

Amazing Destinations Media kit 2024



amazingtravelmag.co.uk



About

Amazing Destinations Magazine is an essential guide to the best travel locations the world has to offer, both near and far. Produced for the modern traveller who seeks unique and unforgettable leisure experiences, its team of award-winning contributors have more than **30 years of expert travel writing knowledge**.

Covering a wide range of UK and global destinations, each issue aims to give informed advice and inspire readers to discover great getaways. Whether it's a luxury vacation, a romantic city break, or a family staycation, **insightful features** and **high-quality photography** allows readers to discover new places and learn more.

Amazing Destinations is the **most widely distributed, free-to-receive travel magazine in Europe** and is published quarterly in **print and digital editions**. In addition to its active subscribers, each issue is distributed through **promotional partnerships** with leading **national newsbrands** in the UK and Ireland, making it unique amongst consumer travel media.

Amazing Destinations is read by an affluent readership who, on average, **take 6 leisure breaks per year.***



*TrackBrand audit/survey Jan 2024

Brand facts

- The **only** travel magazine of its type and the most widely circulated **free** travel title in Europe
- Provides inspiration and advice for discerning travellers who seek **unforgettable travel experiences**
- Single issues are **free-to-receive** in digital edition
- Available to consumers throughout the UK and Ireland via **promotional partnerships** with leading national newsbrands
- Print editions also available at leading **UK airports, leisure** and **retail** outlets
- Over **20,000 active** (paid for) annual **subscribers**
- Digital edition securely delivered to over **100,000 mailboxes**
- Print readership: 57% female, 43% male, **86% ABC1**, average age 45
- **Winner** of multiple media, business and innovation awards

Each issue of
Amazing
Destinations
features **more**
venue reviews than
any other travel
magazine



