For Explorers Everywhere
Lonely Planet stands for life-changing, story-worthy travel experiences that connect people to the world.

We’ve been guiding and inspiring travel for 50 years and we have learned that the best travel is about putting yourself out there.

It means leaving behind the everyday, immersing yourself in nature, culture and experiences rather than just seeing the sights.

14M+ Monthly Page Views
13M+ Social Followers
815K+ Email Subscribers
We’re home to the largest network of local contributors

Who bring destinations to life through lived experience. Lonely Planet’s recommendations backed by local experts are authentic, trusted, and sought after by travelers everywhere.

750+ local experts contracted per year
Who power our extensive library of destination based travel content.

Lonely Planet sits on a substantial library of destination content, updated monthly. Our content thoroughly covers destinations through POIs and articles.
An iconic travel brand with strong beliefs

We foster connection and understanding.

In a divided world, travel brings people together and helps build a kinder, more inclusive, more open-minded world.

To know the world is to love it.

Travel has social, economic and environmental impact. We must equip travelers with the knowledge and tools to make informed choices about their impact, and inspire them to travel with generosity.

We bring travel to all.

Our goal is to help more people from more backgrounds experience the joy of exploration. We believe that travel should be accessible to all.
Fueling exploration for an audience of affluent, well-educated, avid travelers.

- **61%**
  - Age 18-44

- **70%**
  - HHI >$100K

- **70%**
  - Attended college or grad school

- **40%**
  - Multicultural

Highest density among competitive set
(Conde Nast, Trip Advisor, Travelocity, Culture Trip)

- **4.1**
  - Avg Page Views Per Visitor

Among 18-44, HHI $100K+
Highest page views among competitive set
(Conde Nast, Trip Advisor, Travelocity, Culture Trip)
WHY PARTNER?

Lonely Planet has created a unique environment for brands to inspire consumers in the pivotal moments that matter — when active travelers look for inspiration and guidance with travel purchase decisions.

Reach the right audience
Use 1st party data and consumer insights to identify travelers at scale when they are planning and experiencing their trip.

Align with a trusted voice
Surround expert content that has been trusted for over 50 years.

Create elevated high quality content
Leverage the most thoughtful and innovative editorial talent in the travel space.
OPPORTUNITIES

With partnership opportunities across platforms that go beyond traditional advertising and speak to travelers throughout their consumer journey.

01 Editorial Sponsorship
Sponsor our signature editorial programming across site, social and email.

02 Bespoke Creative Studio
Best-in-class co-branded content created for all platforms.

03 Display Media
Run your creative across high impact placements on site.
Sponsor Lonely Planet’s editorial content through targeted media and logo integration.

**Editorial Franchises**

Editorial franchises that run cross-platform (site and social) offering inspiration and guidance.

**Social-first Photo & Video Series**

Short-form editorial video series created uniquely for social consumption on Instagram and TikTok.

**Newsletters**

Weekly editorial newsletters to Lonely Planet’s subscriber list.
Editorial Franchises

What Is It:
Written by Lonely Planet travel experts, our editorial franchise content spans inspiration through personal storytelling to guidance through itineraries, lists and guides, designed to give our users the information they need for their next travel journey.

- **Inspiration**: First person narratives featuring real stories about real people, having life transforming travel experiences.
- **Core Guidance**: Tactical, straightforward guidance for every destination, such as Things To Do In & How To Get Around.
- **Core Guidance Plus**: Destination guidance with a personal touch, such as ‘The Detour’, mirroring the way people travel.

Brand Integration:
Display media surrounding the article as well as logo sponsorship.

Distribution:
Lonelyplanet.com, Social and Newsletter
Social-First Photo & Video Series

**Instagram Series**

**What Is It:**
Instagram feed or story series that speak to the highly visual and engaging platform with a built-in audience of 3.3M followers.

**Examples:**
Get Around, Swipe, Save, Go, LP Eats, Detour, Beyond Words

**Cadence:**
Weekly or Monthly depending on the series

**Distribution:**
Instagram Feed, Stories

**Brand Integration:**
Logo integration, swipe up

**TikTok Series**

**What Is It:**
Short form, highly engaging editorial series typically under < 60 seconds driven by personalities across various destinations.

**Examples:**
$20/Day, Save, Spend, Splurge, Hidden Gems, Unofficial Expert

**Cadence:**
Weekly or Monthly depending on the series

**Distribution:**
TikTok with cross promotion on Instagram Reels

**Brand Integration:**
Logo integration
Newsletters: *Friday Around The Planet & Picture Yourself In*

**What Is It:**
Connect with Lonely Planet’s global audience of subscribers through our highly engaged weekly eNewsletter.

**Brand Integration:**
Native placement with logo integration plus media at the top and bottom of newsletter. Regional targeting available.

