

Condé Nast Traveller





PRINT

CIRCULATION:
25,000/issue

READERSHIP:
125,000



WEBSITE

UNIQUE VISITORS:
400,000+ per month
FACEBOOK:
2,50,000+ fans
TWITTER:
7,00,000 + followers
INSTAGRAM:
70,000+ followers
AD IMPRESSION
40,00,000+ followers
PAGE VIEWS
13,80,000 per month



EVENTS & PROPERTIES

Reader's Travel Awards
(RTA)
Restaurant Awards
Hot Tables
Business Traveller
Influencer events



CONTENT CREATION

Supplements
Handbooks
Stand alone issues
Digital Content solutions
Videos



iPAD EDITIONS:

Zinio, Magzter
2000+ copies/
issue



THE CNT ADVANTAGE

Continues to be the only **luxury travel & lifestyle** magazine in the country

Customized content (across platforms) catering to the well heeled Indian traveller

Unique audience of discerning and **affluent travellers**, both men and women

The only true **multi-platform content & media solution** in the space – print, digital, video, on ground

Subsidiary of a wholly owned international company allows for significant investment in **editorial, production, digital & marketing**

A photograph of a luxurious outdoor pool area. In the foreground, there's a swimming pool with a metal ladder. Along the edge of the pool, there are several white lounge chairs with dark bases. A large, leafy tree stands prominently on the left side of the pool. The background is filled with more trees and foliage, creating a lush, tropical atmosphere. The sky is a soft, warm color, suggesting late afternoon or early morning light.

THE CNT *Editorial* ADVANTAGE

- Goes beyond just travel to relate **'experiences'** that inspire

- **Worldwide reputation & authority** on luxury travel

- Extensive domestic & international network of **experts**

- **Research** into & understanding of the uniqueness of the affluent Indian traveller

- **Strategic mix** of Indian & international destinations

- **New angles** to popular destinations balanced with the new & **exotic**

- Talented & experienced **team**

- **World renowned photographers & writers**

THE AFFLUENT *Indian Traveller*

- Travel the new social currency for the affluent Indian man & woman
- Looking for enriching experiences
- Engaging in multiple breaks
- Incredible India
- Lifestyle is an important consideration
- Travelling for business & leisure
- Value oriented



CUSTOMIZED TO THE *Indian audience*

- 80%-85% original content
- Covers leisure and business travel
- Strong focus on Indian passion points of food, nightlife, shopping, spa and wellness
- On top of emerging trends like travelling for wildlife, music, art, adventure etc
- Focus on 'value' important to the Indian traveller
- Strong lifestyle orientation
- Strong 'people' influencers & tastemakers throughout the issue
- Lots of family/kids friendly travel info



Price: Rs. 150

Frequency: bi-monthly

Available in 70+ cities & towns

Over 3500+ conventional & non-conventional
POS including chain bookstores, airport
bookstores, hotel bookstores, newsstands

Print run: print run of 25,000 copies

Condé Nast Traveller



CNT SUBSCRIBER SURVEY: OLDER, RICHER, SMARTER

90% are **25+** years of age

75% of our subscribers are married;
57% of our subscribers have children

97% hold a graduate degree; **59%** are
either post graduate or professionally
qualified; **62%** are Senior Management
(Owner/Partner/Director)

50% of our subscribers own a second
home outside their area of residence

60% visit spas of which **31%** visit the
spa at least once a month

28% are members of an exclusive
members only clubs.

