

Media Kit

2023



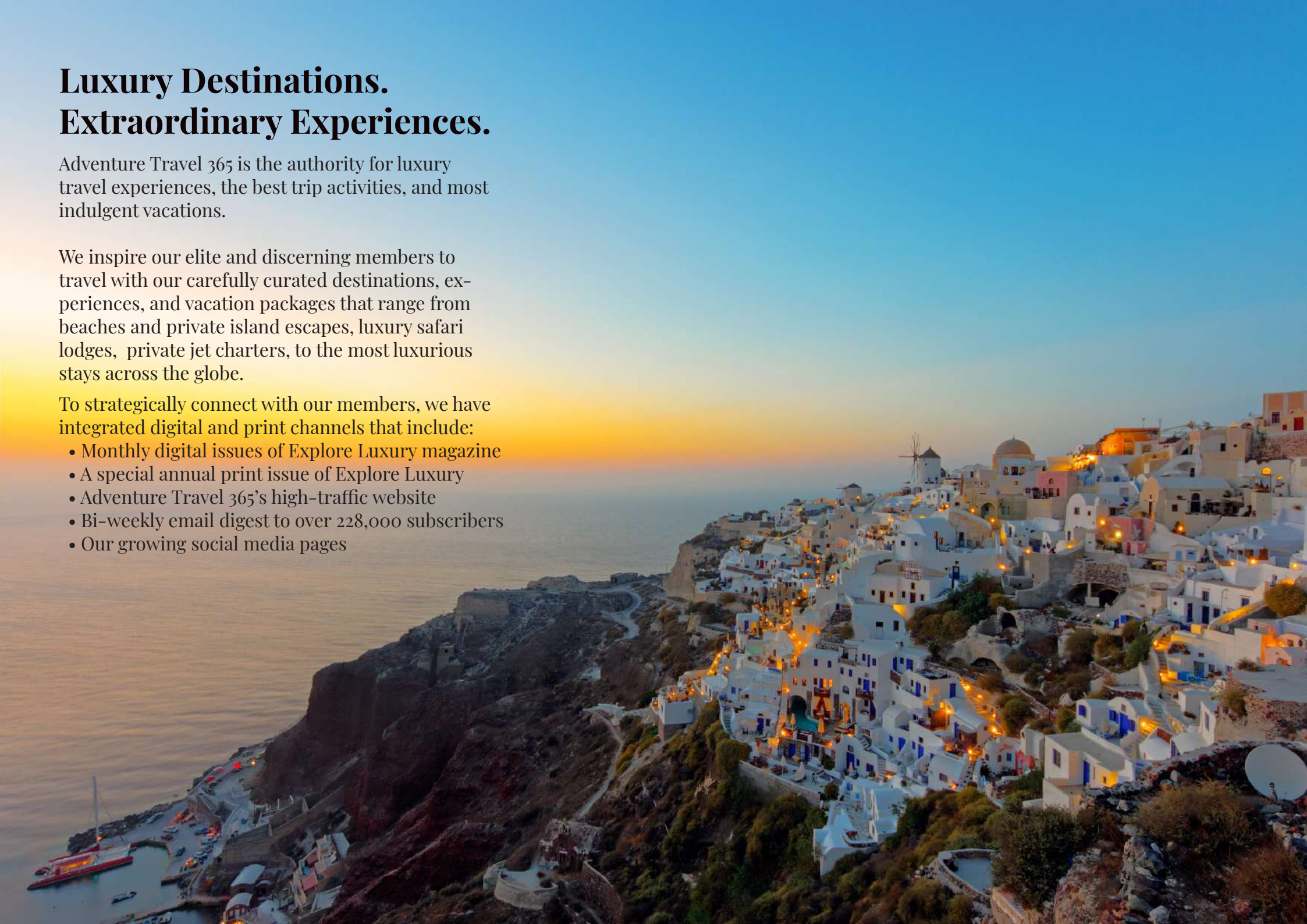
Luxury Destinations. Extraordinary Experiences.

Adventure Travel 365 is the authority for luxury travel experiences, the best trip activities, and most indulgent vacations.

We inspire our elite and discerning members to travel with our carefully curated destinations, experiences, and vacation packages that range from beaches and private island escapes, luxury safari lodges, private jet charters, to the most luxurious stays across the globe.