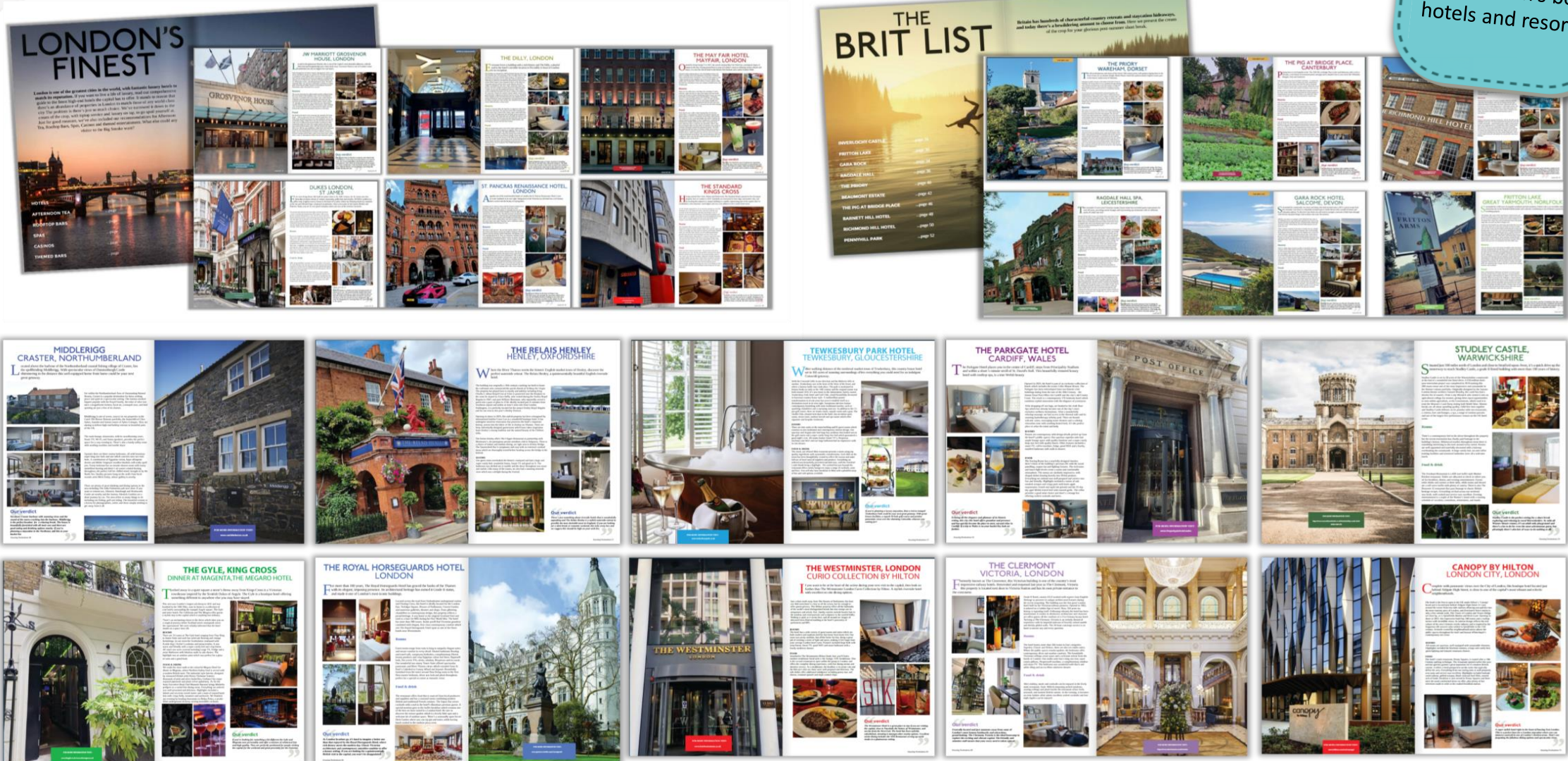
Editorial: Features

- Luxury global vacations
- European city breaks
- UK Staycations
- Independent travel
- London's Finest
- Road & Rail trips
- Luxury Hotels & Resorts
- Family holidays
- Bucket list travel
- Essentials: Products
- Sustainability
- Spa & wellbeing
- Food & Restaurants
- Lifestyle & Entertainment



Editorial: Venue reviews

Don't miss our annual 'London's Finest' and 'Brit List' round up's of the UK and London's best hotels and resorts.



Destination Guides



BARBADOS

PARADISE FOUND

Martin Mason takes the sweet life in Bridgetown, Barbados. The original Caribbean holiday island — and the most popular for Brits by a margin — Barbados does that crucial mix of good food, great hotels and gorgeous beaches better than any other. The most famous of those beaches are on the west coast, north of Bridgetown; the hip ones call the Platinum Coast — because that's the kind of credit card you may need to stay there. The south coast is less glamorous, but has beautiful beaches and a more authentic vibe.

Barbados, South America
Helen Dale for Lonely Planet on a quest for the world's best beaches



Treasures of Turkey

For avid travellers, over 500 cities to visit in Turkey present an excellent insight into the country. From the most famous and popular to fascinating metropolises that will redefine everything you thought you knew about, visit in summer or winter for a short break or on a quick day trip. Turkish cities offer a rich diversity of social opportunities from arts and culture, culinary adventures, shopping bazaars and an exciting collection of nostalgic architecture. Some are also home to historical sites and have a beautiful way to rest of bygone eras.

A Beach in Fethiye

Written by Martin Mason, compiled by Lucy Reddin



BOSTON

Of all the cities on the East Coast of the USA, Boston is by far the best one to visit during the fall, for a number of reasons. While there is no bad time to visit Boston, certainly one of the best times of your visit is in the autumn. It's one of the oldest cities in the United States and a city any self-respecting Americanophile should try to visit. In his first visit there for ten years, Martin Mason discovered that the New England city still has many things on offer to see and explore.

Written by Martin Mason



Venice:

The Inside Guide

Without the lagoon between its great palazzos, churches, and museums, Venice wouldn't be Venice. Even those who arrive in this isolated Italian city have a modicum of respect for its modest beginnings, its nautical empire, and its spectacular ingenuity for finding ways — day in and day out — to live by the whims of the sea.

