

DRIFT

TRAVEL MAGAZINE



“I often ask the question ‘*When is the last time you saw something for the very first time?*’ DRIFT travel magazine was created with that question in mind - filled with stunning photography to jumpstart the imagination and smart, thought-provoking travel and lifestyle editorial that will have readers itching to pack a suitcase and get lost. Travel is in our souls; whether we roadtrip across our own country or adventure around the globe, people love to travel. DRIFT travel magazine is a beautifully curated, artistically crafted magazine that celebrates our collective desire to see the world. Come along on the journey.”

TRACEY DRAKE, EDITOR-IN-CHIEF | CREATIVE DIRECTOR

Published six times a year, DRIFT is an **exciting** magazine that is a pleasure to read and an inspirational resource for travel lovers. Working with many of the best **travel** experts in the industry, each issue of DRIFT offers up articles on **exotic** destinations, city **secrets**, adventure meccas, resort reports, global hot-spots, grab-n-go technology and travel **gear**. Using our publication mantra "travel often, live well" as a launching point, **DRIFT** is filled with exclusive editorial on where to go, how to get there and what to do once you arrive; stories punctuated with meaningful, useful, expertly written travel guides and awe-inspiring travel **photography**.



Be sure travelers find your brand in the pages of DRIFT.
Book your ad space now.

Who reads magazine online

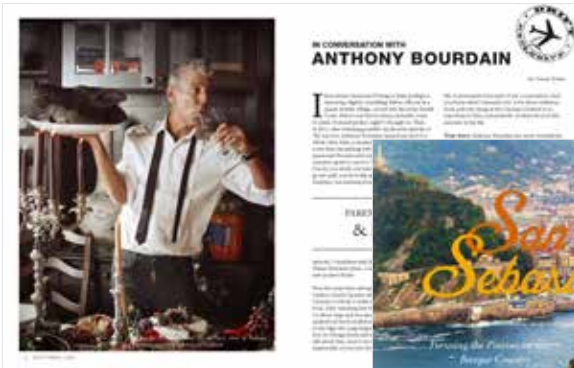
Source: ISSUU.com

GENDER	FEMALE	54%	MALE	46%
AGE	18 - 24	10%	25 - 34	17%
	35 - 44	21%	45 - 54	25%
	55 - 64	16%	65+	11%

DISTRIBUTED TO

4.5
MILLION

DIGITAL READERS WORLDWIDE



Those who love to travel crave information on new countries to visit, exciting sights to see and once-in-a-lifetime adventures to experience. DRIFT covers all the travel bases for our readers; from hotels, airlines and cruises to city guides, culinary destinations, secret beaches and must-have accessories.

every single day, more than
EIGHT MILLION PEOPLE
fly somewhere!



Ad Space or Sponsored Editorial

Full Page
8.5"X11" \$5000 USD

Multi Page Discounts Available

Full Bleed - add .125" on all sides - Images 300DPI CMYK



	BOOKING DEADLINE	MATERIAL DEADLINE
Sept/Oct	Aug 22/2016	Aug 26/2016
Nov/Dec	Oct 18/2016	Oct 24/2016
Jan/Feb	Dec 8/2016	Dec 15/2016
Mar/Apr	Feb 10/2017	Feb 17/2017
May/June	Apr 7/2017	Apr 14/2017
July/Aug	Jun 9/2017	Jun 9/2017
Sept/Oct	Aug 18/2017	Aug 25/2017
Nov/Dec	Oct 20/2017	Oct 27/2017



About DRIFT Travel – Q&A

Q: What is Drift Travel?

A: Drift is a global digital travel magazine emailed out to over 6 million digital magazine reader worldwide.

Q: Who reads DRIFT?

A: DRIFT readers are a more affluent traveler, people who know what they want and can afford it!

Q: Why advertise in a DRIFT magazine?

A: Today's travel readers want simplicity, and quality. They want good stories, entertainment, access to all editorial content across a range of devices and channels. They want value, and speed of delivery. And they want consistency. DRIFT is accessible, easy to locate, easy to use and share.

Q: What additional feature can DRIFT magazine offer?

A: With DRIFT you can enhance your full page ad with links back to your product or booking pages. Additionally, you can add video to the page and further captivate the reader with your brand.

Q: Do people buy product seen on DRIFT pages?

A: Absolutely, that is why DRIFT will link your ad to your product's website or booking page.

Q: Can I do more than just run ads in DRIFT?