72% own at least 2 cars; **35%** owning
3+ cars; **63%** of our subscribers own at
least one luxury sedan/SUV

CNTRAVELLER.IN

The leading source of inspiration, news and information for the discerning Indian traveller



● The most prolific Indian travel publisher with nearly 100 new stories published every month

● Packed with top-shelf editorial content: features, guides, news, interviews sourced from some of the best writers in India and abroad

● Features rich-media storytelling: video, illustrations, graphic novels and more

● A daily newsletter that reaches over 80,000 subscribers, including some of the most influential people in travel trade

Users:

- 56% Male, 44% Female
 - 87% are 25+
- 64% travel abroad at least once a year
 - 35% own a vacation home
 - 50% own 2 or more cars
- 74% access the web through phones
 - 53% have 3G Mobile Service
 - 66% shop online
- 95% use the internet as the primary source of travel planning info

REACH & THE USERS

Reach:

- 400,000 unique users per month
- 13,80,000 page views per month
- 2 mins spent on the site per visit

The background is a dark, moody photograph of a stage or event space. In the center background, a sign with the word 'TOP' is visible. A vertical dotted line runs down the right side of the slide, separating the title from the text.

EVENTS AND PROPERTIES

The Brand has extended itself to on-ground events through it's collaborations with key brands and influencers.

Some key CNT properties:

- | Reader's Travel Awards (RTA)
- | Hot Tables
- | Top Restaurant Awards (TRA)
- | Customized Events



Condé Nast
Traveller



The 7th annual Readers' Travel Awards has set the industry benchmarks in the hospitality and travel industry.

The awards recognize the best in the travel industry across hotels, destinations, airlines, spas, tour operators, cruise lines and more.

250 guests from the travel/tourism industry attend the ceremony each year.

Previous Hosts have included names like Huma Quereshi, Aditi Rao Hydari, Nargis Fakhri.



Condé Nast
Traveller
PRESENTS
**HOT
TABLES**

Hot Tables is a unique series of curated dining experiences with celebrity chefs (international and Indian)

Launched in 2015, Hot Tables has travelled pan India including Bangalore, Chennai, Hyderabad, Pune and more.

In 2017, we brought to India Massimo Bottura, the #1 chef on The World's 50 Best Restaurants

Other chefs we've partnered with include Dharshan Munidasa, Rahul Akerkar, Vicky Ratnani, Prateek Sadhu and Eric Geoffroy.

Condé Nast Traveller

COMPLIMENTARY WITH
FEB-MARCH 2018 ISSUE

INDIAN EDITION

INDIA'S



**RESTAURANT
AWARDS 2017**

50 finest restaurants—as decided by
India's top tastemakers

TOP RESTAURANT AWARDS

The first definitive list of the country's finest restaurants as voted for by 100 tastemakers

Deloitte Touche Tohmatsu India LLP, were the process advisors and official tabulators.

The jury included writers, critics, influencers, serious foodies and tastemakers across the country.

TRA 2017 unveiled India's 50 best premium restaurants in December.

KEY INFLUENCERS



RAJEEV SAMANT
CEO SULA VINEYARDS



SAMYUKTA NAIR
CO FOUNDER OF JAMAVAR
RESTAURANT



SUBODH GUPTA
ARTIST



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AND
RAHUL KHANNA**
DESIGNER



SUHEL SETH
MD COUNSELAGE INDIA



**ZORAWAR SINGH
& WIFE**
FOUNDER & MD OF MASSIVE
RESTAURANT PVT.LTD

JURY



SHUCHIR SURI
FOOD TALK INDIA FOUNDER



KAREN ANAND
FOOD CRITIC



MARIA GORETTI
TV SHOW HOST AND AUTHOR



MANGAL DALAL
RESTAURANT WEEK INDIA
FOUNDER



NEHA DHUPIA
ACTOR AND WELL-TRAVELLED
FOOD CONNOISSEURS



RAHUL AKERKAR
RESTAURATEUR

ADVERTISING PROWESS

Iconic brands across travel (hotels, tourism board, airlines, cruises) have constantly advertised in CNT, often giving CNT the bulk or 100% of their media budgets.

Luxury lifestyle brands consistently pick CNT to reach the truly discerning luxury consumer.

Majority of brands from 2016 reinvested in 2017, 150+ print + digital new brands came on board.