To strategically connect with our members, we have integrated digital and print channels that include:

- Monthly digital issues of Explore Luxury magazine
- A special annual print issue of Explore Luxury
- Adventure Travel 365's high-traffic website
- Bi-weekly email digest to over 228,000 subscribers
- Our growing social media pages





EXPLORE LUXURY is the first and only luxury adventure travel magazine which caters to elite travelers looking for the most luxurious travel destinations and finest experiences.

Our magazine provides in-depth travel guides, photos and articles about the world's best destinations, luxury resorts, hotels, travel activities, spas, restaurants, and more.

Monthly

Digital Publication Frequency

December

Release of Special Print Issue

You may request access to previous digital magazine issues by sending an email to: bryan@adventuretravel365.com

READER PROFILE

Our readers are not ordinary travelers. They are elite and discerning luxury travelers that indulge in the finest things in life.

As they balance their wealth, health, and fitness -- they always seek adventures & unique experiences.

\$18,000

Average travel spend per person

25-45

Age Group of Subscribers

45 / 55

Male / Female %



10,000+

Print Magazine Readership

Print Circulation

- Luxury Travel Agencies
- First Class Lounges
- High-end Hotels & Resorts
- Private Jet Terminals
- Yacht Clubs and Marinas
- High-end Car Dealers
- Corporate Suites
- Exclusive Events
- VIP Subscribers

570,000+

Digital Magazine Readership

Our readers aren't just looking for a place to sleep. They are luxury travelers looking for experiences worth their money.

They want to be catered to individually, and are the type of travelers that want to discover new destinations and try out adventures before they become overcrowded and inundated.

\$270,000

Average HHI

\$2,200,000

Average Net Worth



2023 Theme Calendar



JANUARY



Winter Wonderland THEME

MAIN CONTENT:

Winter Wonderland
Destinations

Top Luxury Ski Resorts

Warmest places in the World
to Visit When The Temperature
Dips

January 6, 2023
AD DEADLINE

FEBRUARY



Romantic Getaways THEME

MAIN CONTENT:

Romantic Vacation Spots
For Couples

All-inclusive Couples'
Getaway to Paradise

Extreme Travel Activities
For Romantic Adventurers

January 13, 2023
AD DEADLINE

MARCH



Where the World Blooms in Spring THEME

MAIN CONTENT:

Be Inspired by the Most Luxurious
Hotels in Europe This Spring

Spring Break Activities
for Luxury Adventurers

Last Minute Spring Vacation Idea

February 3, 2023
AD DEADLINE

APRIL



Luxury Adventure Resorts THEME

MAIN CONTENT:

Luxe and Thrills: Top Luxury
Adventure Resorts in the World

Adventures of a Lifetime:
Learning and Exploring off the
Beaten Path

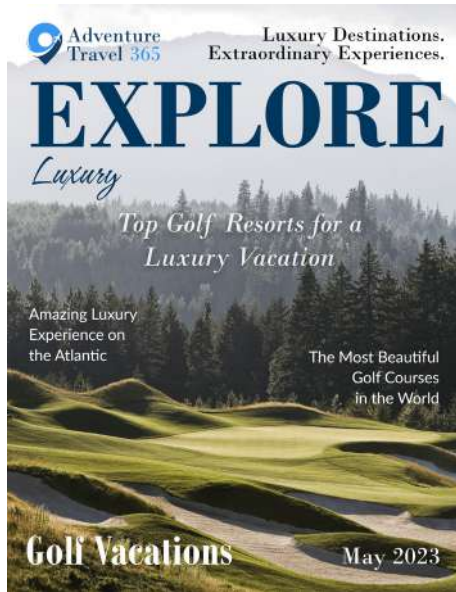
Eco-Friendly Luxury Adventure Resorts

March 3, 2023
AD DEADLINE

2023 Theme Calendar



MAY



Golf Vacations

THEME

MAIN CONTENT:

Top Gold Resorts for a Luxury Vacation (US & Across the Globe)

The Most Beautiful Golf Courses in the World

Amazing Luxury Experience on the Atlantic

April 7, 2023
AD DEADLINE

JUNE



Over-the-water Beach Resorts

THEME

MAIN CONTENT:

Best Luxury Over-the-water Beach Resorts (US & Rest of the World)

Best Luxury Over-the-water Beach Resorts (Rest of the World)

Rainbow Vacations: Destinations To Visit For Pride Month

May 5, 2023
AD DEADLINE

JULY



All-inclusive Family Destinations

THEME

MAIN CONTENT:

