Mission Statement

ELEVATING THE EXPERIENCE

At TRAVEL + LEISURE we inspire and empower the world’s most curious and passionate travelers to travel more—and travel better. We help to elevate their experience through content and tools that serve them across their entire journey, from dreaming to planning to booking to traveling.
Audiencia

ESTRUCTURA DE AUDIENCIA

LEER + RECREACIÓN

MRI Doublebase: 6.1MM
IPSOS Fall 2020: 8.1MM

ELETRÔNICO UV

13MM

FOLLOWERS DE MÍDIA SOCIAL

13.3MM

CIRCULAÇÃO

964K

POSTULADOS EDITORIAIS

- Premia das melhores viagens
- 50º Aniversário T+L
- Destaque Anual doDestino
- Prêmio Vision Global
- Evolução do Viajante

PASSIONATE & CURIOSO

- 98% viajaram no ano passado
- 97% possuem um passaporte válido
- Média de 8 viagens de lazer dentro dos EUA tomadas no último ano
- Média de 5 viagens de fim de semana por ano

MRI DOUBLEBASE

AUDIENCIA

- Idade Média: 53
- HHI Médio: $135,008
- Masculino/Feminino: 42% / 58%

IPSOS AUDIENCIA

- Idade Média: 49
- HHI Médio: $348,610
- Masculino/Feminino: 48% / 52%

T+L.COM AUDIENCIA

- Idade Média: 49
- HHI Médio: $126,289
- Masculino/Feminino: 34% / 66%

FOR ADVERTISING INFORMATION, CONTACT YOUR TRAVEL + LEISURE SALES REPRESENTATIVE, OR KATY BANO, ASSOCIATE PUBLISHER, AT KATY.BANO@MEREDITH.COM
Editorial Calendar

January
**AMERICA**
AD CLOSE **10.26.20** ON SALE **12.18.20**
We explore the U.S. from coast to coast featuring a list of reasons to discover America.

February
**WATER**
AD CLOSE **11.23.20** ON SALE **1.22.21**
The latest on the cruise industry, from onboard innovations to the voyages to book right now. Plus, explore the very best islands + beaches across the world.

March
**SHOPPING & FASHION + WELLNESS**
AD CLOSE **12.28.20** ON SALE **2.19.21**
Transport to a favorite destination through style. A look at our favorite fashion cities and at mesmerizing shops from all corners of the world. Plus, a section devoted to wellness.

April
**GLOBAL VISION AWARDS**
AD CLOSE **1.25.21** ON SALE **3.19.21**
Many travelers are looking to support brands striving for a greener way forward. We recognize travel companies, non-profits, and governments making impactful steps towards sustainability.

May
**HOTELS**
AD CLOSE **2.22.21** ON SALE **4.23.21**
We visit new, reborn, and classic properties around the world creating a guidebook for summer vacation plans.

June
**SUMMER ESCAPES**
AD CLOSE **3.29.21** ON SALE **5.21.21**
Impactful destinations and exciting itineraries fill this issue with summer travel inspiration.

July
**INNOVATION**
AD CLOSE **4.26.21** ON SALE **6.18.21**
T+L’s first-ever Innovation Issue highlights the brands, destinations, and personalities driving the hospitality industry forward, as the world beings to open back up.

August
**T+L 50TH ANNIVERSARY**
AD CLOSE **5.24.21** ON SALE **7.23.21**
For T+L’s milestone year, we explore our favorite travel experiences and shape the future of travel.

September
**CULINARY**
AD CLOSE **6.28.21** ON SALE **8.20.21**
This issue will explore how culinary and dining impacts the way we travel and enhances our connection with a destination.

October
**WORLD’S BEST AWARDS**
AD CLOSE **7.26.21** ON SALE **9.17.21**
Our signature awards celebrate the best of the best in travel from destinations to hotels to how to get there. Readers are asked to rate their travel experience from the past 3 years, and we reveal the winners.

November
**TRIPS OF A LIFETIME**
AD CLOSE **8.23.21** ON SALE **10.15.21**
Remarkable destinations inspire our readers as they plan bucket list adventures and life changing experiences.

December
**DESTINATION OF THE YEAR**
AD CLOSE **9.27.21** ON SALE **11.19.21**
Our annual celebration of the most exciting destination of the past year—a guidebook for what to see, where to eat, and what to do in the chosen local.
# National Rates

## 4-Color Rates (Gross)

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$190,400</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$142,200</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$114,300</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$88,900</td>
</tr>
<tr>
<td>1/5 Page</td>
<td>n/a</td>
</tr>
<tr>
<td>Cover 2</td>
<td>$247,600</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$200,000</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$247,600</td>
</tr>
</tbody>
</table>

## Black & White Rates (Gross)

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$129,500</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$103,600</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$77,700</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$51,800</td>
</tr>
</tbody>
</table>

## Rate Base: 950,000

Circulation includes the print and digital editions of the magazine. Qualified full run advertisements will run in both editions. See [Magazine terms and conditions](#) for additional information including opt-out and upgrade options.

