

A photograph of Whirling Dervishes performing a Sema ceremony. The dancers are wearing white robes with wide, flowing sleeves and are captured in a blurred, dynamic pose, suggesting rapid movement. The background is dark and textured, possibly a cave or a traditional building interior, with some warm lighting visible in the upper right. The overall atmosphere is mystical and cultural.

Lonely Planet Magazine India

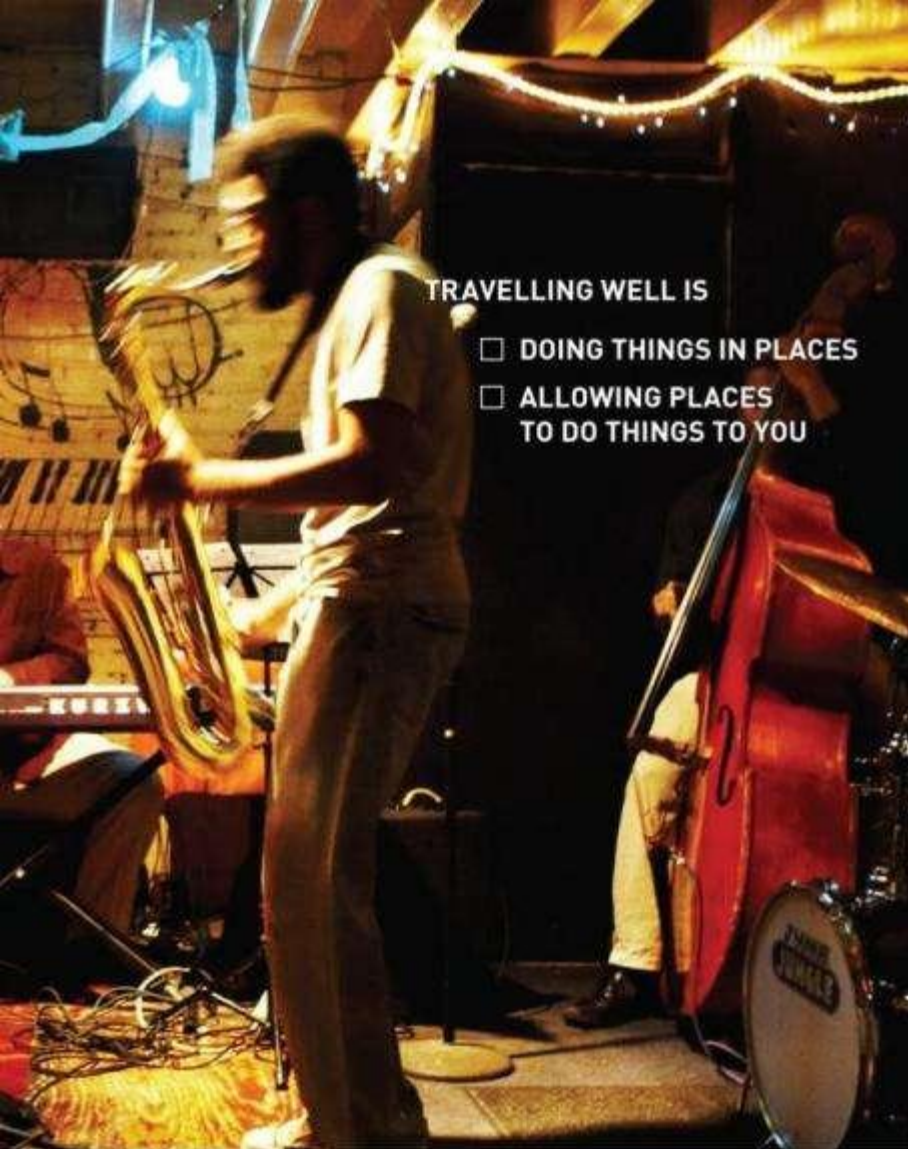
Gateway for Indians to see the world...



Lonely Planet

A bible amongst Travelers

- ☐ Founded in 1972
- ☐ Now publishes 500 titles
- ☐ 6.5 mn books sold every year
- ☐ 360 professional authors
- ☐ 5 mn unique visitors every month on www.lonelyplanet.com
- ☐ 49 mn page impressions
- ☐ 6 foreign language websites



Lonely Planet Magazine Changed the way readers look at travel

- Monthly magazine
- Offers a fantastic mix of destinations with a fresh perspective and practical approach
- Help readers make informed travel decisions
- Voted The Most Preferred Travel Magazine* by travel magazine readers in India in just 6 months of launch

DON'T JUST TRAVEL, TRAVEL WELL.



