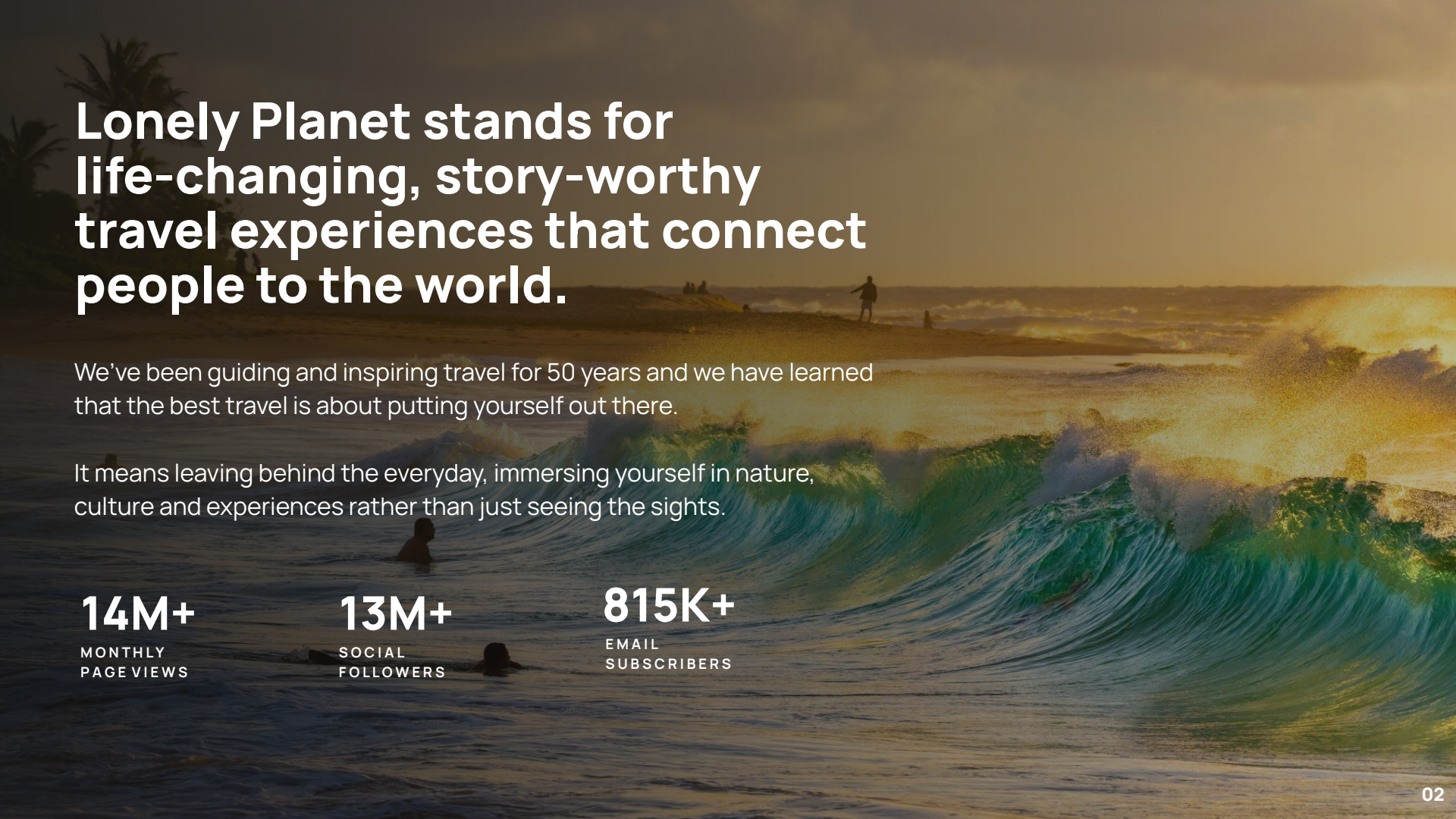


For Explorers

lonely  planet

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.



150M
GUIDEBOOKS



5K
DESTINATIONS



18K
ARTICLES



270K
POINTS OF INTEREST



An iconic travel brand with strong beliefs

We foster connection and understanding.