Top All-inclusive Getaways for Families

Splurging for Summer: Most Expensive Summer Travel Activities

The Most Beautiful Destinations for American Adventure Month

June 3, 2023
AD DEADLINE

AUGUST



Most Luxurious Wellness Resorts In the US

THEME

MAIN CONTENT:

Luxury Off The Beaten Path Spas Around the World

Soothe Your Soul at These North American Spas

World's Most Outrageous Spa Treatments

July 7, 2023
AD DEADLINE

2023 Theme Calendar



SEPTEMBER



Incredible Dude Ranches THEME

MAIN CONTENT:

Why You Should Consider a
Luxury Dude Ranch Vacation

Most Luxurious Dude Ranches
In The US

Off-the-grid Luxury Vacation
Experiences

August 4, 2023
AD DEADLINE

OCTOBER



Top Resorts For Fall Activities THEME

MAIN CONTENT:

Best Resorts to Visit for Fall
Activities

Most Beautiful Fall Foliage
Destinations and Where to Stay

The Best Cities in Europe to Visit
During Fall

September 1, 2023
AD DEADLINE

NOVEMBER



Fantastic Private Island Getaways THEME

MAIN CONTENT:

Most Luxurious Private
Island Getaways

Private Island Getaways for
Adventure Seekers

Rent a Private Island: How
to plan your exclusive escape

October 6, 2023
AD DEADLINE

DECEMBER



Best for 2024 THEME

MAIN CONTENT:

The 365 Most Luxurious Vacation
Properties to Visit this 2024

(Resorts, Hotels,
Ships, and Yachts)

November 10, 2023
AD DEADLINE

2023 DIGITAL MAGAZINE AD RATES

Ad Space	Dimensions	1x Rate	3x Rate	6x Rate	12x Rate
Front Cover	8.375 x 10.875"	\$10,000			
Inside Front Cover	8.375 x 10.875"	\$8,000			
Inside Back Cover	8.375 x 10.875"	\$7,000			
Back Cover	8.375 x 10.875"	\$8,000			
2-Page Spread	16.75 x 10.875"	\$9,000	\$7,000	\$5,500	\$4,500
1-Page Ad	8.375 x 10.875"	\$5,000	\$4,000	\$3,500	\$2,500

Produced Content

	1x Rate
Advertorial	Minimum 1-page Feature Contact Sales Rep
Article Inclusion	Maximum 2-page Feature Contact Sales Rep

All ad materials are due on the first week of every month.
Advertorials and Trending Lists are written, produced, and developed by our in-house editorial team.



