



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

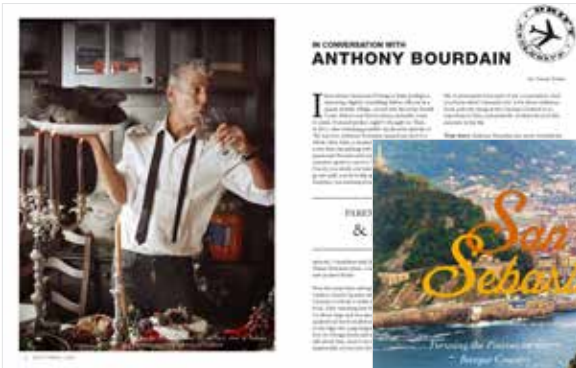
Source: ISSUU.com

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.

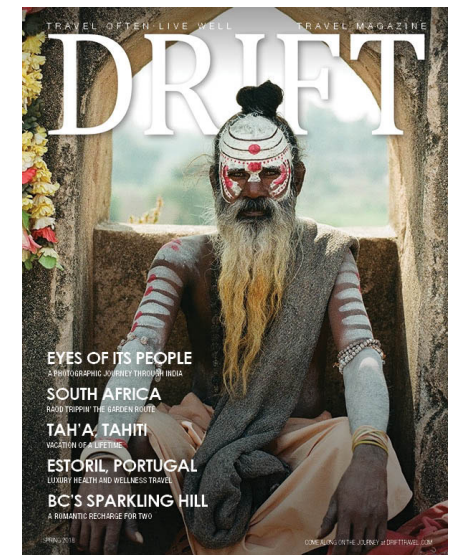
every single day, more than
EIGHT MILLION PEOPLE
fly somewhere!

Ad Space

Full Page
8.5"X11" \$2,500 USD

Multi Page Discounts Available

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





About DRIFT Travel – Q&A

Q: What is DRIFT travel magazine?

A: DRIFT is a travel magazine with a global perspective - distributed via print subscription, print-on-demand and our very popular high-end interactive digital magazine to more than 4.5 million travel targeted readers worldwide.

Q: Who reads DRIFT?

A: DRIFT readers are global citizens; affluent travelers who know what they want and can afford to pay for it.

Q: Why advertise in DRIFT magazine?

A: Today's travel readers want simplicity, engagement and quality. They want compelling stories, entertainment, and 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 features can DRIFT magazine offer?

A: DRIFT you can enhance your ad page with links back to products or booking pages. Additionally, you can add video to the ad page and further captivate the reader with your dynamic content.

Q: Do people buy products seen on DRIFT pages?

A: Absolutely. DRIFT is a trusted source in the travel industry, and readers love learning about new products. With a direct link from your ad, DRIFT readers can click to book travel and buy product.

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

A: DRIFT offer the opportunity to run fully sponsored articles - offering carefully curated paid sponsored content that guarantees readership engagement.

Q: What about the cost?

A: Advertising in DRIFT is one of the best values in the travel publication industry. With a CPM below 10 cents USD, DRIFT is an exceptional value.

Compare DRIFT to other forms of online advertising.

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

1) **Larger ad sizes:** A full-page ad displayed in a digital magazine takes up at least half the screen; a website 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 an invitation to view one. For example, a web banner ad could invite a reader to *click to read about our contest*. A full-page magazine ad in digital format can have a "click to play" video explaining the hotel, photographs of the resort, contest details, and product demonstrations.

2) **Trusted engagement:** The active reading style of a magazine experience creates more involvement than the "surfing" or "searching" style of a website.

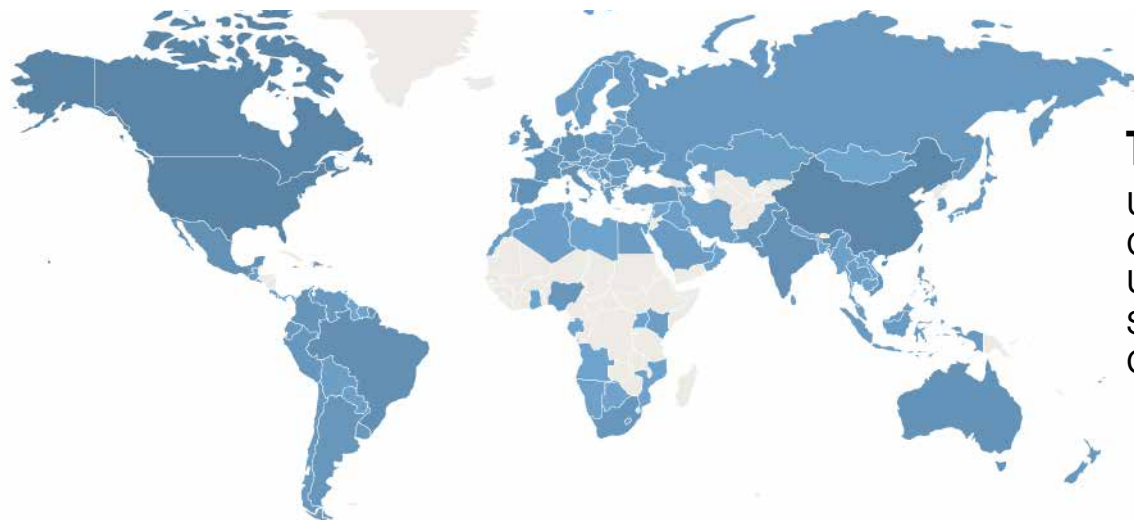
More than one third (34.2%) of interactive digital magazine readers report that they use search less after subscribing to (or following) an interactive digital magazine.*

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 it because the ads relate directly to the articles they are reading, thus increasing the retention value for your message.

* source - *The Case for Advertising in interactive Digital Magazines*



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