By Martin Mason, compiled by Lucy Reddin

Canal in Venice



Escape to paradise:

BORA BORA

The power of wanderlust is real. Catch a glimpse of the most exotic destinations across the globe, and you'll feel a surge of inspiration and awe wash over you. Even when you can't pack your bags to experience the delights of travel in person, sometimes experiencing dreamy destinations from afar can get you excited to see new places in the future. So our new regular feature will introduce you to some of the most beautiful destinations in the world — so stunning, they could be considered paradise. You'll definitely want to add these breath-taking places to your bucket list and this issue we kick off with the ultimate island of romance, Bora Bora.

Escape to paradise: Bora Bora

Written by Martin Mason



City Guide

ROME

IN 72 HOURS

I've had to narrow Rome's many striking attractions down to one single walking route to reveal how to be here efficiently, in 72 hours. From the Eternal City's grand ancient monuments to the modern Colosseum and St. Peter's Basilica, discover the city's most iconic sites, from the Vatican Museums to the Trevi Fountain, and see how to make the most of your time in the Eternal City.

City Guide Rome

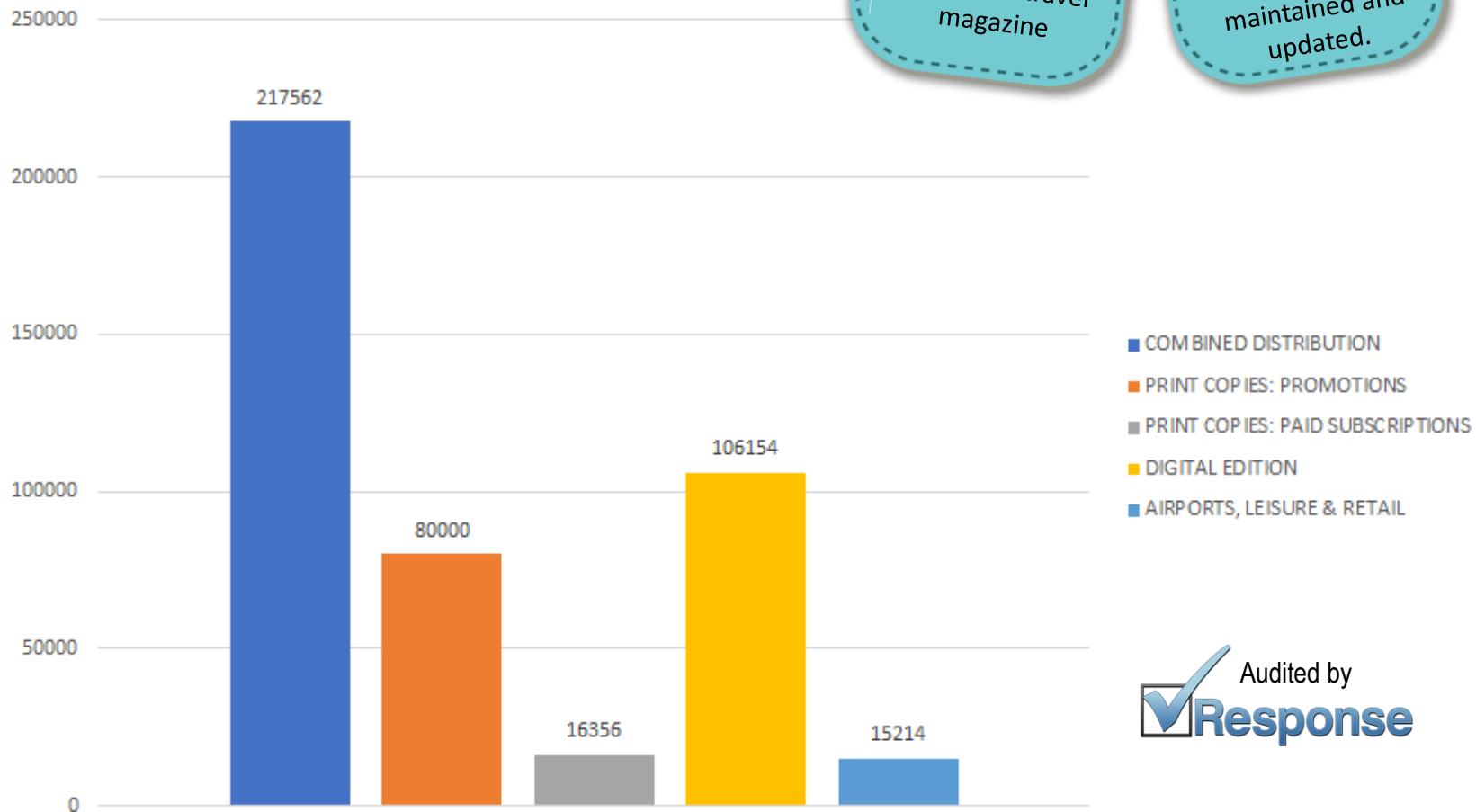
Distribution

Amazing Destinations has the largest digital and combined (print & digital) distribution of any UK travel magazine

All of Amazing Destinations' digital subscribers are fully requested (opt in) and our distribution list is continually maintained and updated.



Audited issue Winter 2023



Distribution method



Distribution: Partnerships

Amazing Destinations is the only travel magazine in Europe that is distributed freely to readers of national and regional newspapers.

These promotion partnerships give millions of new readers the opportunity to claim a free digital edition. Our media partnerships have included the most respected and widely circulated titles across the UK and Ireland.

Amazing Destinations is free to pick up at Airports across the UK and Ireland and at selected leisure, retail and travel outlets.

