

Travelux

DISCOVER THE WORLD OF LUXURY WINES & SPIRITS

Launched 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 May and October 2020, we publish the next 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 May issue will be at the Tax Free Asia Pacific Exhibition, Singapore and copies of the October issue will be distributed at the Tax Free World Exhibition, Cannes. 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 2 published 11 May 2020 and Issue 3 published 28 September 2020
- Circulation in First Class and Business Lounges spanning 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 circulation of more than 2 million across print and digital

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

40%

All First Class & Business Lounges in:

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

Middle East Lounges

20%

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

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

REGULAR FEATURES

Regional Focus: Islay in Issue 2

City Guide: Singapore in Issue 2

Brand Focus: Telling the story of a brand and its history

Interviews with celebrities and business personalities:

Alain Maingreud in Issue 2

Plus: Gift Guide, Cigar Pairings, Travellers Tips, Tastings and Cocktails

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 2:

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ISSUE 3:

Publication Date: 28 September 2020
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