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 humour, honesty and a freshness that you won’t find elsewhere.

Every month we will take you to the heart of a place in a way that no other travel title can.
Editorial pillars

**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.

**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.

**TOP PICKS**
Pocket guides to take with you on your travels, curated by our experts to take you straight to the heart of a destination and get the best out of your trip.
Circulation & Demographic Profile

**Total circulation**
- 41,599

**Readership**
- 175,000

**Most loyal readers in the market**
- 55%

**Highest actively purchased**
- 74%

**Gender**
- Male: 48%
- Female: 52%

**Children in HH**
- 30%

**ABC1**
- 70%
- AB: 41%

**Average age**
- 43

*Sources: ABC Jan-Jun 2017, TGI Double Base Q3 2017*
Readership profile

- 49% Married/Partnered
- £32,840 Mean HHI
- 43 Median Age
- 48% Male Readers
- 52% Women Readers
- 68% Amount of readers that have been on holiday abroad in the past 12 months
- 61% Amount of readers that have been on holiday in the UK in the past 12 months
- 5 trips On average, Lonely Planet readers went on 5 trips in the past 12 months
- 45% Graduate Education Level or Higher
Award winning magazine

- Travel Media Awards 2017: Consumer Publication of the Year
- Travel Media Awards 2017: Photography Award (Jonathan Gregson)
- Travel Media Awards 2017: Consumer Writer of the Year (Oliver Smith)
- Travel Media Awards 2016: National Consumer Travel Feature of the Year (Orla Thomas)
- Cheap Flights Awards 2017: Favourite UK Consumer Magazine
- AITO Young Travel Writer of the Year 2017 Sophie McGrath
- French Travel Media Awards 2017: Best Wine and Gastronomy Feature
- Goethe Media Award: Outstanding contribution to the promotion of Travel to Germany
Advert opportunities

SUPPLEMENTS

DISPLAY ADS

ADVERTORIALS

CLASSIFIEDS
Not many things compare to the thrill of seeing Africa’s Big Five in the wild. But if you want to be in with a chance of tracking them all down, you need to enlist the experts. Try one of these itineraries, each designed to get you up close and personal with one of nature’s giants.
Supplements

Custom mini guides are created by Lonely Planet writers from your brief in Lonely Planet’s inspired, passionate and authoritative tone. Pique the reader’s interest to inspire further investigation and encourage travel planning to the most inspiring experiences to be found in your destination.

Commissioned by destination experts from Lonely Planet’s core team of travel guide writers, the books are all curated and written according to their first-hand experience of the destination.

SPONSORSHIP

- Extensive collection of trade and reference books as well as the Lonely Planet kids products
- Logo on front cover ‘in association with’
- Cover sites and 2 x ROM display pages
- 2 x advertorial (DPS & SP)
<table>
<thead>
<tr>
<th><strong>Premium Positioning</strong></th>
<th><strong>Cost</strong></th>
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<tbody>
<tr>
<td>Inside Front Cover</td>
<td>£8,125</td>
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<tr>
<td>Inside Back Cover</td>
<td>£7,800</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>£8,125</td>
</tr>
<tr>
<td>1st DPS</td>
<td>£15,400</td>
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<tr>
<td>1st RH Page</td>
<td>£7,800</td>
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<thead>
<tr>
<th><strong>Display</strong></th>
<th><strong>Cost</strong></th>
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<tbody>
<tr>
<td>Full Page</td>
<td>£6,500</td>
</tr>
<tr>
<td>Double Page Spread</td>
<td>£12,350</td>
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<tr>
<td>Half Pages</td>
<td>£3,600</td>
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<table>
<thead>
<tr>
<th><strong>Advertorials</strong></th>
<th><strong>Cost</strong></th>
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<tr>
<td>(incl. production &amp; design)</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>£10,600</td>
</tr>
<tr>
<td>Double Page Spread</td>
<td>£20,290</td>
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All rates are gross before agency commission, subject to terms and conditions.
Ad specifications 2018