**Cadence:**
2x per week

**Global Distribution:**
765K

**Open Rate:**
40%

**CTR:**
2.5%

300x250 Ad Unit with click-out capabilities in email footer

Link to relevant sponsored content on site

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**Friday Around the Planet**

**March 20, 2023**

**The early bird gets the permit**

Turn around to ask another name for the Turnaround or Irish national parks I have a reminder is for me no one is for the view - I like the music and the noise, the noise of the bird is so much a part of the beauty of the place. The view is all the noise. If you’re looking to visit one of the most popular parks this summer, you should start planning now. One of the most popular parks is the Great Smoky Mountains National Park. Lodging within the park — especially at the top places like Shenandoah — also fills up early in the season.

Here’s a guide to what you can expect at an AL’s national parks in 2023.

**Trending destination this week**

- Travel to Idaho on a recent trip
- Sapphire Point, 2023: Reads and writer experiences
- 15 states that will be on the must-tread list in 2023
- 10 things that make us happy to travel in 2023

**More hot topics from the week**

- Travel to Idaho on a recent trip
- Sapphire Point, 2023: Reads and writer experiences
- 15 states that will be on the must-tread list in 2023
- 10 things that make us happy to travel in 2023
Collaborate with Lonely Planet’s creative studio on bespoke co-branded content.

Co-Branded Articles
Co-Branded articles offering inspiration and guidance for travelers worldwide.

Social-first Photo & Video Series
Short-form editorial video series created uniquely for each social platform.

Long-Form Video Series
Long-form docu-style video series distributed across all platforms.

Data & Insights
- On-site brand studies
- Social brand studies through platform partners
- Forced Exposure Surveys
Co-Branded Articles

What Is It:
Written by Lonely Planet travel experts on behalf of our clients, we’ll craft content from inspiration to core guidance that adheres to our editorial POV and delivers on our client’s objectives.

Brand Integration:
Display media surrounding the article, logo sponsorship, and integration within the article.

Examples:
- **Essential Guides**: Where to stay, what to experience and what to see, all centered around a specific point of interest.
- **How To**: Guiding our readers from awareness, consideration and inspiration to planning.
- **Top Reasons to Visit**: Highlight abstract or broad strengths of a point of interest, such as the rich history or culture.
- **Gear Guide**: Highlights products that enable the traveler to enhance their experience.

Distribution:
Lonelyplanet.com, Twitter, Instagram, Facebook, Apple News, Newsletter
**Co-Branded Social-First Video Series**

**What Is It:**
Lonely Planet’s suite of social-first video offerings, from explainer videos to Instagram Stories offer our partners the option of custom video series built for them around a specific topic that speaks to the modern traveler. Shot in studio or a single location.

**Brand Integration:**
Title & end card integration plus brand/product integration

**Examples:**
Explainer Videos
TikTok-first series
Instagram Reels, Stories

**Distribution:**
Lonely Planet TikTok, Instagram
Co-Branded Long Form Video Series

What Is It:
Premium, docu-style video series or scripted travel series shot on destination, either hosted or un-hosted. Typically 5-20 minutes in length.

Brand Integration:
Title & end card integration plus brand/product integration

Tiers & Types:
- **Tier I**: Premium Documentary or Soft-Scripted Travel Video On destination, ~5 mins or less
- **Tier II**: Premium Documentary or Scripted Travel Video On destination, up to 20 mins

Distribution:
Full length video to run on Lonelyplanet.com and YouTube; unique cut-downs created for Twitter, Instagram, Facebook
Reach a premium, targeted audience through high impact display media.

**Homepage / Site Takeover**
Boost exposure with 100% SOV on ad units sitewide.

**Superzone Ad**
Interactive rich media units produced by Lonely Planet for your brand, in high-awareness placements across the site.

**Standard Display**
Standard high-performing media placements across site.

**Inspiration Page Sponsorship**
Home to our theme-focused content such as food travel and gear & tech inspiration.

**Native Display**
Traffic-driving media placements across site driving to internally produced content and destination pages or client site.

**Destination Page Sponsorship**
High-traffic portals for information on any place in the world, featuring articles, POIs, top experiences, maps and more.

**Extensive Targeting:**
- Standard: geo, device, browser
- Contextual: destinations, interests, content themes, travel intent
- Audience: Lonely Planet 1st party segments and custom 3rd party segments (behavior, demo, affinity)
Superzone Ad Placement

**What Is It:**
Interactive rich media units produced by Lonely Planet for your brand, in high-awareness placements across the site. The ads are custom built in HTML5 to include animation, video and dynamic elements. All units are responsive and scale to fit both tablet and mobile screens.

**Distribution:**
Superzone ads will appear in between content sections of pages on lonelyplanet.com.