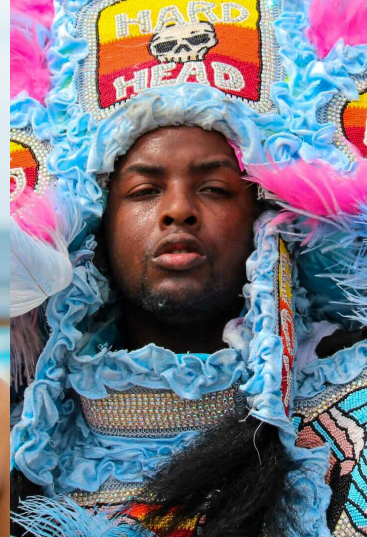
In a divided world, travel brings people together and helps build a kinder, more **inclusive**, more open-minded world.

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%

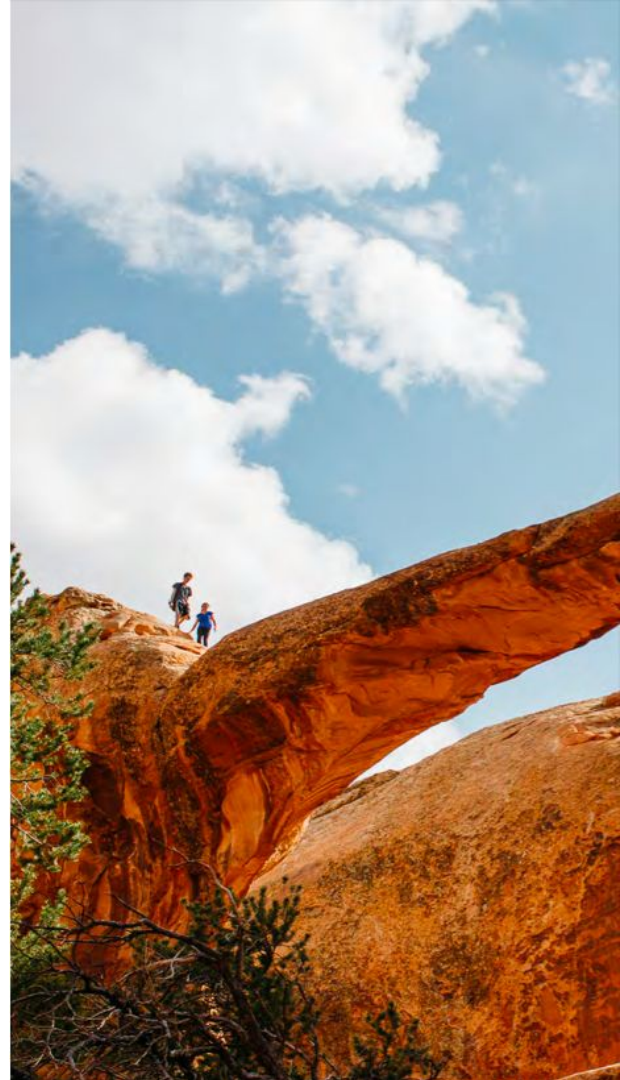
Multicultural

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.

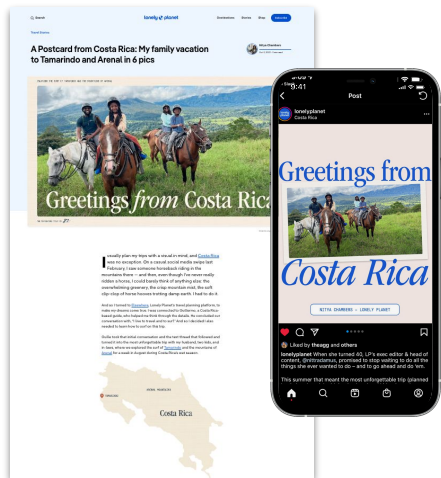
03

Display Media

Run your creative across high impact placements on site.

