

LUXURY TRAVEL ADVISOR

OUR AUDIENCE IS YOUR AUDIENCE

Luxury Travel Advisor is the travel trade's first and only publication dedicated to educating luxury travel advisors through detailed coverage of travel's finest – hotels and resorts, destinations, exclusive features, cruise insights, event coverage, and industry news.

Each month, *Luxury Travel Advisor* is distributed via print and digital to a **hand-selected** qualified audience of 15,000+. Our readers are the most influential luxury-focused travel advisors, representing cross-consortia including Virtuoso, American Express, Ensemble Travel Group, and Signature Travel Network, who turn to us for unique insights backed by editorial excellence and founded on a commitment to delivering the best in luxury travel.



Luxury Travel Advisor Content Prompts Action



42% of readers booked a destination/property based on ads in *Luxury Travel Advisor*



69% Visited a supplier website



67% recommended a product/destination/property/service to a client



40% Passed information on to a colleague

85% of advisors share content with **clients**

2017 Editorial Calendar

January | Ad close 11/16/16 • Material due 11/23/16

Hotels: All-Inclusive Mexico/Caribbean • Romantic Rendezvous
Destinations: Las Vegas • India
Cruise: River Cruise Preview 2017
Family Travel: Florida Road Trips: Miami, Naples, the Keys
Spa: Europe's Wellness Spas
Special Section: Awards of Excellence Nominees

Focus Series

South Pacific	Mexico Destination Weddings & Honeymoons
Ad close: 9/30/16	Ad close: 10/31/16
Material due: 10/7/16	Material due: 11/7/16

February | Ad close 12/12/16 • Material due 12/19/16

Hotels: Great City Suites
Destinations: Mexico • Austria • California Coast Road Trips
Cruise: New Luxury Ship Updates
Family Travel: Outdoor Family Adventures
Spa: Palm Beach Adventures
Special Section: Tropical Getaways

Focus Series

Destination Weddings & Honeymoon
 Ad close: 11/30/16
 Material due: 12/7/16

March | Ad close 1/17 • Material due 1/24

Hotels: All-Inclusive Resorts + Weekend Hideaways
Destinations: Latin America, Switzerland
Cruise: Culinary Adventures
Family Travel: Great Villa Stays
Spa: Caribbean Spas
Special Section: Glamping for Beginners

Focus Series

Hawaii Family
 Ad close: 12/28/16
 Material due: 1/4/17

April | Ad close 2/17 • Material due 2/27

Hotels: Jetset Hotels, Anniversary Vacations
Destinations: Australia, Germany
Cruise: River Cruise Theme Itineraries
Family Travel: Historic Florida
Spa: Girlfriend Getaways, Vegas Spa
Special Section: Romantic Getaways Mex/Carib/Europe

Focus Series

London
 Ad close: 2/9/17
 Material due: 2/16/17

May | Ad close 3/20 • Material due 3/27

Bonus Distribution: Luxury Travel Advisor's ULTRA Summit

Hotels: Luxury Babymoos
Destinations: Hawaii, Florida Beach Getaways, Switzerland
Cruise: Cruise Ship Spas
Family Travel: Culinary Lessons for Kids
Spa: Palm Beach Resorts
Special Section: Exclusive Wine Excursions

Focus Series

Las Vegas
 Ad close: 2/17/17
 Material due: 2/24/17

June | Ad close 4/19 • Material due 4/26

Key Issue: Hot New Hotels

Hotels: All-Inclusives Mexico/Caribbean
Destinations: Africa, Asia, Hawaii
Cruise: Adventure/Expedition Cruising
Family Travel: Family Desert Adventures
Spa: London Spas
Special Section: Destination Weddings & Honeymoons • Awards of Excellence Winners Announced

