



Condé Nast
Traveler

U.S. Media Kit
1H 2024

CONDÉ NAST



Condé Nast Traveler

Brand Mission

For the past 35 years, CNT has been a leader in the travel industry, setting the standards and pushing forward to the future of travel. As travel has opened up again, and our brand is more vital and valuable in helping consumers & clients get back out there. Through cross-cultural collaboration with our global teams in local markets, we're building new global initiatives and experiences around the pillars that inspire our return to travel and enable the connections consumers are craving: passion, people, purpose.

"I have always believed that it is travellers who will change the world. It is only those who have experienced the beauty and majesty of the mountains, jungles, beaches and deserts who will fight to save them. It is only those who have spent time in cultures and communities they once imagined were vastly different to their own who emerge realising that we are all the same. More than ever, our discerning audience travels with purpose and they trust our curation and recommendations. It's our job to find what they seek. We are the first to know so that they're the first to go."

DIVIA THANI, GLOBAL EDITORIAL DIRECTOR

\$22.6B

SPENT ON TRAVEL

2.2X

LUXURY TRAVELERS

1.5X

CULTURE SEEKERS

1.7X

CULINARY TRAVELERS

3.5M

PRINT READERS

5.7M

AVG. MONTHLY
DIGITAL UNIQUES

9M

SOCIAL FOLLOWERS

14M

AVG. MONTHLY
VIDEO VIEWS

MRI-Simmons Fall 2023; Comscore Multi-Platform (United States) (Desktop 2+ and Total Mobile 13+) Full Year 2023 monthly avg.; ListenFirst, followers as of 12/31/23, includes FB, TW, IG, YT, TikTok; Adobe, YouTube Analytics, DFP, Partner Data, Facebook Insights, Twitter Analytics, Instagram Analytics, Snapchat Insights, TikTok, Full Year 2023 monthly average; Comscore Multi-Platform / MRI-Simmons Fusion (11/23-F23)



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Brand Highlights

GOLD LIST | JANUARY We're kicking off the year again with our annual curated list of editor's favorite hotels in the world, with promo to the larger list online. This issue will also feature a wellbeing-themed Why We Travel section which explores the idea of wellness holistically, including spas and wellness retreats but also behavioral ways travel can help us feel better.

GLOBAL WELLNESS | FEB/MAR At CNT, we believe the therapeutic power of travel should be available to everyone. Travel Well is a new cross-platform global initiative encompassing the most significant developments in health and wellness with a travel spin.

WWT POWER LIST | MARCH This International Women's Day, Women Who Travel will once again announce our annual power list, celebrating the women across sectors like politics, design, television and transportation who are shaping the way we travel in 2024 and beyond.

HOT LIST | MAY The Hot List celebrates most exciting new openings in travel each year, from the fresh-faced hotels we'd plan a trip around to boundary-pushing dining, museums, and more. This global editorial moment continues to expand year over year: because (almost) no hotel is an island, we've widened the lens to include the restaurants, culture, transportation, and cruises you need to know, and the destinations that are reinventing themselves.

BEST PLACES TO GO IN 2024 | EVERGREEN Our annual distinctly curated guide of the best places to travel in 2024, drawing from editors and travel experts around the world about the most exciting destinations of the moment, with coverage and content diving deeper into these places throughout 2024.

WOMEN WHO TRAVEL PLATFORM | EVERGREEN Women Who Travel celebrates the ceaseless need for exploration and empowers women to fearlessly travel the globe. Condé Nast's fastest growing brand, Women Who Travel, inspires all self-identifying female travelers to discover and conquer their own Everest. Born from the explosive growth of the Facebook group with over 143K+ members, WWT reaches its leaned-in community of global citizens through engaging an award-winning podcast, a breadth of articles, engaged social communities, newsletters, video, and events.



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*Production Schedule
and Rate Cards*

JAN/FEB: THE GOLD LIST

CLOSE DATE: 10/19/23 ON SALE DATE: 12/12/23

MARCH: GLOBAL WELLNESS

CLOSE DATE: 12/7/23 ON SALE DATE: 2/6/24

APRIL: HOW TRAVEL IS MADE

CLOSE DATE: 1/18/24 ON SALE DATE: 3/12/24

MAY/JUNE: THE HOT LIST

CLOSE DATE: 2/29/24 ON SALE DATE: 4/23/24

JULY/AUGUST: ONBOARD OBSESSIONS: CRUISE

CLOSE DATE: 5/9/24 ON SALE DATE: 7/2/24

SEPTEMBER/OCTOBER: TRAIN TRAVEL

CLOSE DATE: 6/20/24 ON SALE DATE: 8/13/24

NOVEMBER: READERS CHOICE AWARDS

CLOSE DATE: 8/1/24 ON SALE DATE: 10/1/24

DECEMBER: WINTER SUN

CLOSE DATE: 9/12/24 ON SALE DATE: 11/5/24

PRINT OPEN GENERAL RATE CARD

Page: \$142,224.66

Cover 2: \$170,665.50

Cover 3: \$149,350.23

Cover 4: \$177,791.07

*All rates are net