LONELY PLANET MAGAZINE INDIA



Great experiences are born out of great opportunities



Launched in
Feb, 2010

- The world's most trusted and thumbed-through source on travel, establishes its presence in India in the magazine format

Monthly magazine
Cover Price – Rs. 120/-

Aim

- To inspire and enable travellers to connect with destinations across the globe

Places that are on
the map, but off
the beaten path

Differentiation

- A beacon which motivates travellers with a great mix of travel destinations; empowering them with the tools and knowledge to experience these destinations

Unpronounceable
places, Unforgettable
experiences

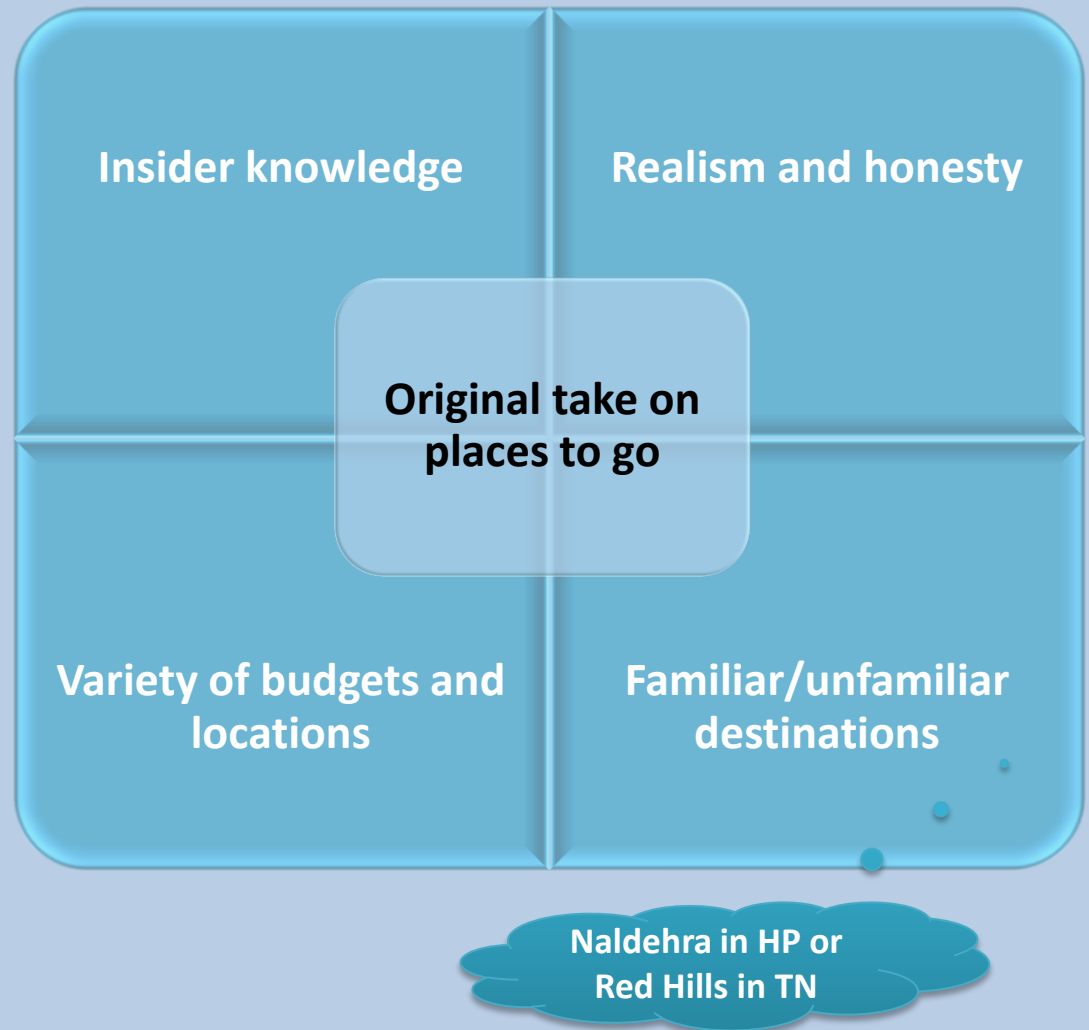


Lonely Planet philosophy

- ❑ Desire to know more
- ❑ Leave behind the everyday, experience a culture first hand, discover the people, the history and the land
- ❑ Travel celebrates difference – Creates One Planet

Brand Promise

- ❑ Provides better opportunities to experience a mix of travel destinations in ways which are inspiring than any other travel source by leveraging its global expertise in universal travel