For advertising information, contact your TRAVEL + LEISURE sales representative, or Katy Bano, Associate Publisher, at katy.bano@meredith.com.
Ad Specifications

**AD SIZE**

<table>
<thead>
<tr>
<th>TRIM</th>
<th>NON-BLEED</th>
<th>BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>8 1/4” x 10 7/8”</td>
<td>7 3/4” x 10 3/8”</td>
</tr>
<tr>
<td>Spread</td>
<td>16 1/2” x 10 7/8”</td>
<td>16” x 10 3/8”</td>
</tr>
<tr>
<td>1/2 Page (Vertical)</td>
<td>4” x 10 7/8”</td>
<td>3 3/4” x 10 3/8”</td>
</tr>
<tr>
<td>1/3 Page (Vertical)</td>
<td>2 3/4” x 10 7/8”</td>
<td>2 3/8” x 10 3/8”</td>
</tr>
<tr>
<td>2/3 Page (Vertical)</td>
<td>5 1/4” x 10 7/8”</td>
<td>5” x 10 3/8”</td>
</tr>
<tr>
<td>1/2 Page (Horizontal)</td>
<td>8 1/4” x 5 3/8”</td>
<td>7 3/4” x 5”</td>
</tr>
<tr>
<td>1/3 Page (Square)</td>
<td>5 1/4” x 5 3/8”</td>
<td>5” x 5”</td>
</tr>
<tr>
<td>Digest</td>
<td>5 1/4” x 7 1/4”</td>
<td>5” x 7”</td>
</tr>
<tr>
<td>1/6 Page (Vertical)</td>
<td>NA</td>
<td>2 1/4” x 4 7/8”</td>
</tr>
</tbody>
</table>

**BLEED**

No charge.

**POSITIONS**

No positions guaranteed.

**RATES AVAILABLE ON REQUEST FOR**

- Business Reply Cards
- Inserts
- Gatefolds
- Cut-Outs
- Pop-Ups
- Scent Strips
- A/B Copy Splits
- Special Matched Fifth Colors

**SPECIAL ADVERTISING SUPPLEMENTS**

Contact your sales representative for information about schedules, rates, and closing dates.

**FILE TRANSMISSION**

Please send all PDF/X-1A ads to TRAVEL + LEISURE by uploading your files to our ad portal: https://meredith.sendmyad.com

**SAFETY**

All live matter must be a minimum of 3/8” from trim on all four sides.

**PRODUCT CONTACT**

Brenda Peregrino Casasola “Lucia”
414.622.2916
BPeregrinoC@quad.com

**MATERIAL REQUIREMENTS**

**MAGAZINE TRIM SIZE**

8 1/4” x 10 7/8”
*Effective March 2020 issue

**PRINTING PROCESS**

Web Offset, SWOP/MPA standards
4/C Line Screen: 133
B/W Line Screen: 120

**BINDING METHOD**

Perfect Bound

**PREFERRED MATERIALS**

PDX-X1A (4-color composite) digital files with total dot density/resolution of 300. Quark files will not be accepted.

Instructions on creating PDF-X1A files can be accessed at meredith.sendmyad.com

**TRAVEL + LEISURE is presently using Virtual Proofing at its printing plants and is no longer accepting proofs from advertisers.**
3. CANCELLATION AND CHANGES

The following are certain terms and conditions governing advertising placed by Meredith Corporation ("Publisher") in the U.S. print edition of Travel + Leisure magazine (the "Magazine"), as may be revised by Publisher from time to time. For the latest version, go to www.travelandleisure.com/terms-conditions.php. Submission of insertion order or placement of advertising in the Magazine constitutes acceptance of the following terms and conditions. No terms or conditions in any insertion orders, reservation orders, blanket contracts, instructions or documents that conflict with or alter these terms and conditions will be binding on Publisher, unless authorized in writing by a senior executive of Publisher.

AGENCY COMMISSION AND PAYMENT

1. Publisher may require payment for advertising upon termination by Publisher prior to publication of any advertisement.

2. Agency and advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine and for all costs of collection of late payment.

3. If an account is placed with a collection agency or attorney for collection, all commissions and discounts will be rescinded or become null and void and the full advertising rate shall apply.

4. Agency commission (or equivalent): fifteen percent (15%) of gross advertising space charges, payable only to recognized agents.

5. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within thirty (30) days after the billing date, with the following exceptions: recognition of a recognized agent, payments at rate card rates must be received no later than the issue closing date. All payments must be in United States currency.

6. No agency commission is payable, and Publisher will not grant any discounts, on production charges. Any discounts received by advertiser on ad space charges may not be applied to production charges.

7. Advertiser shall pay all international, federal, state and local taxes on the printing of advertising materials and on the sale of ad space.

CANCELLATION AND CHANGES

1. Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged or accepted. In the event of cancellation for default in the payment of bills, charges for all advertising published as of the cancellation date shall become immediately due and payable.