Daily Mail

Irish Daily Mail

Irish Independent

iweekend

THE SCOTSMAN
SCOTLAND'S NATIONAL NEWSPAPER

National World

News Letter

THE YORKSHIRE POST

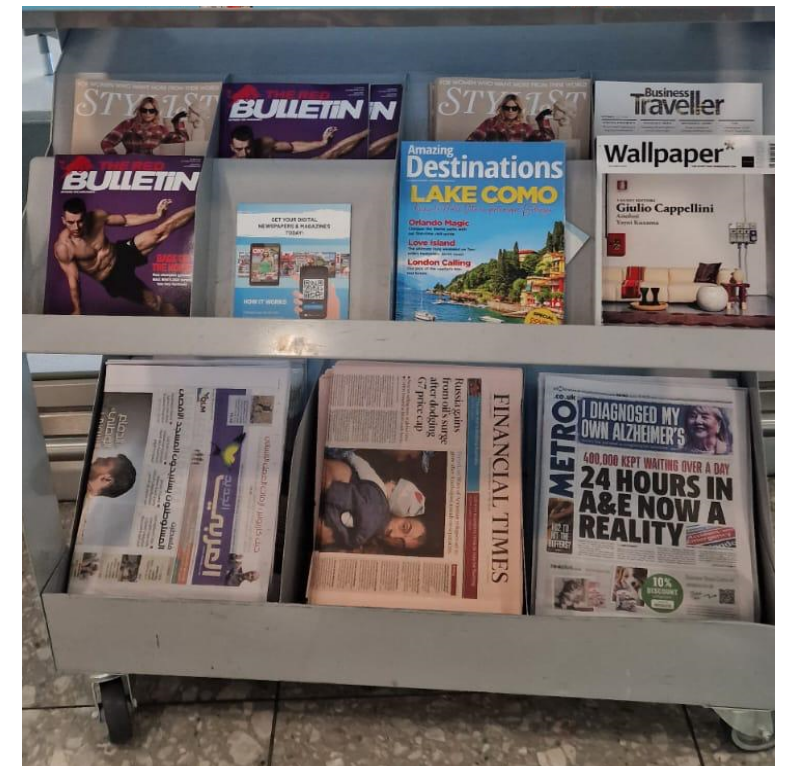
YORKSHIRE Evening Post

The News

The Gazette

Evening News
THE EDINBURGH PAPER

Sunderland Echo



Digital edition & social

Available on popular eNewsstands

YUMPU

ISSUU

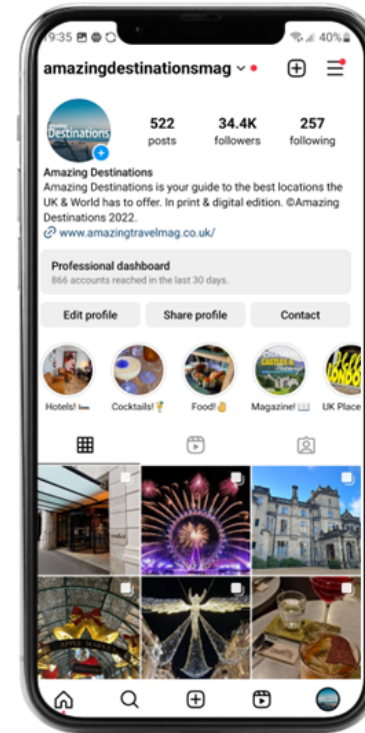
FLIPHTML5

Heyzine

anyflip



 Instagram



@AmazingDestinationsMag

Over 100,000 users receive the Digital Edition and many more view on mobile via the Yumpu and Issuu eNewsstands..

Advertising

Amazing Destinations offers the perfect environment for travel and lifestyle brands who want to reach a wide, affluent and engaging audience of ABC1 consumers. We offer full page and double page spread display advertising opportunities with the following specs:

- **DOUBLE PAGE SPREAD DIMENSIONS:** 420mm X 297mm 5mm BLEED ALL ROUND / TYPE + BLEED AREA 430mm x 307mm (Allow 30mm for the spine)
