

A person is seen from behind, standing on a white paddleboard and paddling through a calm body of water. The water is surrounded by dense, lush green mangrove trees and vegetation. In the background, there are rolling hills covered in thick forest under a sky with soft, white clouds. The overall scene is peaceful and scenic.

Condé Nast Traveler

U.S. Media Kit
2H 2025

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

2.5X

HIGH NET WORTH
INDIVIDUALS

2.4X

LUXURY TRAVELERS

1.7X

TRAVEL INFLUENTIALS

9:10

CNT CONSUMERS AGREE "CN
TRAVELER HAS CHANGED
HOW I THINK ABOUT TRAVEL"

3.8M

PRINT READERS

5.4M

AVG. MONTHLY
DIGITAL UNIQUES

9M

SOCIAL FOLLOWERS

12.3M

AVG. MONTHLY
VIDEO VIEWS

MRI-Simmons Fall 2024; Comscore Multi-Platform (United States) (Desktop 2+ and Total Mobile 13+) Full Year 2024 monthly avg.; ListenFirst, followers as of 12/31/24; includes FB, TW, IG, YT, TikTok; Adobe, YouTube Analytics, DFP, Partner Data, Facebook Insights, Twitter Analytics, Instagram Analytics, Snapchat Insights, TikTok; Full Year 2024 monthly average; MRI-Simmons Starch September 2024; Comscore Multi-Platform / MRI-Simmons Fusion (09/24-S24)

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Brand Highlights

READER'S CHOICE AWARDS | DECEMBER/JANUARY Condé Nast Traveler's Readers' Choice Awards is the longest-running and most prestigious recognition of excellence in the travel industry. Honoring the best of the industry from a reputable source—fellow travelers—the Readers' Choice Awards compile a winning list that reflect the hotels, resorts, destinations, airlines, and cruises our audience loves, remains loyal to, and can't wait to experience again.

BEST PLACES TO GO | DECEMBER/JANUARY Travelers from around the globe turn to CNT for a definitive list of the most sought-after destinations in the year ahead. Our carefully curated list is built on the expertise of our editors and contributors, who provide firsthand, local, and of-the-moment knowledge that highlight these must-see places. While the list launches in December, our coverage of these destinations will continue well beyond, with engaging digital features, trending travel news, social highlights, and more. There are also countless branded content opportunities available to expand on this storytelling.

GOLD LIST | DECEMBER/JANUARY Condé Nast Traveler's most personal list – with recommendations from our global team of editors on our favorite hotels, resorts, and cruises that keep us coming back for more. Our editors spend the year visiting and revisiting properties, evaluating old favorites and scouting new ones to make this year's list the most diverse and personal one yet. Following the launch of our new list in December 2024, we continuously promote the list throughout the new year with social first video and bespoke partnership opportunities.

WOMEN WHO TRAVEL PLATFORM | EVERGREEN Condé Nast's fastest growing brand, Women Who Travel, empowers all self-identifying female travelers to fearlessly travel the globe. Born from the explosive growth of the Facebook group with over 143K+ members, WWT reaches its leaned-in community of global citizens through engaging a breadth of articles, engaged social communities, newsletters, video, and events. In March, Women Who Travel is launching its annual WWT Power List, celebrating the women across sectors like art, television and activism who are shaping the way we travel.



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Production Schedule and Rate Cards

JAN/FEB: THE GOLD LIST

CLOSE DATE: 10/17/24 ON SALE DATE: 12/10/24

MARCH: WELLNESS LONGEVITY

CLOSE DATE: 12/5/2024 ON SALE DATE: 2/4/25

APRIL: WORLD'S QUIET PLACES

CLOSE DATE: 1/16/2025 ON SALE DATE: 3/11/25

MAY/JUNE: THE HOT LIST

CLOSE DATE: 2/27/2025 ON SALE DATE: 4/22/25

JULY/AUGUST: FOOD + DRINK

CLOSE DATE: 5/8/2025 ON SALE DATE: 7/1/25

SEPTEMBER/OCTOBER: STYLE + DESIGN

CLOSE DATE: 6/18/2025 ON SALE DATE: 8/12/25

NOVEMBER: READERS CHOICE AWARDS

CLOSE DATE: 8/7/2025 ON SALE DATE: 10/7/25

DECEMBER: WINTER SUN

CLOSE DATE: 9/11/2025 ON SALE DATE: 11/4/25

PRINT OPEN GENERAL RATE CARD

Page: \$149,335.90

Cover 2: \$179,198.78

Cover 3: \$156,817.74

Cover 4: \$186,680.62

*All rates are net