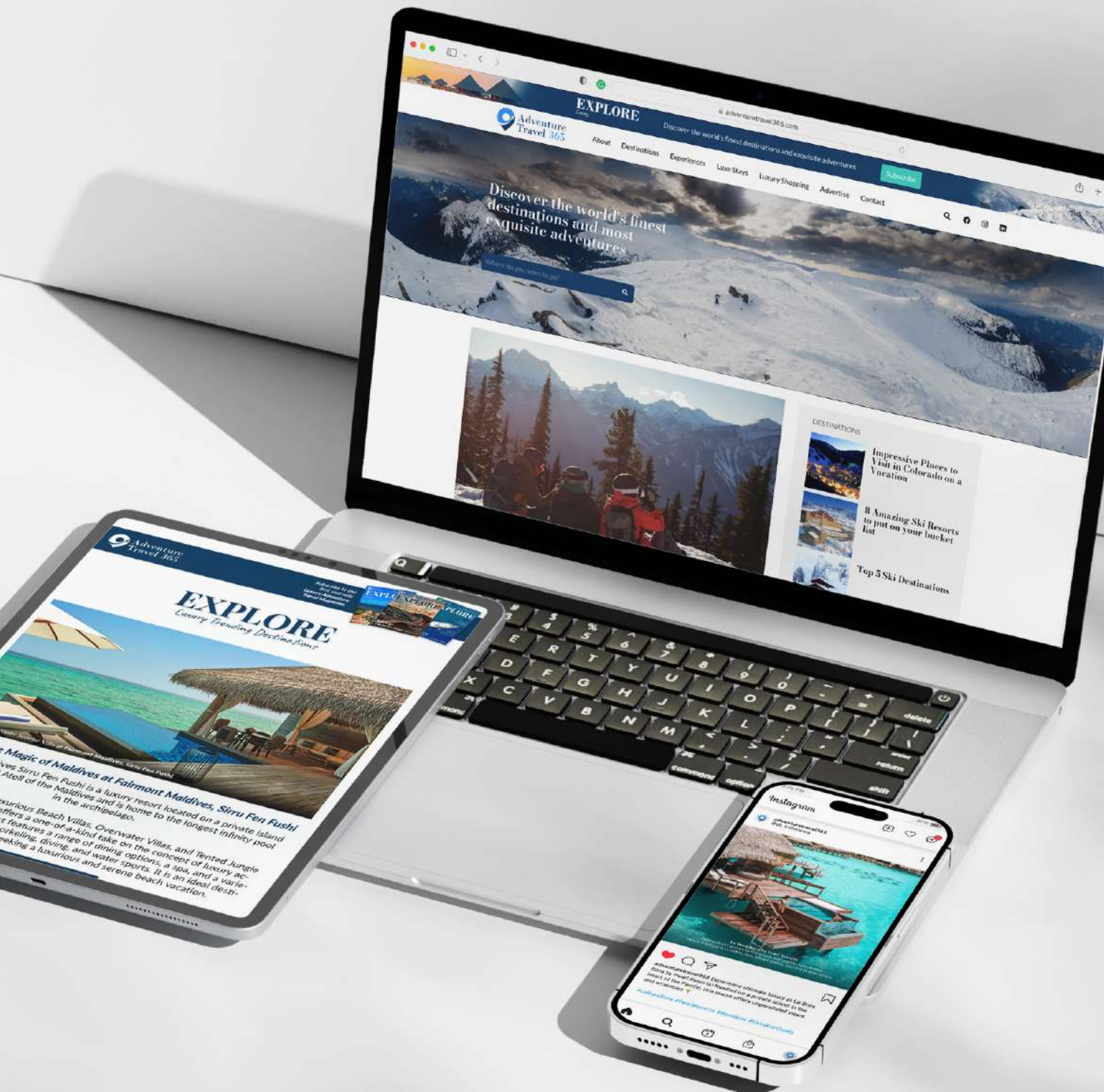


2023 PRINT MAGAZINE AD RATES

Ad Space	Dimensions
Front Cover	\$13,000
Inside Front Cover	\$10,000
Inside Back Cover	\$9,000
Back Cover	\$10,000
2-Page Spread	\$10,500
1-Page Ad	\$6,500

Produced Content 1x Rate

Advertorial	Contact Sales Rep
Article Inclusion	Contact Sales Rep



ADVENTURE TRAVEL 365 is the first and only hub of digital channels that cater to the luxury adventure market. It is comprised of a high-traffic website, active social media channels, and an enormous e-newsletter readership.

Our digital channels are always up to date with articles, reviews, and listings of the finest destinations, extraordinary experiences, and travel inspirations that are always sought by luxury adventure travelers.

Website
E-Newsletter
Facebook
Instagram

Digital Channels

600,000

Average Monthly Unique Users
Across Channels

You may request access to previous digital magazine issues by sending an email to: bryan@adventuretravel365.com

SUBSCRIBER PROFILE

Our followers and subscribers are luxury adventure travelers that are always looking out for new destinations and unique activities. They are elite and discerning luxury travelers that indulge in the finest things in life.

As they balance their wealth, health, and fitness -- they always seek adventures & unique experiences.

\$18,000

Average travel spend per person

25-45

Age Group of Subscribers

45 / 55

Male / Female %



FACEBOOK

180,000+

Followers

515,790+

Minimum Monthly Impressions

276,000+

Minimum Monthly Reach

INSTAGRAM

65,100+

Followers

130,780+

Minimum Monthly Impressions

95,500+

Minimum Monthly Reach

WEBSITE

75,000+

Monthly Unique Users



E-NEWSLETTER

228,000

Database of Luxury Adventure Travelers

570,000

E-Newsletter Monthly Readership

Types of Produced Digital Content



Feature Blog on the Website

Our custom blogs is a form of advertisement developed to resemble a normal editorial content of our website.

This will give you the opportunity to subtly promote your business, brand, or product while generating effective reader engagement. These are original content, written and designed by our in-house editorial team, with proper SEO.

Aside from the main editorial, each feature blog provides an advertiser a digital gallery of images, which users can browse at the bottom of the web page.