2. Advertisers may not cancel orders for, or make changes in, advertising after the issue closing date. Cancellation of orders or changes in advertising to be placed on covers, in positions opposite content pages, and for card inserts will not be accepted after the date thirty (30) days prior to the issue closing date. Cancellation of orders for special advertising units printed in the Magazine, such as booklets and gatefolds, will not be accepted after the date sixty (60) days prior to the issue closing date. In the event that Publisher accepts any of the foregoing deadlines, such acceptance must be in writing, and such cancellation may be subject to additional charges at Publisher's discretion.

3. The conditions of publication in the Magazine are subject to change without notice. Publisher will announce ad rate changes thirty (30) days prior to the closing of the ad copy deadline, and the new rates take effect. Orders for subsequent issues will be accepted at the then-prevailing rates.

CIRCULATION GUARANTEE

The Magazine is a member of the Alliance for Audited Media (AAM). The following are certain terms and conditions governing advertising published by Meredith Corporation in the Magazine averaged over each six (6) month AAM period, and during the calendar year, in which advertising is placed. Publisher guarantees circulation to national advertisers by brand of advertised product or service. In the event the audited six (6)-month average circulation does not meet the guaranteed base rate, Publisher shall grant rebates to the advertiser in ad space credit only, which must be used within six (6) months following the issuance of audited AAM statements for the period of shortfall. Rebates will be calculated based on the difference between the stated rate base at time of publication and the AAM audited 6-month average. Publisher does not guarantee circulation to regional advertisers, and regional circulations reported by the AAM are used by Publisher only as a basis for determining the Magazine's advertising rates.

PUBLISHER’S LIABILITY

1. Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed that is caused by, or arising from, an act of God, fire, flood, riot, strike, terrorism or other occurrence beyond Publisher's control.

2. Publisher is not liable for any failure or delay in publishing in the recognition submitted to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not liable for failure to meet positioning requirements, and is not liable for losses. PUBLISHER WILL NOT BE LIABLE FOR ANY INDIRECT, CONSEQUENTIAL, SPECIAL OR INCIDENTAL DAMAGES, INCLUDING, BUT NOT LIMITED TO, LOST INCOME OR PROFITS.

MISCELLANEOUS

1. Agency and advertiser jointly and severally represent and warrant that each advertisement submitted by it for publication in the Magazine including, but not limited to, those for which Publisher has provided creative services, contains no copy, illustrations, photographs, text or other content or subject matter that violate any law or infringe any right of any party. As part of the consideration and to induce Publisher to publish such advertisement, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any loss, liability damages and related expenses (including attorneys' fees) (collectively, "Losses") arising from publication of such advertisements in all applicable editions, formats or derivations of the Magazine, including, but not limited to, (a) claims of invasion of privacy, violation of rights of publicity or privacy, trademark infringement, copyright infringement, libel, misrepresentation, or any other claims against Publisher (collectively, "Claims"); or (b) the failure of such advertisement to be in compliance and conformity with any and all laws, orders, ordinances, regulations of the United States or any of the states or subdivisions thereof.

2. In the event the Publisher provides contest or sweepstakes management services, email design or distribution or other promotional services in connection with advertisements placed in the Magazine, agency and advertiser jointly and severally represent and warrant that any materials, products (including, but not limited to, prizes) or services provided by or on behalf of agency or advertiser will not result in any claim against Publisher. As part of the consideration and to induce Publisher to provide such services, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any Losses arising from such materials, products or services, including, but not limited to, those arising from any Claims.

3. Publisher’s acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised. No advertiser or agency may use the Magazine’s name or logo without Publisher’s prior written consent. Additional copy and contract regulations.

1. For advertising units less than full-page size, insertion orders must specify if advertisement is digest, vertical, square, or horizontal configuration. Insertion orders for all advertising units must state if advertisement carries a coupon.

2. Advertising units of less than 1/3 page size are accepted based on issue availability as determined by Publisher.

3. Requested schedule of issues of ad insertions and size of ad space must accompany all insertion orders. Orders and schedules are accepted for the advertising by brand of product or service only and may not be re-assigned to other products or services or to affiliated companies without the consent of Publisher.

4. Insert lineage contributes to corporate page levels based on the ratio of the open rate of the insert to the open national P4C rate.

5. If a third party either acquires or is acquired by advertiser during the term of an insertion order, any advertising placed by such third party in an issue of the Magazine that closed prior to the date of the acquisition will not contribute to advertiser’s earning discounts.

REBATES AND SHORTRATES

Publisher shall rebate advertiser if advertiser achieves a higher spending level, resulting in the retroactive lowering of advertising rates, in comparison to the billed advertising rates. These rebates and shortrates shall be in the form of a media credit to be applied against not-yet-paid media invoices. In the event that advertiser fails to achieve a spending level for which it has been billed, advertiser will be short-rated and owe Publisher an additional sum based on the difference between the billed rates and higher rates.
Contact Us

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