As a multi-platform media player, we have the ability to create 360 degree solutions for clients across print & digital

KEY ADVERTISERS

HOTELS



AIRLINES



WATCH/ JEWELERY



AUTO



FASHION/BEAUTY



TOURISM BOARD



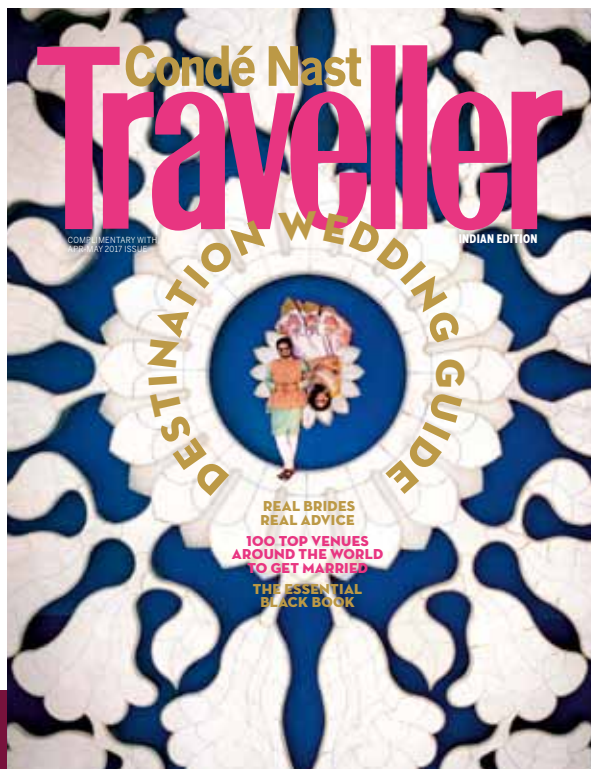


March 2015



April 2013

STAND ALONE
ISSUES



APRIL-MAY 2017



JUNE-JULY 2017



AUG-SEPT 2017

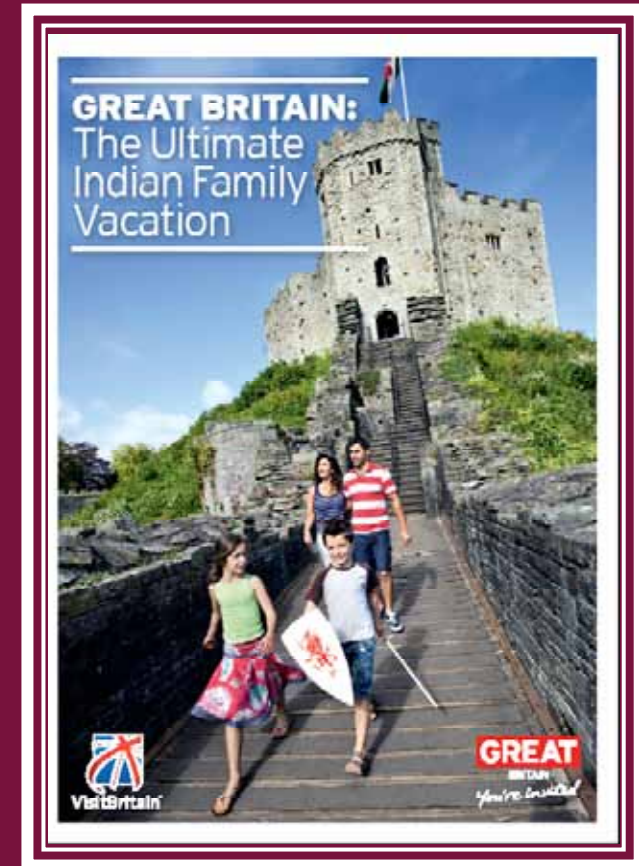
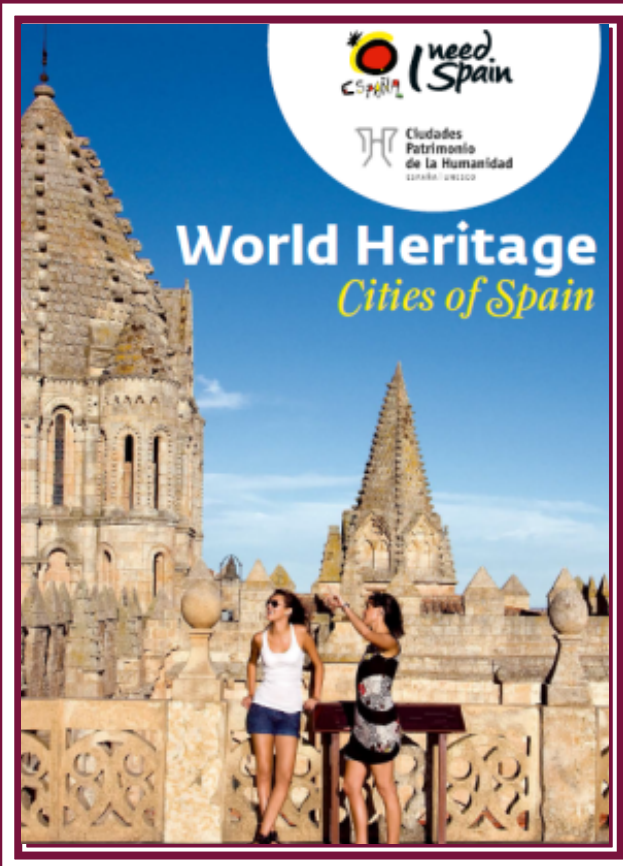