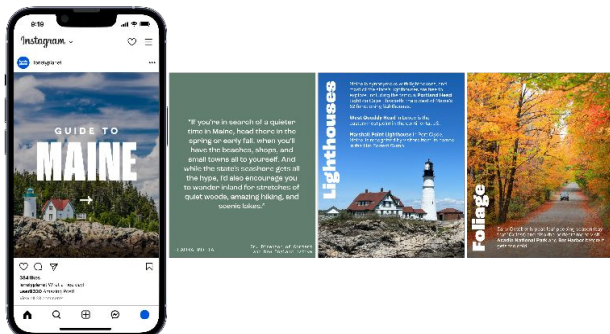
Editorial Franchises

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



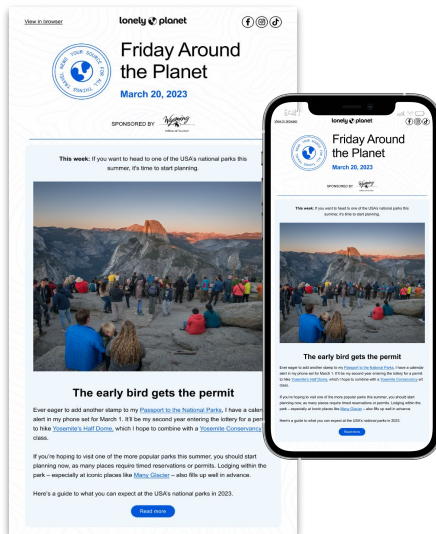
Social-first Photo & Video Series

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

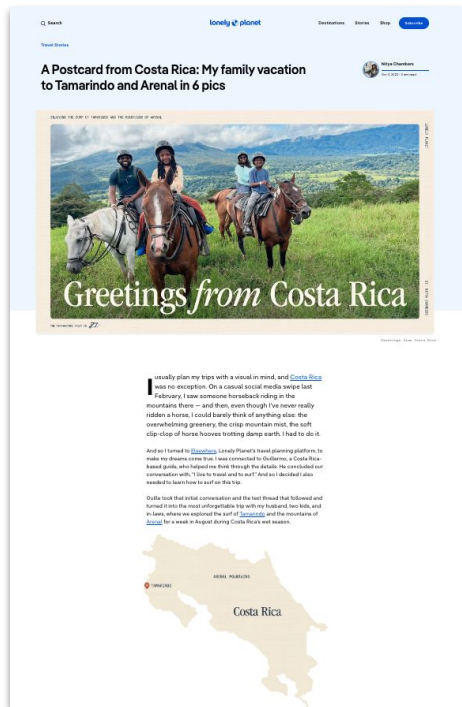


Newsletters

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.

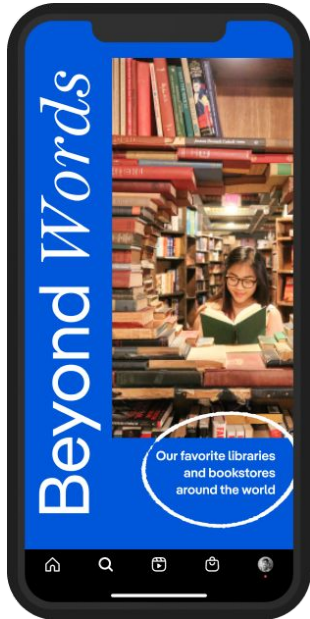
Brand Integration:

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:

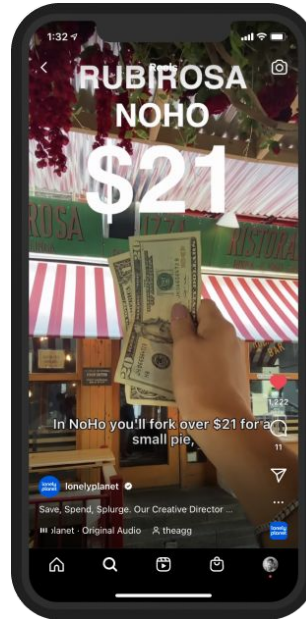
Weekly or Monthly depending on the series

