445mm x 122mm
<b><math>\frac{1}{2}</math> Page Island</b>	5.3125" x 8" 135mm x 203mm	4.8125" x 7.5" 122mm x 191mm	5.5625" x 8.25" 141mm x 209mm	4.8125" x 7.5" 122mm x 191mm
<b><math>\frac{1}{2}</math> Page Vertical</b>	4.25" x 10.875" 108mm x 276mm	4" x 10" 102mm x 254mm	4.375" x 11.125" 111mm x 283mm	4" x 10.375" 102mm x 264mm
<b><math>\frac{1}{3}</math> Page Square</b>	5.5" x 5.3125" 140mm x 135mm	5" x 4.81256" 127mm x 122mm	5.75" x 5.5625" 146mm x 141mm	5" x 4.8125" 127mm x 122mm
<b><math>\frac{1}{3}</math> Page Vertical</b>	3" x 10.875" 76mm x 276mm	2.75" x 10" 70mm x 254mm	3.25" x 11.125" 82mm x 283mm	2.75" x 10.375" 70mm x 264mm

## PRODUCTION CONTACT

Kady Francesconi  
kadyf@publishingexperts.com

Fractional units are available on a limited basis.  
Half-horizontal ads positioned at the bottom of page.

Call your *Lonely Planet* U.S. magazine sales representative for details.

### Preferred Materials

PDF-X-1A (4-color composite) digital files with total dot density/resolution of 300. Quark files will not be accepted. Instructions on creating PDF-X-1A files can be accessed at:  
[lonelyplanet.sendmyad.com](http://lonelyplanet.sendmyad.com)

### Safety

All live matter must be a minimum of  $\frac{3}{8}$ " from trim on all four sides.

### Send Files

Please send all PDF/X-1A ads to *Lonely Planet* magazine by uploading your files to our ad portal:  
[lonelyplanet.sendmyad.com](http://lonelyplanet.sendmyad.com)

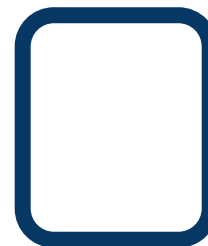
# Digital Edition Layout and Guidelines

## 10" devices

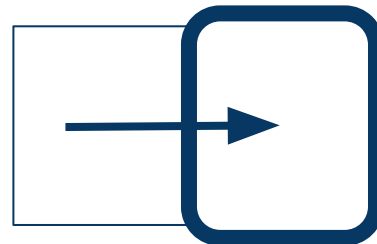
IF YOU BUY



YOU GET THIS IN VERTICAL 10"



Can use the same creative or new creative. Requires tablet materials.



New Stack Creative. Requires tablet materials.

- 2 horizontally scrolling pages

Digital ad materials must be submitted for iOS Digital Edition ads. Does not apply to Kindle and Nook editions. Lonely Planet reserves the right to change the terms and conditions relating to our Digital Editions. Digital ad materials must be submitted for iOS Digital Edition ads via [lonelyplanet.sendmyad.com](mailto:lonelyplanet.sendmyad.com)



# Lonely Planet Magazine Digital Ad Specs

## **SPECS**

**1536 X 2048**

RGB only

72 DPI

Vertical Only

## **TEXT**

No text smaller than 12 px tall.

← Try to leave an 80 px margin  
between copy and the edge of  
the frame.

## **EXTERNAL WEB LINKS**

Please provide links and  
instructions as to the areas of  
the ad to hot link.





# Contact Information

PLEASE CONTACT

**ADVERTISING:** José Barreiro

VP of Advertising Sales, Americas

315 W. 36th St., 10th Floor

New York, NY 10018

+1 (917) 664-9796

[jose.barreiro@lonelyplanet.com](mailto:jose.barreiro@lonelyplanet.com)



# Lonely Planet US Magazine

## Ad Terms & Conditions

These Terms and Conditions, including the terms of the Order and the applicable rate card, govern each Order for the insertion of an Advertisement in the Magazine (including print magazine and digital magazine editions as specified) (together, the Agreement). The Agreement is the entire agreement between the parties. The Publisher and the Advertiser agree as follows:

### PROVISION OF ADVERTISEMENT

- a. The Advertisement must be delivered to Publisher by the Closing Date in accordance with the Production Specifications.
- b. If Publisher does accept late delivery it may charge the Advertiser for any extra expenses it incurs as a result of the Advertiser's delay.
- c. Orders for the inside or outside cover pages cannot be cancelled once ordered. Cancellations of Orders for inside pages of the Magazine must be received in writing at least 30 days prior to the Closing Date or the Advertiser will remain liable for the Total Cost of the cancelled Order.
- d. Options placed by the Advertiser for cover positions for Magazines must be exercised at least 30 days prior to the Closing Date. If an Order to exercise the Option is not received by such date, the Option automatically lapses.
- e. The Publisher will not be liable for any errors or omissions contained in the Advertisement as supplied by the Advertiser, or for any loss or damage of

any materials supplied by the Advertiser and may destroy the materials if not used or returned at the Advertiser's expense for a period of six (6) months.