DEC-JAN 2018

SUPPLEMENTS



CUSTOMISED SUPPLEMENTS



BESPOKE/CUSTOMIZED GUIDES

Editorial CALENDAR

ISSUE	THEME	ASSOCIATIONS/EVENTS	SUPPLEMENTS/HANDBOOKS
FEB/MARCH	Food & Drink Summer Planning		
APRIL/MAY	Business Traveller Summer Destinations International Shopping		Supplement: Destination Wedding Guide
JUNE/JULY	Romance Issue RTA voting		Supplement: Singapore
AUG/SEP	Asia Hot List Watch Report Dubai Section Spa & Wellness		Supplement: Wildlife/Safari Special
OCT/NOV	8th Anniversary issue Best of the World		
DEC/JAN	Reader's Travel Awards 50 Shades of Blue		

DIGITAL CUSTOM SOLUTIONS

NATIVE ARTICLES:

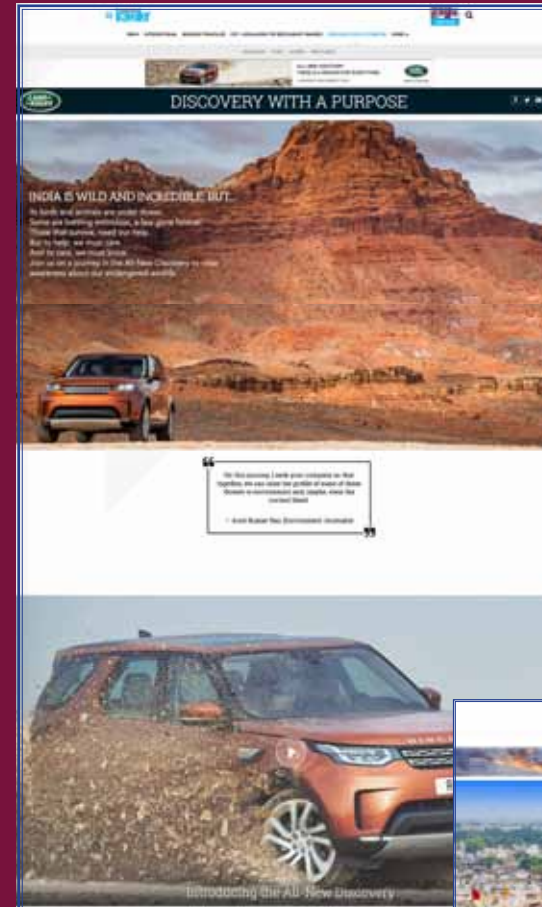


FRANCE
TOURISM