We bring you

The places you can go to

How to get there

What to do there

How much it will cost

The best time to go



Scrupulous honesty
Authority and credibility
Trustworthiness

UNDISCOVERED EGYPT



Great writing

Inspiration



Insider knowledge

Practical advice



Entertainment



THE CALL OF THE EGYPTIAN ORACLE

Far west of the Nile and the often-visited wonders of Egypt, new discoveries await. Author Rayomand Taneja guides us to lost tombs, spectacular deserts and the mysterious Oracle at Siwa

WORDS RAYOMAND TANEJA | PHOTOGRAPHS MARK READ

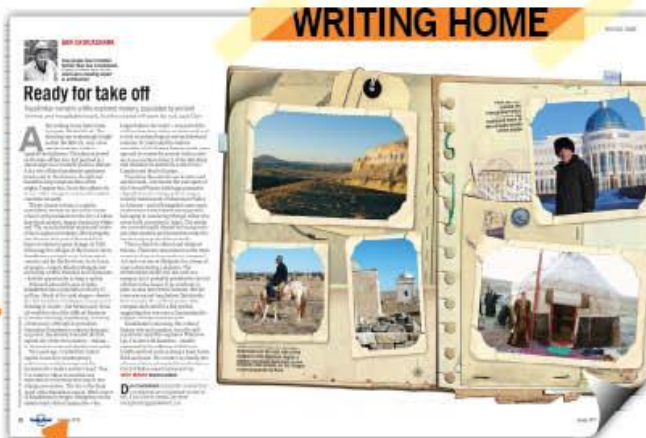
Stunning photography

New learnings you can trust



Editorial Blueprint

The tried and tested



Especially for you

If you are an independent traveller

- Postcards
- Easy Trips
- Features
- Mini Guides
- 5 of the Best
- Maps and graphics



