

# lonely planet

MAGAZINE  
NEDERLAND

MEDIAKIT 2022





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# LONELY PLANET

Lonely Planet is a leading travel media company and the world's number one travel guidebook brand, providing both inspiring and trustworthy information for every kind of traveller since 1973. Over the past four decades, Lonely Planet has printed over 145 million guidebooks and grown a dedicated, passionate global community of travellers. In addition to the well-known guides you'll find more content on [lonelyplanet.com](https://lonelyplanet.com), hundreds of special interest books, apps and a renowned magazine: *Lonely Planet magazine*.

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*We believe travel when  
practised responsibly  
is a force for good*





# LONELY PLANET Magazine

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. Ten times a year we will take you to the heart of a place in a way that no other travel title can.



# Editorial pillars



**STORIES**  
Our latest  
inspirational stories  
from the road,  
beautifully told by  
our network of travel  
writers and magazine  
readers

**EXPLORE**  
The best of new  
trips, including new  
flights and tours,  
accommodation  
recommendations and  
inside secrets from  
Lonely Planet's writers



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



**CITYTRIPS**  
A full section of city  
trip inspiration. With  
shopping tips, trails  
to help you explore,  
unique experiences  
and much more!





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# LONELY PLANET .nl

Every day, lonelyplanet.nl brings the latest travel news and discoveries, information about (almost) every destination on the planet and incredible stories about the world's most exciting destinations and new experiences, written by award-winning journalists and packed with stunning photography. Our most important themes are: adventure, family travel, culture, nature & wildlife, roadtrips, musthaves, budget travel, backpacking, citytrips, beach holidays and tips & trends.





# Why Lonely Planet

- ◆ **Authority** in travel
- ◆ We put travellers at **the heart of everything** we do
- ◆ Extensive **international** network
- ◆ Content from the **world's best writers** and photographers
- ◆ Reach travellers across **print, online and social**
- ◆ Curious, honest, **trustworthy** and responsible





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# LONELY PLANET'S Audience

Lonely Planet has a diverse readership with one thing in common: all our readers are avid travellers. Our readers travel often and whether they go on a citytrip, take a long holiday to a far off land, or choose an epic adventure in nature closer to home; they are all looking for an authentic experience. The Lonely Planet audience is curious, well travelled, educated and has a median or above-average income. 7 out of 10 of our readers – both in print and online – are female, 3 out of 10 are male. Our readers can be found in every age group. The magazine is read the most by people in their thirties (31%), but 20+ (18%) and 50+ (21%) are also well-represented. Our website is visited most by people in their twenties, thirties and forties: together these age groups form more than half of our monthly visitors.

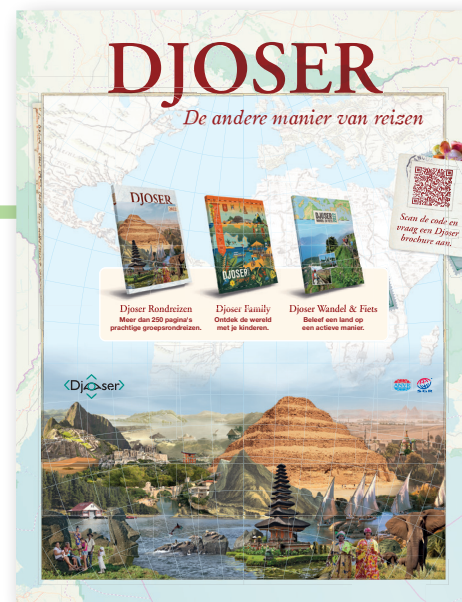




# Advert opportunities



Advertorials



Display



Custom branded content



# Advertorials

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

- ✦ Written by Lonely Planet travelexperts 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







## Custom branded content

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.





# Ad rates

DISPLAY ADS	SIZE (W x H)	COST
1/1 FULL PAGE	228 x 300 mm	€ 4.500
2/1 OPENING SPREAD	456 x 300 mm	€ 9.000
2/1 SPREAD	456 x 300 mm	€ 8.750
1/2 PAGE (horizontal or vertical)	h: 112 x 300 mm, v: 228 x 148 mm	€ 2.750
1/3 PAGE (horizontal or vertical)	h: 74 x 300 mm, v: 228 x 98 mm	€ 1.500

ADVERTORIALS	SIZE (W x H)	COST
1/1 PAGE	228 x 300 mm	€ 5.500
2/1 SPREAD	456 x 300 mm	€ 12.250

All rates are gross before agency commission & subject to terms and conditions.  
Production costs are not eligible for discounts and commission

RATES  
AVAILABLE ON  
REQUEST FOR

- ♦ Supplements
- ♦ Inserts



# Material preferences

- ♦ Certified PDF files
- ♦ 300 DPI and CMYK
- ♦ Colour profile isocoated v2 300% (ECI)
- ♦ Live matter must be at least 5mm in from the trim
- ♦ 3mm bleed, trim marks, trim box and page information must be included
- ♦ Minimum 6pt standard fonts, 10pt script and fine serif

These are requirements for a perfect bound magazine printed by web offset and trimmed to 228 x 300 mm. Data must be supplied to the correct size and confirm to these digital files.





# Deadlines & on sale dates

Edition	February	March	April	May	June	Summer	September	October	November	Winter
Theme	Winter	Cities	Nature	Roadtrips	Culture	Summer	Adventure	Sustainable	Culinary	Best in Travel
Material Deadline	31.12.2021	28.1.2022	04.3.2022	07.4.2022	13.5.2022	17.6.2022	05.8.2022	09.9.2022	7.10.2022	11.11.2022
On sale date	21.1.2022	18.2.2022	25.3.2022	29.4.2022	03.6.2022	08.7.2022	26.8.2022	30.9.2022	28.10.2022	02.12.2022

*Dates and themes subject to change*

CIRCULATION:  
**30.000**  
READERSHIP:  
**120.000**





# Online

## RATES

TYPE	COST*
Advertorial	€ 1.900
Sponsored story Advertorial + social + newsletter item	€ 2.750
Display banner per 1000 pageviews	€ 20

\* These rates do not include VAT

## Reach

Website



49.000  
VISITORS



74.000  
PAGE VIEWS

Social Media



20.000  
FOLLOWERS



27.000  
FOLLOWERS



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# We'd love to hear from you!

For advertisements,  
advertorials or custom branded  
content please contact:

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🌐 [www.lonelyplanet.nl](http://www.lonelyplanet.nl)

Lonely Planet magazine Nederland is published by:  
Pijper Media • Stettinweg 15 • NL - 9723 HD Groningen  
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