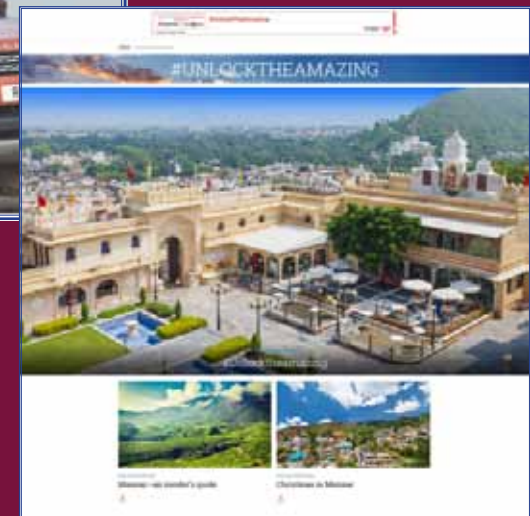
ST REGIUS
MALDIVES

NATIVE MICROSITE



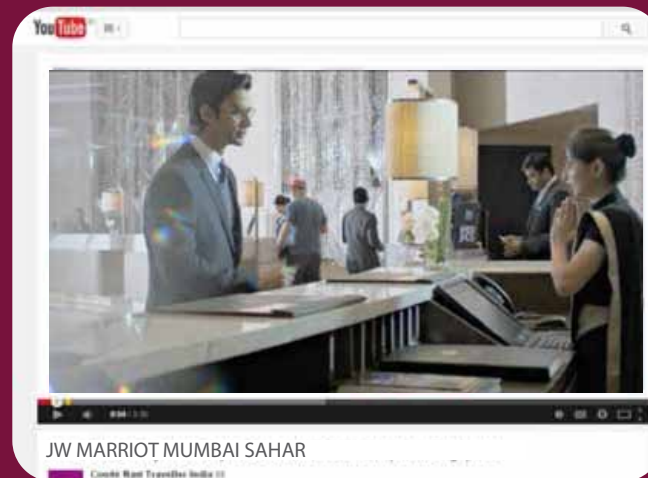
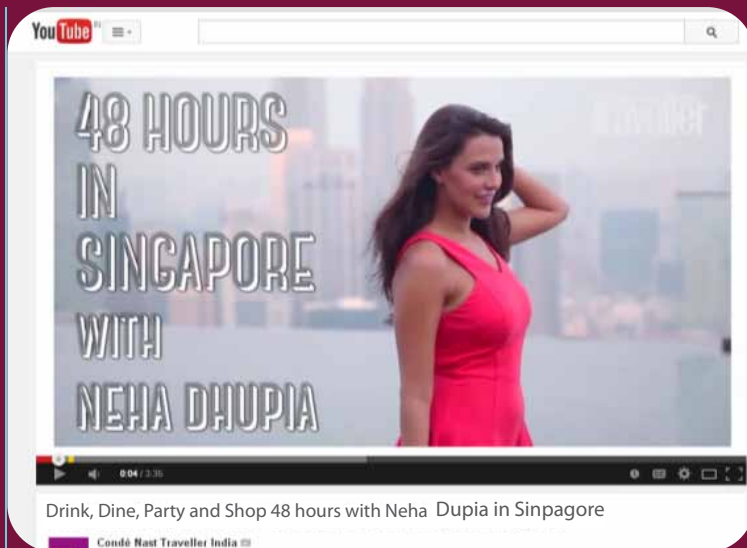
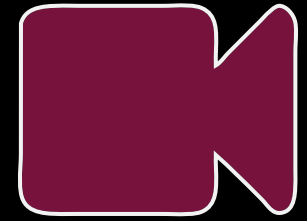
HSBC

JLR



VIDEOS

Leverage our editorial expertise to create bespoke videos for clients



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Thank you ✈

The background features three white dotted lines on a dark red field. One line starts at the bottom left and curves upwards towards the top center. Another line starts at the bottom left and curves upwards towards the top right. A third line starts at the bottom left and curves upwards towards the top right, ending with a small airplane icon.