- **FULL PAGE DIMENSIONS:** 210mm X 297mm 5mm BLEED ALL ROUND / TYPE + BLEED AREA 220mm x 307mm

Please contact jess@amazingtravelmag.co.uk to discuss options, prices and bespoke campaign

PLUS!
Contact the team for promotions, advertorials & competitions!

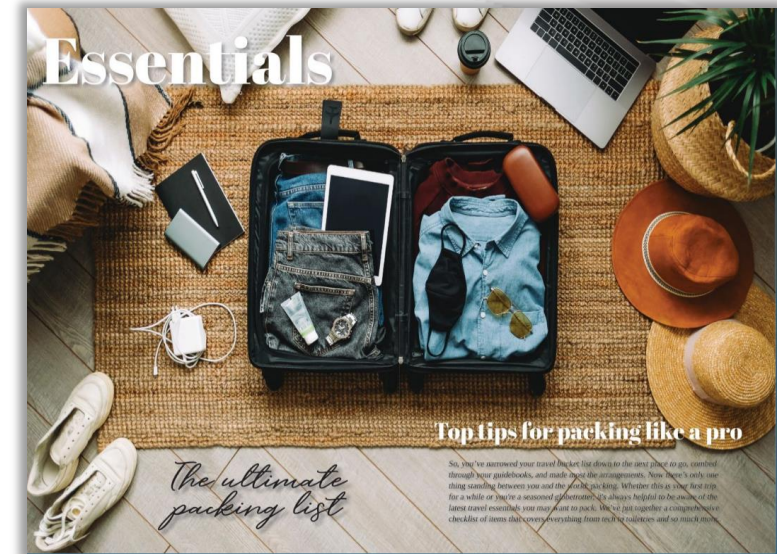


Schedule

Amazing Destinations is published quarterly, in print and digital editions, plus 'special' annual supplements are produced twice annually.

- **Summer/Autumn 2024**
- **Autumn/Winter 2024**
- **Festive Travel & Gift Guide 2024**
- **Spring/Summer 2025**
- **Luxury Travel & Gift Guide 2025**
- **Summer/Autumn 2025**

Please contact the team on info@amazingtravelmag.co.uk for editorial and advertising issue dates



Awards

Amazing Destinations

Since its launch in 2017, Amazing destinations has been nominated for 14 media, business and innovation awards.

