CN Traveler inspires travellers with cultural curiosity with its genuine, proven content.

We are the well-informed friend who knows the most attractive corners of the world and has done the research on your behalf.
A combination of our insiders’ recommendations and an in-depth understanding of our readers’ wishes, the desire to flee from mass travel and live unique, special experiences.
BRAND VALUES
CONDÉ NAST TRAVELER

1. QUALITY
2. POSITIVITY
3. CONFIDENCE
4. AUTHENTICITY
5. CHOICE
6. OWN VISION
7. SOPHISTICATION
360º Conversation

MAGAZINE
Each month the magazine allows me to enjoy disconnecting for a moment, discovering ideas and destination in the most evocative way. It is my reference guide every time I want to travel or take a break.

SOCIAL NETWORKS
Every day the CNT social networks put me in touch with people like myself, people who love travelling. They allow me to dream about destinations I too want to be part of. They uncover content of the greatest interest on the website for me.

On the CNT website I find content different from that in the magazine. I access it to find the latest ideas, restaurants, museums and places which surprise me in my own city or in other places I travel to. I find new approaches and anecdotes fun.

 EVENTS/EXPERIENCES
CNT professional events help me to get to know the best in the sector. Brand experiences make me feel special, part of a privileged group.
THE MAGAZINE
A UNIQUE EXPERIENCE

A publication which has become the sector’s point of reference. The most admired edition internationally. People buy it, read it and collect it.

77% define it as INSPIRING

60% consider it CONTEMPORARY

53% consider it PRACTICAL and USEFUL

44% collect it EVERY MONTH

38% enjoy the DETAILS

47% enjoy it when they RELAX

Source: TGI 2019
THE WEBSITE

A window to a world with interesting content, memorable experiences and indispensable recommendations.

1. Urban trips
2. Nature
3. Food
4. Travellers
5. Experiences

+62% unique users
+47% loyal users
+29% registered users

Source: Google Analytics Dic 2019 vs YoY
SOCIAL NETWORKS

A space specifically for dialogue between the brand and the most loyal community of travellers.

1. LATEST TRENDS
2. PERSONALISED CONTENT
3. RECOMMENDATIONS TO SHARE
4. VIDEO PRODUCTIONS
5. INITIATIVES WHICH MOTIVATE INTERACTIÓN
6. RANKING
7. PERSONALITY TEST
Men and women with travellers’ attitudes.
Passionate explorers
Curious, positive, open-minded
Cosmopolitan, demanding and very loyal to the brands they like

<table>
<thead>
<tr>
<th>Audience Segment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEN</td>
<td>37%</td>
</tr>
<tr>
<td>WOMEN</td>
<td>63%</td>
</tr>
<tr>
<td>MILLENNIAL GENERATION (25-34)</td>
<td>22%</td>
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<tr>
<td>X GENERATIONS (35-54)</td>
<td>41%</td>
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<tr>
<td>SILVER GENERATION (55-64)</td>
<td>18%</td>
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<tr>
<td>CLASS IA1/A2</td>
<td>29%</td>
</tr>
<tr>
<td>URBAN</td>
<td>56%</td>
</tr>
</tbody>
</table>

Source: Brand Media 2019
I like to have good quality things
For me being attractive/looking good is important
I really enjoy taking care of my appearance
I feel sure using products recommended by an expert
I love going out to buy clothes
I enjoy planning my holidays
I like the idea of travelling abroad
Before visiting a country I try to learn a bit of its language
of articles about travel and holidays in newspapers and magazines influence my choice of travel
Our vision of travel is linked with how to enjoy it in the most complete possible way, and our audience is a great consumer of the most prestigious brands. That is why we have the most relevant campaigns to the travel sector, as well as others in the beauty, cars, drinks, cosmetics and watches sectors.

**ADVERTISING CAMPAIGN LEADERS**

- **60%** Travel & Tourism
- **40%** Lifestyle
- **43%** of our campaigns and for premium and luxury brands (+17% YoY).
AREAS OF COOPERATION WITH OTHER BRANDS

1. Multimedia advertising campaigns
2. Programmed advertising
3. Branded content
4. Creating made-to-measure content
AREAS OF COOPERATION WITH OTHER BRANDS

- Sponsoring CNT events
- Creating made-to-measure events for brands
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