



UK Magazine

Media Kit



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

EXPLORE

The season's top travel news, trips and discoveries, including new hotels and tours, food, gear and tech, with recommendations and inside secrets from Lonely Planet's writers and local



JOURNAL

Insightful, inspirational stories from the road, beautifully told by our network of travel writers.

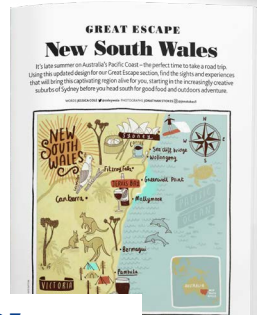


FEATURES

Compelling stories and images that take readers to the heart of the destination, providing immersive experiences of places near and far.

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
39,163

Highest actively
Purchased
74%

Readership
157,000

Most loyal readers
in the market
55%
Subscriptions

ABC1
69%
AB
47%

Female
51%

Children in HH
29%

Male
49%

Average age
42



Readership profile



55%

Married/Partnered



£37,065

Mean HHI



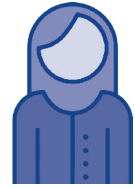
42

Median Age



49%

Male Readers



51%

Women Readers



66%

Amount of readers that have been on holiday abroad in the past 12 months



62%

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



46%

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

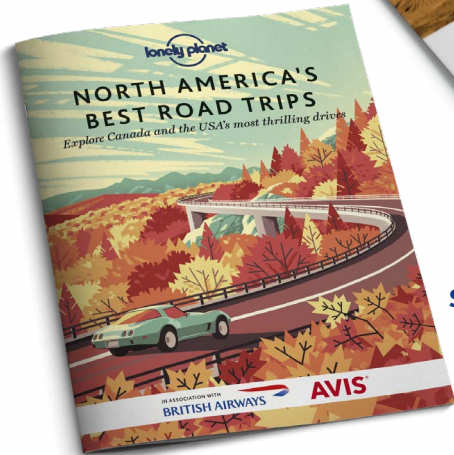
ADVERTORIALS



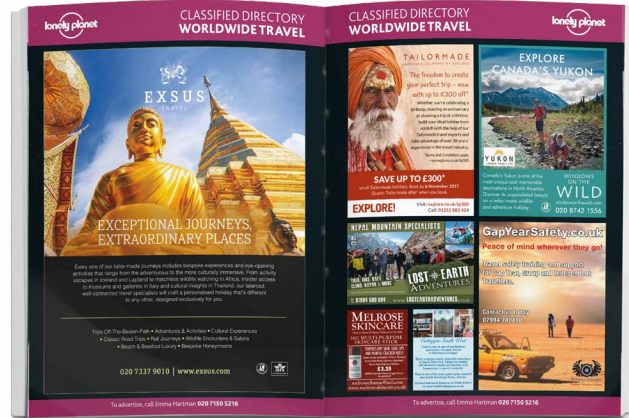
DISPLAY ADS



CLASSIFIEDS



SUPPLEMENTS





WALK ON THE

Wildside

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



Advertorials

Benefit from the credibility of the Lonely Planet brand with custom written advertorials

- Written by Lonely Planet travel experts in Lonely Planet style and tone
- A powerful and effective means of promoting your brand
- More engaging and interesting than a display ad
- Both entertaining and useful for the reader
- A great way to increase awareness and appeal for your brand.

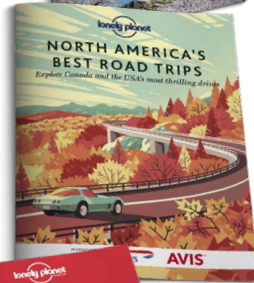


Supplements

Custom supplements and 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.

SPONSORSHIP

- Opportunities to sponsor editorial supplements
- Logo on front cover 'in association with'
- Display and advertorial pages





UK MAGAZINE RATE CARD 2018

**RATES
AVAILABLE ON
REQUEST FOR**

Regional Splits
Supplements
Gatefolds
Inserts
Classified

Premium Positioning	Cost
Inside Front Cover	£8,125
Inside Back Cover	£7,800
Outside Back Cover	£8,125
1st DPS	£15,400
1st RH Page	£7,800

Display	Cost
Full Page	£6,500
Double Page Spread	£12,350
Half Pages	£3,600

Advertorials (incl. production & design)	Cost
Full Page	£10,600
Double Page Spread	£20,290

Ad specifications 2018

	Bleed (mm)	Trim (mm)	Type (mm)
Page	308 x 236	300 x 228	272 x 202
DPS	308 x 472	300 x 456	272 x 202
Half Page Horizontal	156 x 236	148 x 228	134 x 202
Half Page Vertical	308 x 120	300 x 112	272 x 100
Half DPS	152 x 472	148 x 456	134 x 426

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, Specl, 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 Files





Deadlines & on sale dates

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

ALWAYS CONFIRM THESE AT TIME OF BOOKING AS SUBJECT TO CHANGE



Digital opportunities



Amplify your campaign online with bespoke solutions on [LonelyPlanet.com](https://www.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.



International Editions Contact Details



ARGENTINA
Juan Pedro Dondo
juan@seditores.com



CHINA
Shangting Xu (Tracy Hsu)
xushanting@sinomaps.com



CZECH REPUBLIC
Lenka Lukacovicova
lenka.lukacovicova@sportmedia.sk



INDIA
Neelam Menon
neelam.menon@wmm.co.in



KOREA
Jung Hawang-lae
jung@ag.co.kr



NETHERLANDS
Sara van Geloven
s.vangeloven@pijpermedia.nl



SPAIN
Veronica Lourido
vlourido@prismapublicaciones.com



TAIWAN
Ya-Sui Ku
voyager_gu@hmg.com.tw



THAILAND
Ms Rungnapa Phoorod
rungnapa.lonelyplanet@gmail.com



US
Jen Pentes
jen.pentes@lonelyplanet.com



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





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.

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.



EXPLORE EVERYDAY...