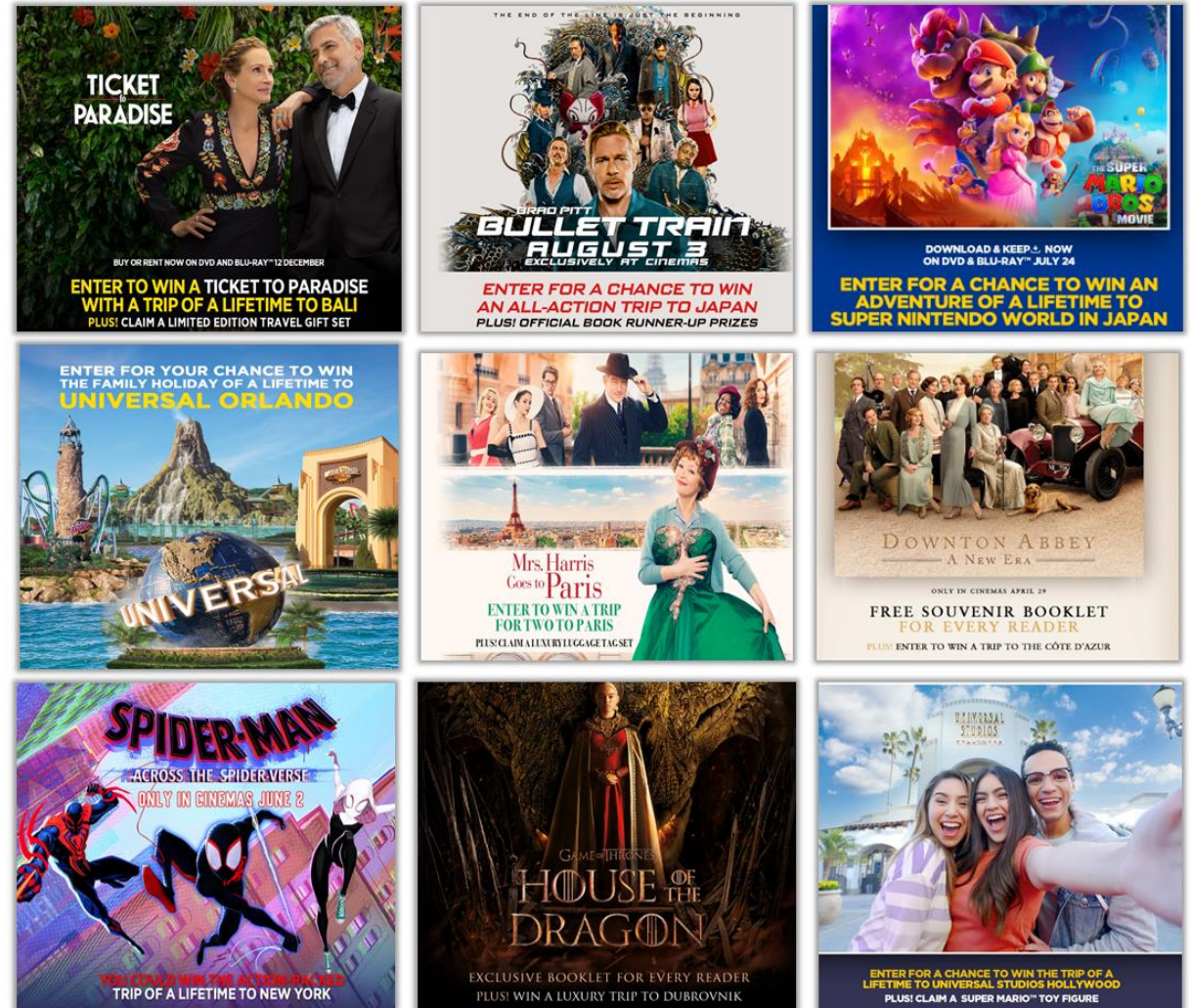


The Publisher

Amazing Destinations is a publishing brand of **Creative Path Agency**, an award-winning leader in the development and management of promotion campaigns for the entertainment and leisure industry.

Our clients include the world's biggest film studios and theme parks including **Walt Disney World, Universal Destinations, Warner Bros. Discovery** and **Sony Pictures**.

Our activations reach millions of consumers every year by appearing in national print and digital press to help promote new releases and attractions. Creative Path also holds partnerships with the **UK & Ireland biggest new brands** and more than **20 Official Travel Tourist Offices**.



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Great
Place
To
Work®

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