Mission Statement

Condé Nast Traveler narrows the universe with trusted narratives and insider intel. We are your most in-the-know, least judgmental friend who provides access so you can travel with confidence.

By The Numbers

24M TOTAL AUDIENCE REACH
$94K MEDIAN HHI
227 INDEX NET WORTH $1M+
$12.1B SPENT ON TRAVEL

Across Platforms

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<th>PRINT</th>
<th>DIGITAL</th>
<th>SOCIAL</th>
<th>VIDEO</th>
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<td>10.6M</td>
<td>1.5M</td>
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Tentpoles & Editorial Pillars

Reader’s Choice Awards
The world’s longest-running travel awards franchise, CNT’s Readers’ Choice Awards celebrate the best of the best in the most-anticipated travel announcement of the year. Condé Nast Traveler’s Readers’ Choice Awards was the original crowd sourcing platform and ultimate definition of user engagement as we invite today’s most influential travelers (our readers!) to voice their opinions on the best of travel today.

Hot List
CNT’s definitive list of the year’s top hotel openings—with editors and reporters crisscrossing more than 50 countries to review hundreds of new properties firsthand.

Gold List
The ultimate collection of the very best hotels, resorts and cruise lines around the world—those that exemplify the gold standard of service and hospitality, as identified by our editors. This comprehensive list goes far and wide to cover our editors top picks for the year that manifest in a variety of lists covered in print and more extensively online.

CONTACT: Beth Lusko, VP Revenue, The Lifestyle Collection

# Editorial Calendar

## 2018 Editorial Calendar

Subject to Change

### Travel is Love

#### January/February → Gold List
- **Ad Close**: 1/12/17
- **Go Live**: 2/10/17
- **Newsstand**: 2/26/17

### Travel is Losing Yourself

#### March → Secret Italy
- **Ad Close**: 1/22/17
- **Go Live**: 2/6/18
- **Newsstand**: 2/13/18

### Travel is Exploration

#### April → New Experience Makers
- **Ad Close**: 4/25/18
- **Go Live**: 3/30/18
- **Newsstand**: 3/27/18

### Travel is Obsession

#### May/June → Hot List
- **Ad Close**: 5/15/18
- **Go Live**: 5/18/18
- **Newsstand**: 5/18/18

### Travel is Together

#### July/August → Cruise/Multi-Gen
- **Ad Close**: 5/3/18
- **Go Live**: 6/26/18
- **Newsstand**: 7/3/18

### Travel is Beauty

#### September/October → Design, Style, Wellness, Influencers
- **Ad Close**: 6/28/18
- **Go Live**: 8/21/18
- **Newsstand**: 8/28/18

### Travel is Wisdom

#### November → Readers’ Choice Awards
- **Ad Close**: 8/23/18
- **Go Live**: 10/26/18
- **Newsstand**: 10/26/18

### Travel is Giving

#### December → Holiday/Gift Guide
- **Ad Close**: 9/27/18
- **Go Live**: 11/13/18
- **Newsstand**: 11/20/18

CONTACT: Jordana Pransky, VP Revenue, The Lifestyle Collection
Digital Calendar

JANUARY
- **Wellness**: From spas to safaris, where to go to nourish your body and mind
- **Sacred Travel**: CNT revisits historic religious sites and explores new monuments to mysticism
- **Korea**: A guide to 3 days in Seoul and our editors’ favorite regions

FEBRUARY
- **Global Etiquette**: The rules of the road, from tipping to eating
- **Romantic Vacations**: Our favorite romantic destinations for a Valentine’s trip
- **Secret Italy**: Rediscovering the lesser known parts of one of the most romantic countries

MARCH
- **The New Travel Agent**: Exploring the next generation of travel specialists
- **Women Who Travel**: Profiles of today’s most insightful and intrepid female travelers
- **Secret Europe**: The destinations redefining the European vacation scene

APRIL
- **Guide to Safaris**: Break out the khaki, we’re exploring safaris around the globe
- **Desert Destinations**: From emerging towns to luxe resorts, the desert vacations to take right now
- **3 Day Trips**: Our favorite weekend (or mid-week!) getaways

MAY
- **CNT Hot List**: Our definitive list of the best hotels in the world
- **Best of Summer**: The beaches to visit, the books to read, and other tips for the ultimate summer
- **Responsible Travel**: Environmentally-friendly ways to see the world

JUNE
- **The New Road Trip**: Driverless cars? New destinations? We’re exploring the cutting edge of an old travel form
- **LGBTQ**: CNT examines the state of LGBTQ travel in 2018
- **Family Travel**: Our favorite kid-friendly destinations, hotels, and activities

JULY
- **Cruising**: A complete guide to hitting the high seas
- **Dive Destinations**: From entry-level scuba schools to expert dive trips, we’re going deep on diving
- **First Trips**: The best destinations and tips for first-time travelers of all ages

AUGUST
- **Wine Travel**: From new wineries in old regions to break-out vintners, the best places to travel for wine right now
- **Future of Land Travel**: Hyperloops, driverless trains, and bullet trains—oh my! We’ll explore how technology is changing land travel

SEPTEMBER
- **Global Style**: An exploration of global style and the intersections of travel and fashion
- **Guide to Packing**: Stop sitting on your suitcase and pack like the pros
- **Colorful World**: A photo-driven exploration of how color shapes travel

OCTOBER
- **Reader’s Choice Awards**: Our annual tentpole announcing our reader’s favorite travel experiences around the globe
- **Points & Miles**: A complete guide to the complex system of travel rewards
- **Cocktail Bites**: How the world eats when they drink

NOVEMBER
- **Global Business Travel**: From etiquette to airport lounges, this is our guide to a better business trip
- **Holiday Travel**: Celebrate somewhere new this year
- **Holiday Gift Guide**: Gifts for the refined traveler in your life

DECEMBER
- **Trend Report**: Our take on what’s next in travel for 2019, plus a round-up of 2018 trends
- **Gold List**: The definitive list of the best hotels chosen by CNT’s editors
- **NYE Travel**: Where to revel as you ring in the New Year

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