



Mediakit 2021



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. You'll also find out content on lonelyplanet.com, mobile, video and in 14 languages, children's, armchair and lifestyle books, ebooks, 10 international magazines, and more.

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. Every month we will take you to the heart of a place in a way that no other travel title can.





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.

Issues

Circulation:	30.000
Readership:	120.000

Preview





Specifications

Ads.*

1/1	228 mm x 300 mm
2/1	456 mm x 300 mm
1/2 horizontal	228 mm x 148 mm
1/2 vertical	112 mm x 300 mm
1/3 horizontal	228 mm x 98 mm
1/3 vertical	74 mm x 300 mm

**3mm bleed, trim marks, trim box and page information must be included.*

Cost

Ads.

1/1	€4.750
2/1 Opening spread	€9.500
2/1	€8.750
1/2	€2.750
1/3	€1.500

All rates are gross before agency commission & subject to terms and conditions.

Deadlines & on sale dates

<i>Issue</i>	<i>Theme</i>	<i>Material deadline</i>	<i>On sale date</i>
1. February	To Winter	08-01-2021	29-01-2021
2. March	Weekenden weg	05-02-2021	26-02-2021
3. April	Wild	05-03-2021	26-03-2021
4. May	Roadtrips	09-04-2021	30-04-2021
5. June	The Water	07-05-2021	28-05-2021
6. July/August	Summer	04-06-2021	25-06-2021
7. September	On adventure	06-08-2021	27-08-2021
8. October	Sustainable	03-09-2021	24-09-2021
9. November	Culinair	08-10-2021	29-10-2021
10. Dec/Jan	Best in travel	05-11-2021	26-11-2021





Contact

Zadkine Media B.V.
Plein Eendragt 11b
3111 AR Schiedam

tel: +31 (0)10 - 43 69 124
Email: info@zadkinemedia.nl

www.zadkinemedia.nl
www.bijzonderezaken.nl

Attachments and inserts available on request.

Aanleveren advertentiemateriaal
Vanessa van der Roest - de Vette
traffic@zadkinemedia.nl