

Travelux

DISCOVER THE WORLD OF LUXURY WINES & SPIRITS

Following the success of the annual publication distributed with *Whisky Magazine*, **Travelux** launches as a stand-alone title in 2019. **Travelux** provides brands with direct access to travellers to communicate about their travel retail products and influence buying decisions at the point of purchase.

Targeting high spending international consumers with a passion for the "finer things in life", **Travelux** is devoted entirely to fine drinks and luxury products available through travel retail. As well as news, tastings and product reviews, **Travelux** will explore the history and heritage of drinks brands, leather goods, watches and other accessories of interest to the affluent traveller.

In October 2019 and May 2020, we publish the first international editions, with unique circulation in airport

lounges worldwide as listed below. This distribution ensures **Travelux** reaches customers direct at the point of purchase when most likely to influence their buying decisions.

Copies of the October issue at the Tax Free World Exhibition, Cannes and copies of the May issue will be distributed at the Tax Free World Exhibition, Singapore.

The digital edition will be sent to subscribers of our international specialist publications, *Whisky Magazine* and *Gin Magazine*. We are also working with Dufry giving the opportunity for over 2 million members of their RED App to download a complimentary copy of **Travelux**. In addition to this distribution, Traveluxmag.com will offer online advice and up-to-date product news linked with active social media directly influencing consumer purchasing decisions

KEY FACTS

- Issue 1 published 4 October 2019 and Issue 2 published 3 May 2020
- Circulation in First Class and Business Lounges spanning the Americas, Asia Pacific and Europe, with readership over 70,000
- Minimum of 1,000 copies of each issue distributed from TFWA, Cannes and TFAP Singapore
- Digital edition sent to all Whisky Magazine and Gin Magazine subscribers worldwide
- Targeting over 2 million Travel Retail users who are members of Dufry's RED App to download each issue of Travelux
- Total readership of more than 200,000



DISTRIBUTION

Europe Lounges 40%

London Heathrow: Emirates, American Airlines, Aer Lingus, Apire T5, Servisair T3 Skyteam Lounge, Plaza Premium Lounges T2 & T4, United Lounge, Singapore Lounge, Qatar Lounge, Gulf Air

London Gatwick: Emirates, Aspire Lounge, No. 1 Traveller

Manchester: Emirates, Aspire Lounges, Escape Lounges

Birmingham: Emirates, Aspire, No.1 Traveller

Glasgow: Emirates, Aspire Lounge

Edinburgh: No1 Traveller, Aspire Lounge

Frankfurt: Air Canada, Emirates, Oneworld, Skyteam, Diamond Lounge

Munich, Hamburg & Dusseldorf:

Emirates, Skyteam Lounge

Paris: Eurostar, Star Alliance, Emirates, American Airlines, Sheltair Lounge

Brussels: Brussels Airlines Lounges, Eurostar, Restair Lounge, Protocolle Lounge

Istanbul: Turkish Airlines, Emirates, Skyteam Lounge, Millenium Lounge, HSBC Lounge, TTNNet Lounge, Primeclass Lounge, Comfort Lounge

Milan: Emirates, Club Sea Lounges

Rome: ADR Lounges

Geneva: One World Lounge, Sky Team Lounge

Zurich: Emirates, Panorama Lounge, Aspire Lounge, Skyview Lounge

Basel: Skyview Lounge

Amsterdam: KLM Crown Lounges, Aspire Lounge, Privium Club Lounge

Madrid & Barcelona: Iberia Lounge T4, Aena Lounges

Lisbon: TAP, ANA, Blue Lounge, ABC lounge

Prague: Menzies Lounge, Mastercard Lounge

Vienna:

Austrian Airways Lounge, Air Lounge, Jet Lounge, Sky Lounge

Helsinki:

Finnair Lounges, Almost at Home Lounge, Aspire Lounge

Copenhagen: Aspire Lounge, Aviator Lounge

Stockholm, Gothenburg & Oslo: Menzies Lounge, Aurora Lounge, Arlanda Lounge

Asia Lounges 25%

All First Class & Business Lounges in:

Bangkok, Hong Kong, Jakarta, Kuala Lumpur, Manila, Singapore, Taipei

All First Class & Business Lounges in:

Beijing, Chengdu, Chongqing, Guangzhou, Hangzhou, Qingdao, Shanghai, Wuhan

U.S.A. & Canada 15%

All First Class & Business Lounges in:

All U.S.A. & Canadian International Airports

Middle East Lounges 10%

Dubai: Gulf Air, Virgin Atlantic, DCA lounges, Marhaba Lounges, Lufthansa, Air France, British Airways

Abu Dhabi: Al Dhabi Lounge, Al Reem Lounge, Al Dar VVIP Lounge, Al Dana Lounge, Golden Class Lounge, Bergundy Lounges

South America 8%

All First Class & Business Lounges in:

All South American International Airports

South Africa Lounges 2%

Johannesburg: Emirates, Bidvest Lounges, Mashonza Lounge, Shongolo Lounge

Cape Town: Emirates, Bidvest Lounges

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WHY ADVERTISE?

Travelux focuses exclusively on fine wines, spirits and luxury products available through Travel Retail. With dedicated content on these exceptional products, each issue will satisfy the interest of consumers who treasure buying limited releases, rare and vintage and exclusives. The combination of editorial excellence and targeted audience give the opportunity to create and expand brand awareness at all levels.

ADVERTISING COSTS AND SPECIFICATIONS

DISPLAY

DPS	£7,385
Bleed	436 x 291mm
Trim	430 x 285mm
Full Page	£4,505
Bleed.....	221 x 291mm
Trim.....	215 x 285mm
Half Page	£2,610
Horizontal.....	189 x 126mm
Vertical.....	93 x 256mm
Quarter Page	£1,255
93 x 126mm	

COVER POSITIONS

Front Cover	£12,750
this opportunity gives one product exclusive right to being the only image on the front cover below the Travelux masthead PLUS a 3 page feature	
Outside back	£5,595
Inside front	£5,195
Inside back	£4,795

ADVERTORIALS

DPS	£9,595
Full Page	£5,855

ISSUE 1

Publication Date: 4 October 2019
Artwork Deadline: 6 September 2019

ISSUE 2:

Publication Date: 3 May 2020
Artwork Deadline: 5 April 2020

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