



TRAVEL



LEISURE



THE WORLD'S **MOST INFLUENTIAL** TRAVEL BRAND



Ultimate Experience

T+L super-serves the world's most passionate, frequent, and sophisticated travelers. We deliver inspiring content that is a catalyst for their travels and up-to-the-minute, expert intelligence that help them to travel smarter.

And travel smarter means making sure nothing gets in the way of their passion for travel. We help guide them to making the right choices from staying healthy on the road to choosing an exotic location for a wellness getaway.

BEST IN CLASS EDITOR + EDITORIAL CONTENT



Al Maha Desert Resort & Spa, Dubai

**“Travel connects us
to the richness and
diversity of the
world and helps us
see with fresh eyes.
Travel is a force
for good.”**

Nathan Lump

Travel + Leisure Editor in Chief

WINS

Adweek

**HOT LIST 2016
HOTTEST TRAVEL MAGAZINE
READERS' + EDITORS' CHOICE**

Min

**2016 MOST INTRIGUING
EDITOR OF THE YEAR: NATHAN LUMP**

THE TRAVEL + LEISURE AUDIENCE

6.3MM PRINT AUDIENCE

+ NEARLY 20% SINCE 2011

7.83MM DIGITAL UNIQUES

+104.4% YOY GROWTH / 75% MOBILE / 25% DESKTOP

10.6MM SOCIAL MEDIA FOLLOWERS

+60% YOY GROWTH

WHO THEY ARE

MEDIAN AGE

51

YEARS OLD

MALE/FEMALE

53%/47%

THE MEANS

\$291K AVG HHI

THE MINDSET

11

AVERAGE TRIPS PER YEAR

96%

HAVE A VALID PASSPORT