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

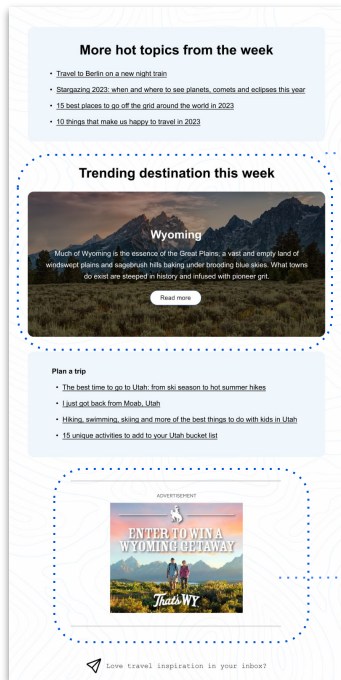
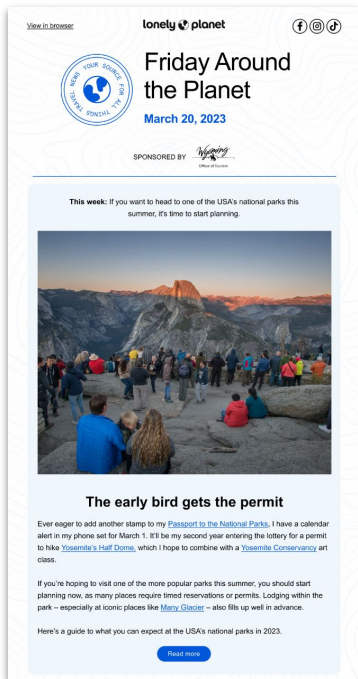
Distribution:

TikTok with cross promotion on Instagram Reels

Brand Integration:

Logo integration

Newsletters: *Friday Around The Planet & Picture Yourself In*



Link to relevant sponsored content on site

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

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

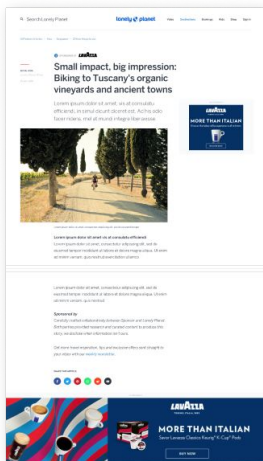
Global Distribution:
765K

Open Rate:
40%

CTR:
2.5%

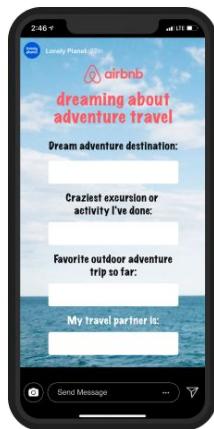
Co-Branded Articles

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

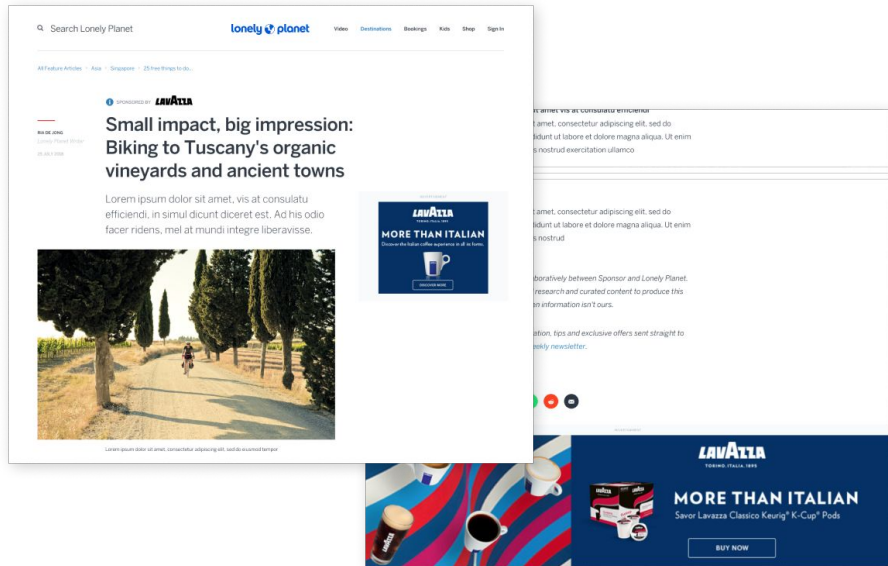
Long-form docu-style video series distributed across all platforms.



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.