- f. Where the Advertisement is an Insert or other Special Unit (as defined in the Order), a copy of the final Insert or other Special Unit must be submitted to the Publisher for approval prior to printing. The Publisher's approval does not relieve the Advertiser of any obligations contained in this Agreement.
- g. The Publisher is not responsible for any costs associated with the Advertiser's failure to print Inserts in compliance with the Publisher's specifications, and the Advertiser will remain liable for the Total Costs in the event that the Insert is unable to be distributed due to such failure. Orders for Inserts are non-cancellable.

### 2. APPROVAL

- a. Advertisement will only be displayed in the Magazine if; a) approved by Publisher, b) space is available in the Magazine and c) the Advertisement is delivered in accordance with this Agreement.
- b. Publisher shall retain sole editorial control over the Advertisement and its presentation.
- c. Advertisements simulating Lonely Planet editorial content in appearance or style that are not immediately identifiable as Advertisements will not be accepted. The Publisher may require any Advertisement to be labelled 'Advertisement' in its discretion.
- d. If Publisher does not approve the

Advertisement, Publisher may:

- i. notify the Advertiser of the reason for rejecting the Advertisement and request a new version of the Advertisement modified in accordance with any directions from Publisher;
- ii. edit the Advertisement; or
- iii. reject or cancel the Advertisement or part thereof, in Publisher's sole discretion.
- e. No conditions which conflict, vary or add to the terms of this Agreement will be binding unless agreed in writing by both parties.

### DISPLAY OF ADVERTISING

- a. Publisher will endeavour to display the Advertisement in the Magazine in accordance with the terms of this Agreement.
- b. Orders specifying positions other than designated cover positions are made on a request basis only and will be accepted at the Publisher's discretion. The Total Cost will remain payable whether or not the request is approved.
- c. The Publisher will not be responsible for any delay or failure to print, publish or circulate any edition of the Magazine in which the Advertisement is contained if such failure results from any cause or condition that is beyond the Publisher's reasonable control and that the Publisher is unable to overcome by exercising reasonable diligence.

### DIGITAL EDITIONS

- a. Where an Order specifies that an

Advertisement qualifies as a Full-Run Advertisement, the Advertisement will automatically be run in the digital edition, unless the Advertiser opts-out of digital advertising in the Order or in writing prior to the Closing Date. By opting-out of the digital advertising, the Advertiser is opting-out of all devices and platforms. Where the Advertiser opts-out of digital advertising or the Advertisement does not otherwise qualify as a Full-Run Advertisement, the Advertiser will not be entitled to Full-Run benefits such as premium placement.

- b. Certain Advertisements, in the Publisher's discretion (such as non-standard and/or full-page Advertisements, non-standard fractionals (less than 1/3 page) and business reply cards), may not qualify to run in the digital edition. Advertiser acknowledges and agrees that where Publisher agrees to place the Advertisement in a digital edition, placement and size may differ from placement in the print version.
- c. Digital editions of the Magazine, depending on the device or platform on which it is viewed, may be viewed in one of two formats: (i) a 'straight from print' Magazine format; or (ii) a 'designed for tablet' Magazine format.
- d. Advertisements, depending on the device on which it is viewed, may be viewed in one of three formats: (i) a 'straight from print' advertising format; (ii) a 'designed for tablet' advertising format; or (iii) an 'enhanced for tablet' advertising format, where the Advertisement has

added enhancements and bonus content.

- e. Advertisements running in the 'straight from print' Magazine format or the 'designed for tablets' Magazine format, will automatically run in the 'straight from print' advertising format, unless otherwise indicated in the Order and approved by the Publisher prior to the Closing Date. Advertising formats 'designed for tablet' or 'enhanced for tablet' may not be available on all platforms or devices.
- f. Where a URL exists in an Advertisement in either the 'straight from print' advertising format, or the 'designed for tablet' advertising format, such URL will be automatically activated unless otherwise specified in the Order. Where there are multiple URLs, the Publisher will activate the Advertiser's main URL only unless otherwise notified in the Order.

### PAYMENT AND ACCOUNTS

- a. Publisher will invoice the Advertiser for the Total Cost. The Total Cost due to Publisher is (a) exclusive of any applicable sales or other tax; where such tax is payable it will be the obligation of the Advertiser to pay it in addition to the Total Cost; and (b) where a recognised agency (as determined by the Publisher) places the Order, inclusive of an agency discount of 15% of gross advertising charges after earned Advertiser Discounts. The Advertiser will be responsible for any payments or commissions due to the agency.
- b. Advertiser must pay the Total Cost within thirty (30) days from the date of the invoice.