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<tr>
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<th>Bleed (mm)</th>
<th>Trim (mm)</th>
<th>Type (mm)</th>
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<tr>
<td>Page</td>
<td>308 x 236</td>
<td>300 x 228</td>
<td>272 x 202</td>
</tr>
<tr>
<td>DPS</td>
<td>308 x 472</td>
<td>300 x 456</td>
<td>272 x 202</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>156 x 236</td>
<td>148 x 228</td>
<td>134 x 202</td>
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<tr>
<td>Half Page Vertical</td>
<td>308 x 120</td>
<td>300 x 112</td>
<td>272 x 100</td>
</tr>
<tr>
<td>Half DPS</td>
<td>152 x 472</td>
<td>148 x 456</td>
<td>134 x 426</td>
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**MATERIAL PREFERENCES:**
- PDFX1a 2001 (version 1.3) files
- 300 dpi and CMYK
- Live matter must be at least 5mm in from the trim
- 4mm bleed, trim marks, trim box and page information must be included
- Minimum 6pt standard fonts, 10pt script and fine serif
- Files accepted via most delivery methods (Adsend, Specle, Adstream, WeTransfer etc.)

These are requirements for a perfect bound magazine printed by web offset and trimmed to 300 x 228 mm. Data must be supplied to the correct size and conform to these Digital File

Production contacts: Anthony Dixon: anthony.dixon@immediate.co.uk
Grace Robson: grace.robson@lonelyplanet.com
## Deadlines & on sale dates

<table>
<thead>
<tr>
<th>Issue</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
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<tbody>
<tr>
<td>Copy deadline</td>
<td>16.11.17</td>
<td>12.12.17</td>
<td>18.01.18</td>
<td>15.02.18</td>
<td>12.03.18</td>
<td>19.04.18</td>
<td>15.05.18</td>
<td>21.06.18</td>
<td>19.07.18</td>
<td>14.08.18</td>
<td>20.09.18</td>
<td>18.10.18</td>
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<tr>
<td>On sale date</td>
<td>30.11.17</td>
<td>04.01.18</td>
<td>01.02.18</td>
<td>01.03.18</td>
<td>05.04.18</td>
<td>03.05.18</td>
<td>31.05.18</td>
<td>05.07.18</td>
<td>02.08.18</td>
<td>30.08.18</td>
<td>04.10.18</td>
<td>01.11.18</td>
</tr>
</tbody>
</table>

Always confirm these at time of booking as subject to change.
Digital opportunities on LonelyPlanet.com

- Direct Display with high-impact rich media ad units
- Destination sponsorship
  Sponsor a Lonely Planet destination page and own the branding on our most highly visited pages, including a custom destination video.
- Native Custom Articles
  Custom-written by our expert destination authors, this is the freshest content we have on offer, all created around your audience and objective.
- Sponsored Native eNewsletter
  With a global distribution of 1.6M you can reach Lonely Planet fans through their inbox, surrounded by our featured content.
Contact info

For all advertising queries please contact:

Grace Robson
Sales & marketing coordinator
grace.robson@lonelyplanet.com

Ali Teeman
Director client solutions
ali.teeman@lonelyplanet.com
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(s) 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. If Publisher does not accept late delivery, it may charge the Advertiser for any extra expenses it incurs as a result of the Advertiser’s delay.

b. If Publisher does not approve the final product 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. Cancellation of Orders for inside pages of the Magazine must be received in writing at least 30 days prior to the Closing Date. Cancellation of Orders for cover pages of the Magazine must be received in writing 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.

d. Options placed by the Advertiser for insertion of an Advertisement in the Magazine must be received in writing at least 30 days prior to the Closing Date. By exercising reasonable diligence, the Publisher is unable to overcome by reasonable control and that the condition that is beyond the Publisher’s reasonable control and that 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. An 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: a) 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, b) edit the Advertisement, or c) 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 fractions (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 Advertiser 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 appoints the agency to place the Order for a Series Discount must be published 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 unlawful).

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 fulfill and deal with any orders or enquirers 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.