Focus Series

River Cruise
 Ad close: 3/20/17
 Material due: 3/27/17

2017 Editorial Calendar

July | Ad close 5/19 • Material due 5/26

Key Issue: The Virtuoso Issue

Bonus Distribution: Virtuoso

Hotels: Romantic Rooms with a View
Destinations: Spain, Living Like a Local in New York
Cruise: River Cruise
Family Travel: Northwest USA Adventures
Spa: Paris Spas
Special Section: Top Vegas Suites

Focus Series

Italy	United Arab Emirates
Ad close: 4/3/17	Ad close: 4/6/17
Material due: 4/10/17	Material due: 4/13/17

August | Ad close 6/15 • Material due 6/22

Hotels: Hot Caribbean Villas, Romantic City Escapes
Destinations: Rome Restaurants and Hotels, Germany
Cruise: Baltic Cruise Ports
Family Travel: New England Family Resorts
Spa: Caribbean Spas
Special Section: The Facts: Luxury Trends

Focus Series

Explore Africa	France & Monaco
Ad close: 5/8/17	Ad close: 5/15/17
Material due: 5/15/17	Material due: 5/22/17

September | Ad close 7/24 • Material due 7/31

Bonus Distribution: Travel Industry Exchange

Hotels: All Inclusives Mexico/Caribbean
Destinations: Latin America, Bermuda
Cruise: Sailing Asia's Oceans and Rivers
Family Travel: Las Vegas Entertainment
Spa: Sexy California Spas
Special Section: Castles of Europe

Focus Series

Oceangoing Cruise	Hawaii Romance
Ad close: 6/21/17	Ad close: 6/29/17
Material due: 6/28/17	Material due: 7/6/17

October | Ad close 8/18 • Material due 8/25

Hotels: Anniversary Getaways
Destinations: Hawaii, Paris
Cruise: World Cruises
Family Travel: Florida Everglade Adventures
Spa: Maldives Spas
Special Section: Romantic Caribbean Holidays

Focus Series

Mexico Pacific Coast	United Kingdom
Ad close: 7/17/17	Ad close: 7/20/17
Material due: 7/24/17	Material due: 7/27/17

November | Ad close 9/19 • Material due 9/26

Bonus Distribution: Signature Travel Network

Hotels: All-Inclusives Mexico/Caribbean, New Asia Hotel Suites
Destinations: Africa, Mexico
Cruise: Luxury Cruise Trends
Family Travel: Family Ski Resorts
Spa: Couples Spa Vacations
Special Section: Over The Top Custom Tours

Focus Series

South Pacific	Hawaii Adventure
Ad close: 8/21/17	Ad close: 9/1/17
Material due: 8/28/17	Material due: 9/11/17

December | Ad close 10/25 • Material due 11/1

Key Issue: Trendsetter Profiles/Signet Study

Hotels: London Hotel Suites
Destinations: Florida, South Pacific
Cruise: New Ports for 2018
Family Travel: New Family Resorts for 2018
Spa: Caribbean Spas
Special Section: Private Jet Report

Focus Series

Central & South America	Luxury Destination Weddings & Honeymoons
Ad close: 10/2/17	Ad close: 10/5/17
Material due: 10/9/17	Material due: 10/12/17

All rates are net.

Standard Advertisement Rates

	1x	3x	6x	9x	12x
Full Page	\$6,813	\$6,473	\$6,132	\$5,791	\$5,451
Full Page Spread	\$13,627	\$12,946	\$12,264	\$11,583	\$10,902
1/2 Page	\$3,918	\$3,722	\$3,526	\$3,330	\$3,134
1/2 Page Spread (Horizontal)	\$7,835	\$7,443	\$7,052	\$6,660	\$6,268
1/3 Page	\$2,611	\$2,481	\$2,350	\$2,220	\$2,089

Cover Wrap Rates

	1x	3x	6x	9x	12x
Two Page Cover Wrap	\$20,440	\$19,419	\$18,396	\$17,374	\$16,353
Four Page Cover Wrap	\$40,881	\$38,836	\$36,793	\$34,749	\$32,704
Four Page Sequential Cover Wrap	\$40,881	\$38,836	\$36,793	\$34,749	\$32,704
Four Page Gatefold Cover Wrap	\$42,981	\$40,831	\$38,683	\$36,534	\$34,384
Six Page Gatefold Cover Wrap	\$61,321	\$58,255	\$55,189	\$52,123	\$49,057