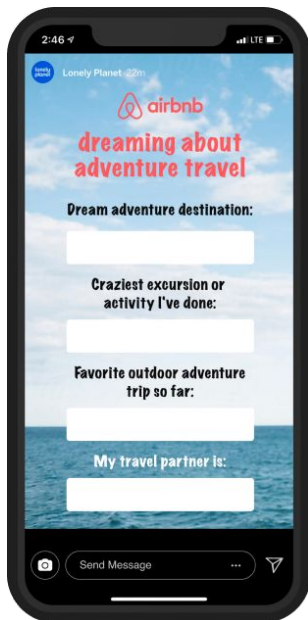
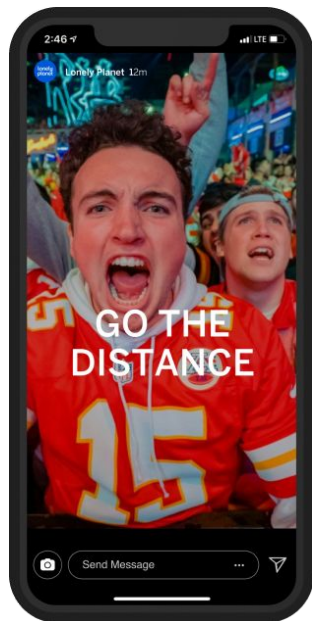
Examples:

- **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:

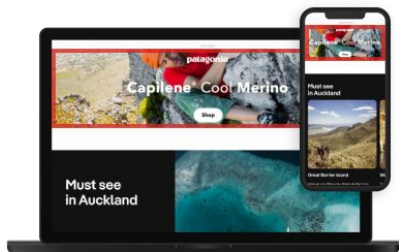
- **Tier I:** Premium Documentary or Soft-Scripted Travel Video On destination, ~5 mins or less
- **Tier II:** Premium Documentary or Scripted Travel Video On destination, up to 20 mins

Distribution:

Full length video to run on Lonelyplanet.com and YouTube; unique cut-downs created for Twitter, Instagram, Facebook

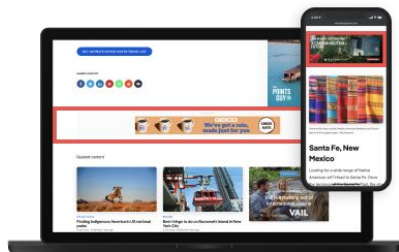
Homepage / Site Takeover

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.

Native Display

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

Inspiration Page Sponsorship

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

Destination Page Sponsorship

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

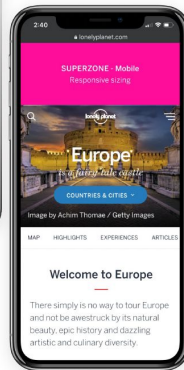
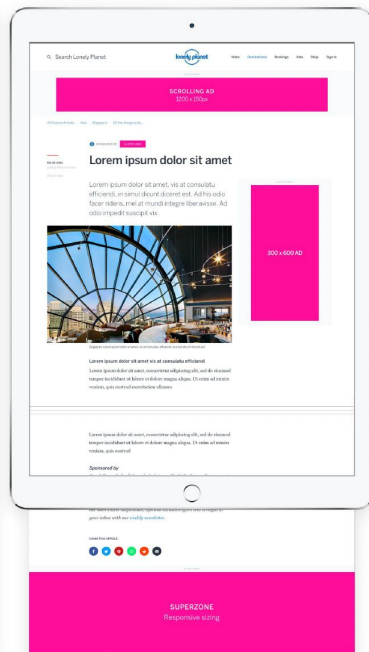
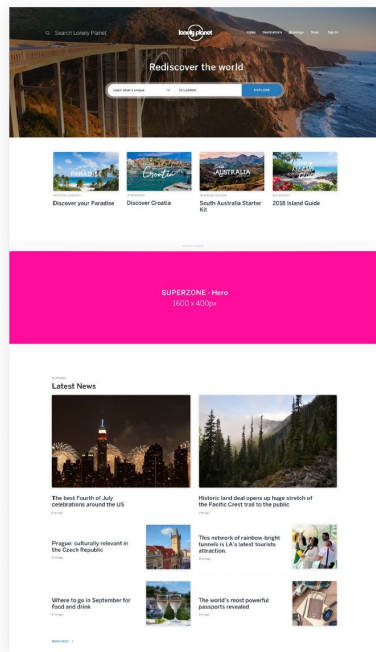
Extensive Targeting:

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.



Thank you

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