If you are a business traveller

- City in a Day
- Mini Guides
- 'Fancy a Curry?'
- Corporate Carry-on



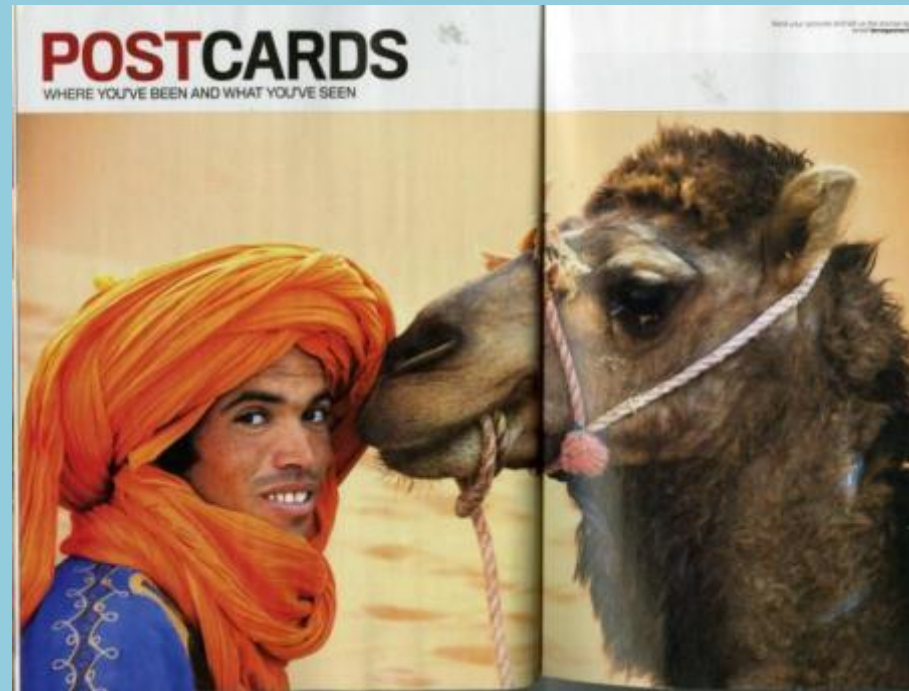
If you are part of a young family

- Child-friendly options
- Easy Trips
- 'Fancy a Curry?'
- World on a Plate



Postcards

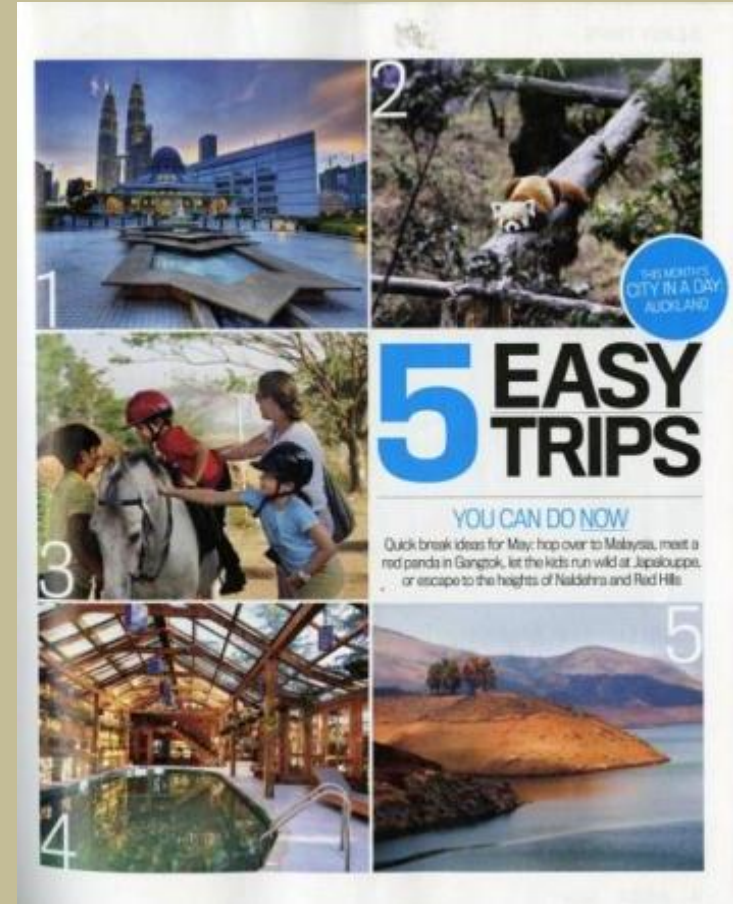
- ❑ Every month, the readers get to share stories about where they've been and what they've seen
- ❑ Pages in the magazine are reserved for beautiful snapshots and intriguing travel stories sent in by readers



Readers like to share...

Easy Trips

- ❑ Inspiring trip ideas every month
- ❑ Focusing on long weekends
- ❑ Resource information for major cities
- ❑ Maps & graphics
- ❑ Seasonal information



For quick getaways, easy on pocket, hassle-free trips

Writing Home

- ❑ Opinions from Tony Wheeler, Sarina Singh and Indian travel experts
- ❑ Highlights some interesting and quirky corners of the world

Like- Renting a dog in Japan, Famous death in famous hotels, politics on plants, etc...



Straight from travel gurus

Features

Rendezvous with
Pharaohs in Egypt;
Maori, a people
worth getting to
know, etc...

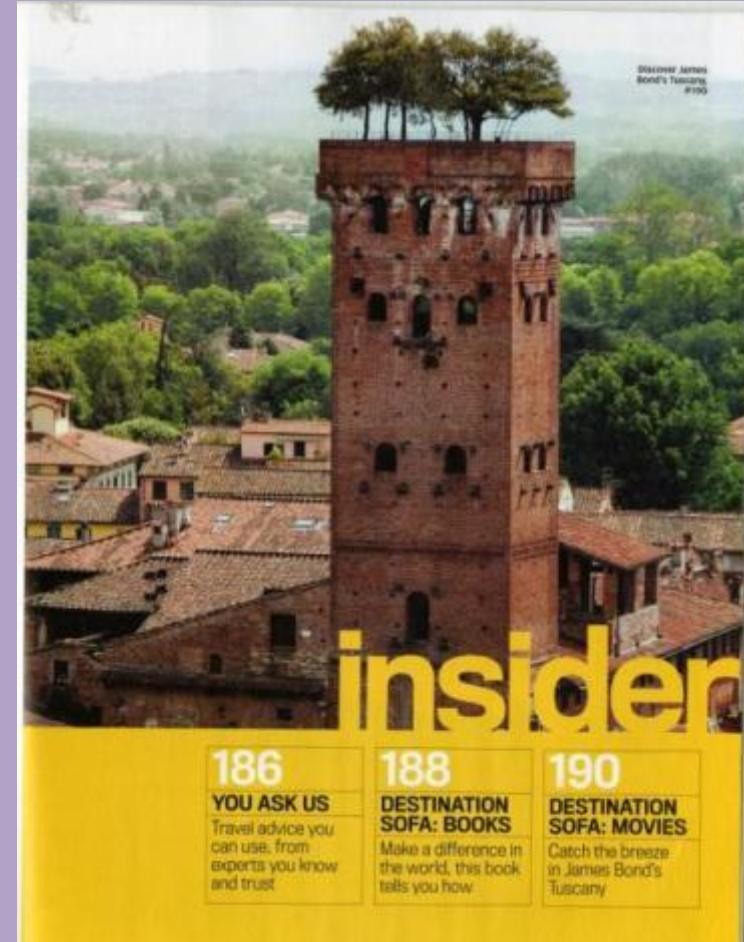
- ❑ Riveting travel tales that expose readers to unseen sides of known places, or transport them to unknown parts
- ❑ With stunning pictures, crisp writing, insight into local culture, exhaustive and practical information