Solo Email Blast

Each email blast is sent to over 200,000 subscribers who opted in to our campaigns.

Our in-house editorial team will produce and develop a content for you covering a general statement about your vacation property, accommodations offered, dining options, as well as activities or experiences that guests can enjoy.

Our solo email blasts are also highly visual, providing multiple image slots for advertisers in one blast. You may also utilize this type of campaign to advertise about promos or offers.



Types of Produced Digital Content

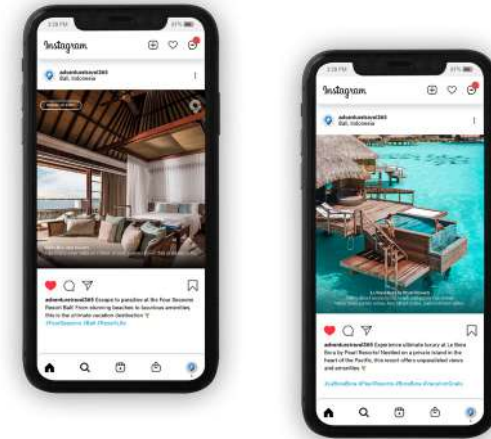


Email Blast - Inclusion in our Trending List

An inclusion in our regular trending list means a placement in one of our email blasts and ensures a mention of your property, a short feature, and one captioned image.

You will be among the world's most prestigious luxury brands and it provides an opportunity to promote your own products and services.

You also have the option to add a call-to-action button where subscribers can be redirected to your booking webpage.



Social Media Post

A post on our growing social media pages on Facebook and Instagram will help to increase brand awareness and improve of your property's online presence.

For feed posts, a group of your images are posted following a carousel format, which usually receives higher engagement rates. Social Media stories are short video clips produced to promote you with an embedded link.

Our in-house team will create and prepare the posts, including the captions, stitched clips, and relevant hashtags.

2023 PRODUCT-CONTENT RATES

Produced Content

1x Rate

Feature Blog	Banner Article wi/ 500 Words	\$850
Solo Email Blast	Full Feature	\$750
Email Trending List	Short Feature	\$300

*All images must be provided by advertiser. Full content will developed by our in-house editorial team, and is subject to client's approval.

2023 SOCIAL MEDIA RATES

Ad Space	Dimensions	1x Rate	4x Rate	10x Rate
Facebook	1080 x 1080px	\$550	\$450	\$350
Instagram	1080 x 1080px	\$450	\$350	\$250
Mirrored (Both)	1080 x 1080px	\$650	\$550	\$450
Facebook Story	1080 x 1920px	\$350	\$250	\$150
Instagram Story	1080 x 1920px	\$300	\$200	\$100
Mirrored) (Both)	1080 x 1920px	\$450	\$350	\$250

*All images must be provided by advertiser. Captions will be prepared in-house and will be sent for approval.

*Facebook Posts can include direct link to your booking site.

*For Paid Media requirements, please get in touch with your sales advisor.





Deadline of Artworks & Images:

First Friday of Prior Month

*For special promos or information that you want to be included in any in-house produced material, please provide the information also by the first Friday of prior month.

To be provided by advertiser:

For Social Media Posts, Website Blogs, Solo Email Blasts, and Inclusion to our Email Trending List, our in-house team will be producing the content.

We request that the advertiser provide the following:

- High-resolution Logo
- High-resolution Images
- Videos or Clips (if available)
- Property Fact Sheet

Approvals:

- All in-house produced content will be submitted to the advertiser for approval and sign-off
- Ad sign-off is due 4 working days after receipt
- Advertisers are entitled to 1 major revision and 2 minor revisions

Acceptable File Formats for Ads:

- PDF File, high-resolution with all fonts embedded
- PSD File, 300dpi minimum
- AI or EPS File, with all fonts converted to outline

Requirements for Magazine & Banner Ads:

- Back Cover - W8.375 x H10.875"
- Full-page Ad - W8.375 x H10.875"
- Two-page Ads - W16.75" x H10.875"
- Artworks must be produced to specific ad size
- Minimum resolution of 300dpi for photos
- Black-and-white ads must be saved as grayscale
- Digital-only ads can be saved as RGB
- Font sizes must not go below 5pt
- No Light or Thin style fonts

Electronic Submission:

- Email your files and ad materials directly to bryan@adventuretravel365.com
- To send larger files, kindly use a share network like a cloud drive or wetransfer.com