Ad Specs

Publication Size	Width X Height	Fractional Ad Sizes	Width X Height
Publication Trim Size:	8.875" X 10.75"	1/2 Page Horizontal	8" X 5"
Live Area:	8.375" X 10.25"	1/2 Page Horizontal/Full Bleed	9.125" X 5.5"
<i>Live copy must be no closer than .375" from final trim on any side unless copy is to bleed. Insert jogs to head.</i>		1/2 Page Spread/Non-Bleed	17" x 5"
Standard Ad Sizes	Width X Height	1/2 Page Spread/Full Bleed	18" x 5.5"
2-Page Spread/Trim	17.75" X 10.75"	1/3 Page Vertical	2.25" X 10"
2-Page Spread/Full Bleed	18" X 11"	1/3 Page Square	4.625" X 4.875"
2-Page Spread/Live Area	17.25" X 10.25"	Furnished Inserts	Width X Height
Page/Full Bleed	9.125" X 11"	Single Sheet	9.125" X 11"
Page/Non-Bleed	8" X 10"	Spread	18.25" X 11"
		Gatefold	17.875" X 11"
		Postcard	6.5" X 4.375"

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Ad Specs

1. Acceptable File Formats

- CMYK PDFx1-A 2001 or 2003 (Compatibility: Acrobat 4, PDF 1.3)
- PDF files must be CMYK composite, professionally created as PDF/X1-A, with high-resolution images and all fonts embedded.

File Submission

All full and fractional ads should be submitted via our ad portal:

<https://questex.sendmyad.com/>

This portal allows you to upload and preflight your materials. The system will archive your materials for 30 days. If you are having difficulties with the ad portal, or need to submit your file in a different manner, please contact the Production Specialist.

Note: You must set-up an account to submit your ad. This registration process takes about 1 minute. There is no software to download or install.

File Preparation

- Files must be right-reading, portrait mode, 100% size and no rotations. Do not use RGB.
- All files and proofs must include accurate trim, bleed and center registration marks.
- The trim and crop marks must be placed 1/4" (18 pt.) offset outside the bleed area. Files submitted with marks within the bleed area will not be accepted.

For further production information please contact:

Ana Maria Lindsey
Production Specialist
(212) 895-8406
alindsey@questex.com

2. **Travel Agent** will not supply a faxed or soft proof on client supplied files. We assume due diligence has been taken by the client or by their agency to preflight and proof all advertisements prior to submission. If we detect an error before going to press, we will make a reasonable effort to contact you to correct and resubmit your file before publication.

3. Ad Proofs:

To insure that your ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that you supply to us must be provided. We cannot guarantee the accuracy of reproduction of your ad without a SWOP proof. No make goods will be issued on ads run without a SWOP proof.

Shipping instructions for full page and fractional ad proofs:

Please include the following information in your shipment: publication name, issue date, advertiser name, agency name and a production contact including phone number and email address. Proofs should be shipped flat with protective cardboard packaging.

Ship proofs, supplements and inserts to:

Luxury Travel Advisor / [Insert Issue Date]
c/o LSC Communications
1601 N. Main Street
Pontiac, IL 61764

Attn: Suz Jones • (815) 844-1730

Inserts should be shipped in cartons and/or on skids marked for *Luxury Travel Advisor*, with issue date, name of the advertiser and the quantity of inserts per carton. Do not shrink-wrap brochures within cartons. Contact the Production Department for detailed shipping instructions.

Notes

- No charge bleed
- Preferred positioning 15% premium on published rates
- No guaranteed positioning for fractional ads
- Any ads cancelled after published ad close date are subject to short rate fee
- **In the event a change of copy is not received by Publisher by the publication's materials closing date, the copy run in the previous issue of the publication will be used.**