A trip to the unexplored and seeing the same place with a different eye

Insider

- ❑ Insider knowledge from resident writers & experts
- ❑ Hints and tips from the readers
- ❑ 'You Ask Us' – Q&A for travel
- ❑ Travel via films, books, TV with 'Destination Sofa'



Ensures a strong connect between readers and the writers

Mini Guides



Tear



Fold



Head out



A holiday idea in handy, foldable form, offering up-to-the-minute recommendations for things to do, places to eat and stay, etc...



Come Travel With Us



Curios Indian Travellers...

- ❑ Predominantly Males – 74%
- ❑ Age group of 25 – 44 years
- ❑ SEC A – (SEC A1: 70%)
- ❑ Married – 75%, but no children 50%
- ❑ Staying in Nuclear family – 67%
- ❑ Typically travel abroad once a year
- ❑ Explore different places all the time

Source: Research done by iServe in September, 2012



Diverse mindsets with regards to Travel...

- ☐ Like to be well informed about their travel plans
- ☐ Refer to Internet at the first place for any travel information
- ☐ Like the idea of travelling abroad
- ☐ Open to new & interesting cultures
- ☐ Off beat places preferred
- ☐ Keen sense of adventure
- ☐ Inspiration for future travel



Readers loved what they saw...

☐ **Spontaneous universal excitement across everyone**

- ☐ *"This is good, they are giving us everything we want, the way we wanted it, and it is very clear too"*
- ☐ *"This gives us everything that we get from other sources today plus it showcases the extras like unknown destinations"*
- ☐ *"It is going down to every little detail, visa, Indian food, children safety"*

☐ **Almost everything appeals**, with some sections standing out owing to their specific relevance

- ☐ Insider knowledge, Mini Guides, Sample A Curry, Child Care, Postcards
- ☐ City In A Day, 10 Easy Trips, Back Issues, Celeb Write Ups, Feedback

☐ Some feel it will **alter their attitude** towards travel. Feel that it will invoke the explorer within them and would urge them to go beyond the regular

☐ "Now it's **inspiring** as well as **very useful** as well given the specific needs of us Indian travelers"

A photograph of three jellyfish swimming in clear blue water. The jellyfish have translucent, bell-shaped bodies with a yellowish-orange glow. They have long, thin, reddish-brown tentacles trailing behind them. The background is a solid blue color.

By the readers...

❑ Readers contribute by -

- Articles
- Letters
- Postcards
- Questions
- Choice of destinations

High reader involvement



Reach our readers

- ☐ Travelling is no longer conventional
- ☐ Well-informed, well-prepared bunch of travellers to the farthest nooks and corners of the globe
- ☐ Constantly look out for the new and the novel

Be a part...

Particulars	Size in mm	Size in inches
Final cut size	222 * 278	8.75 * 11
Bleed full page	228 * 284	9 * 11.2
Non-bleed full page	210 * 266	8.26 * 10.47
Non-bleed double-spread	431 * 265	17 * 10.5
Bleed double-spread	450 * 284	17.72 * 11.2
Gutter space	5mm	
Proof	Digital color calibrated proof (final proof from the CD)	
Format	PDF with High Resolution	
Colours / Images	CMYK	
Full page rate	275000 INR	
Double-spread rate	520000 INR	

Magazine Specifications & Rate Card





Advertise with us

- ☐ All advertisements are booked on a first confirmed, first-in basis. Guaranteed positions will be charged a premium of 30% over the rate-card
- ☐ Advertisement material will be accepted for printing only if accompanied by an official release order, duly stamped and signed by the authority concerned
- ☐ Advertisement material is accepted only if it is print-ready and adheres to all specifications of the magazine
- ☐ Advertisements material arriving in any format other than print-ready runs the risk of variation or inconsistency that may occur during printing

Advertising Rules

Bon Voyage...



DON'T JUST TRAVEL, TRAVEL WELL