

TRAVEL CURATOR

Media Kit

2023





We are a global influential luxury travel and lifestyle media brand devoted to celebrating all that is **worth traveling for.**



We reach an affluent audience of
sophisticated travelers

Affluent Across Ages

18-24 / 16%

25-34 / 22%

35-44 / 18%

45-54 / 29%

55-64 / 15%

M/F: 50/50%

Average HHI

\$350K

*22% of our audience didn't indicate age (July 2022 Reader Survey)



The background of the image is the interior of a luxury car, featuring plush orange leather seats with horizontal stitching. The car's interior is dark, and the windows show a blurred outdoor scene. The overall lighting is dim, with a focus on the texture and color of the leather.

They are always on the move

41% travel for leisure
more than 5x per year

13% travel for leisure
more than 8x per year

45% take cruises

9% take two or
more cruises per year

60% fly business/first class



They want to experience
wanderlust at home and abroad

71% stay at luxury hotels and
luxury villas

41% take more than five
domestic trips per year

88% travel internationally
more than once per year

19% take five or more
international trips per year

Our Audience Converts & Engages

We Create Superfans

350K+

**Newsletter
Subscribers**

**Unprecedented
36% Open Rate**

They Are
Highly Engaged

3+ Mins

**Industry
Standard is
45 seconds read
time per story**

They Take Action

\$3.2M

**Luxury 5-star
hotel booking
with an
average of
\$500+/night**



We Are Storytellers



We are as passionate about storytelling as we are about traveling the globe. Creating inspirational, informative content told through our editorial lens of authority is the heartbeat of our brand. That's why we bring our partner's stories to life through the custom content and programs, instead of the traditional advertising path. By amplifying your brand through compelling, unique content delivered across all of our media platforms we bring awareness, deliver value, and add authority.

Travel & Luxury Expertise

We work with more than 150+ writers and influencers all over the world who not only share their experience and expertise, but are the leaders in their respective fields. Many are regular contributors to other travel and luxury publications including *Condé Nast Traveler*, *Travel + Leisure*, *Robb Report*, *Vogue*, *Architectural Digest*, *Harper's Bazaar*, *Town & Country*, *Forbes*, *Bloomberg*, *WSJ*, *New York Times*, *The Observer*, and others.





Contact

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