# Ad Terms & Conditions cont'd

The Advertiser are jointly and severally liable for payment of all invoices for advertising published. If the Advertiser does not pay by the due date Publisher may refuse to display the Advertisement or may levy interest at the rate of four per cent (4%) per annum above the US Federal Reserve Prime Rate and such interest shall be calculated from the date such sums become due until they are paid.

c. The Publisher reserves the right to change its advertising rates at any time. Announcements of any changes shall be made at least two weeks in advance of the Closing Date of the first issue to be affected by the new rates.

d. Any rate base guarantees made by the Publisher, are based on a twelve month average.

e. Advertiser agrees that the number of Inserts or Special Units circulated and distributed may differ by a margin of 5%.

f. Advertiser Discounts and Rebates agreed to by the Publisher must be used within six months of the period in which they are earned (or as otherwise specified in the Order) or will expire.

g. Where the Publisher agrees to a Series Discount, the number of Advertisements specified for a Series Discount must be published and paid for within the period specified in the Order for the Series Discount to apply. Where the Advertiser cancels any Advertisement, or fails to have published and paid for the requisite number of Advertisements, the Series Discount will be cancelled and the Advertiser will be charged at the full rate for all Advertisements,

including reimbursement for previously published and paid for discounted Advertisements from within that series.

h. The Advertiser may not claim any rights of set off in respect of any invoices.

i. A postponement of the Advertising will not affect Advertiser's responsibility to provide consideration in cash or in kind in relation to the advertising space ordered in full as set out in this Agreement.

## WARRANTIES AND INDEMNITIES

a. The Advertiser warrants that;

i. the Advertisement (including URLs contained in Advertisement) and Publisher's display of Advertisement will not infringe any third party rights and will not contain, or link to, any objectionable material (including material which is defamatory, obscene, threatening or untrue);

ii. the Advertisement will comply with all applicable codes, guidelines (including the Lonely Planet Magazine Commercial Guidelines), rules and regulations and will not be illegal or actionable for any reason;

iii. the Advertiser has obtained all necessary permissions in relation to the inclusion in the Advertisement of the name, likeness or pictorial representation of any person in the Advertisement; and

iv. the Advertiser will fulfil and deal with any orders or enquiries relating to the goods, services or promotions featured in the Advertisement;

b. The Advertiser indemnifies the Publisher against any loss incurred arising from a breach of this Agreement by the Advertiser,

except to the extent caused by the act or omission of the Publisher.

c. The Advertiser acknowledges and agrees that Publisher has not provided it with any guarantees concerning reach of the Magazine or target audience. Any statistics related to the Magazine provided to the Advertiser are provided as an estimate based on current available research only and should not be relied on by the Advertiser.

d. THE SERVICES PROVIDED BY PUBLISHER UNDER THIS AGREEMENT ARE PROVIDED "AS IS". EXCEPT FOR THE EXPRESS WARRANTIES IN THIS AGREEMENT, PUBLISHER DISCLAIMS AND EXCLUDES TO THE MAXIMUM EXTENT PERMITTED BY LAW, ANY IMPLIED WARRANTY OF TITLE, MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, AND ALL OTHER WARRANTIES OR REPRESENTATIONS OF ANY NATURE. TO THE EXTENT THAT PUBLISHER IS UNABLE TO EXCLUDE ITS LIABILITY FOR ANY IMPLIED WARRANTY UNDER THIS CLAUSE, ITS LIABILITY IS LIMITED TO THE CORRECTION OR RESUPPLY OF THE SERVICE OR PAYMENT OF THE COSTS OF CORRECTING OR RESUPPLYING THE SERVICE.

## ASSIGNMENT

The Advertiser is not entitled to assign or transfer or otherwise deal with any of its rights or obligations under this Agreement, including the right to use any advertising space, without the prior written consent of Publisher. Publisher is entitled to assign its rights under this Agreement (or any part thereof) to its related corporations.

## CONFIDENTIALITY

Each party must keep any information disclosed by the other party which is in fact, is reasonably regarded as, or is marked as, confidential or proprietary to the disclosing party (Confidential Information) secret. The parties agree to protect and preserve the secrecy of Confidential Information and not use it or disclose it to any other person except with written consent of the other party or to the extent necessary to comply with the law or in order to obtain professional advice, and/or to carry out obligations under this Agreement.

## MISCELLANEOUS

a. Where this Agreement is signed by an agent on behalf of the Advertiser, the agent warrants that it has the authority to act on behalf of the Advertiser. The agent further agrees to be bound by the terms of this Agreement as if each reference to the 'Advertiser' is a reference to both the agent and its client.

b. The Advertiser must not make any promotional or marketing reference to the Magazine or the Publisher without the prior written consent of the Publisher.

c. This Agreement is governed by the laws of Tennessee, USA and the parties submit to the non-exclusive jurisdiction of the courts there without regard to the principles of conflicts of law. Changes to this Agreement will not be valid unless in writing and signed by both parties.

d. If any one or more of the provisions of this Agreement is invalid, illegal or unenforceable, the validity, legality and enforceability of the remaining provisions will not be affected or impaired.

e. In the event of conflict between the provisions of these terms and conditions and the Order, the provisions of the latter will prevail.

f. Capitalised words herein which are not defined have the meaning set out in the Order.

g. This Agreement may be signed in any number of counterparts.