A: DRIFT offer the opportunity to run fully sponsored articles. Want a story about your hotel or resort. Send us a request. Paid sponsored content guarantees your article placement.

Q: What about the cost?

A: Dollar for dollar DRIFT is one of the best values. With a CPM under 10 cents US, DRIFT is hard to beat.

Compare DRIFT to other forms of online advertising.

When it comes to delivering an online experience, DRIFT digital magazine has a big advantage. Why? Here are two big reasons.

1) Larger ad sizes: A full-page ad in a digital magazine takes up at least half the screen; a Web site banner ad is typically placed on the periphery of the screen and delivers less impact. Also, a DRIFT ad gives an advertiser the ability to deliver a full message instead of just invitation to view one. For example, a Web banner ad could invite a reader to "click to read about our contest." But a full-page digital magazine ad can have a "click to play" video explaining the hotel or resort, photographs of the amenities, contest details, even product demonstrations.

2) The active reading style of a magazine experience creates more involvement than the "surfing" or "searching" style of a Web site.

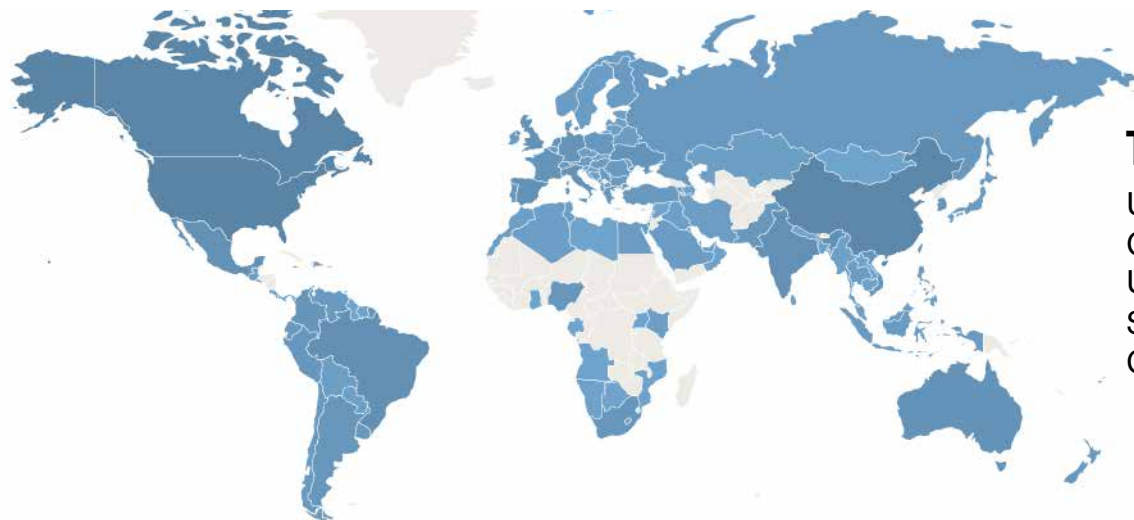
Over one third (34.2%) of interactive digital magazine readers report that they use search less after subscribing to (or following) an interactive digital magazine.

(source - The Case for Advertising in interactive Digital Magazines)

DRIFT magazine generates a higher degree of reader engagement over other online advertising. Being in a magazine format, DRIFT readers expect to see the advertisement. Most often they welcome them because the ads relate directly to the articles they are reading, thus increasing the retention value for your message.



Where in the world are DRIFT readers...everywhere



Top 10 countries

United States
Canada
United Kingdom
Spain
China

Italy
Australia
Netherlands
Brazil
Germany

Want to be part of DRIFT?

There are numerous ways – both free and paid – Let's find the best mix for your business.

- Magazine advertising
- Sponsored magazine articles
- Editorial reviews
- Interviews
- Content creation to use online and in your print marketing material
- Photography/Video of your resort, business or products
- DRIFT website banner ads
- Guest blogging opportunities
- Regular magazine features and much more.

Have a look at advertising with DRIFT Travel. We will quickly become your go to source for magazine marketing with a global reach.



ADVERTISING, ADVERTORIAL & PRODUCT PLACEMENT: sales@DRIFTtravel.com or +1-250-595-7870

TOURISM PR & PARTNERSHIPS: editor@DRIFTtravel.com

TRAVEL WRITER & PHOTO JOURNALIST SUBMISSIONS: *[email only please]* submissions@DRIFTtravel.com

