

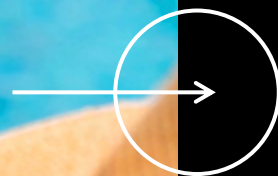


LUXE GETAWAYS

2024 MEDIA KIT



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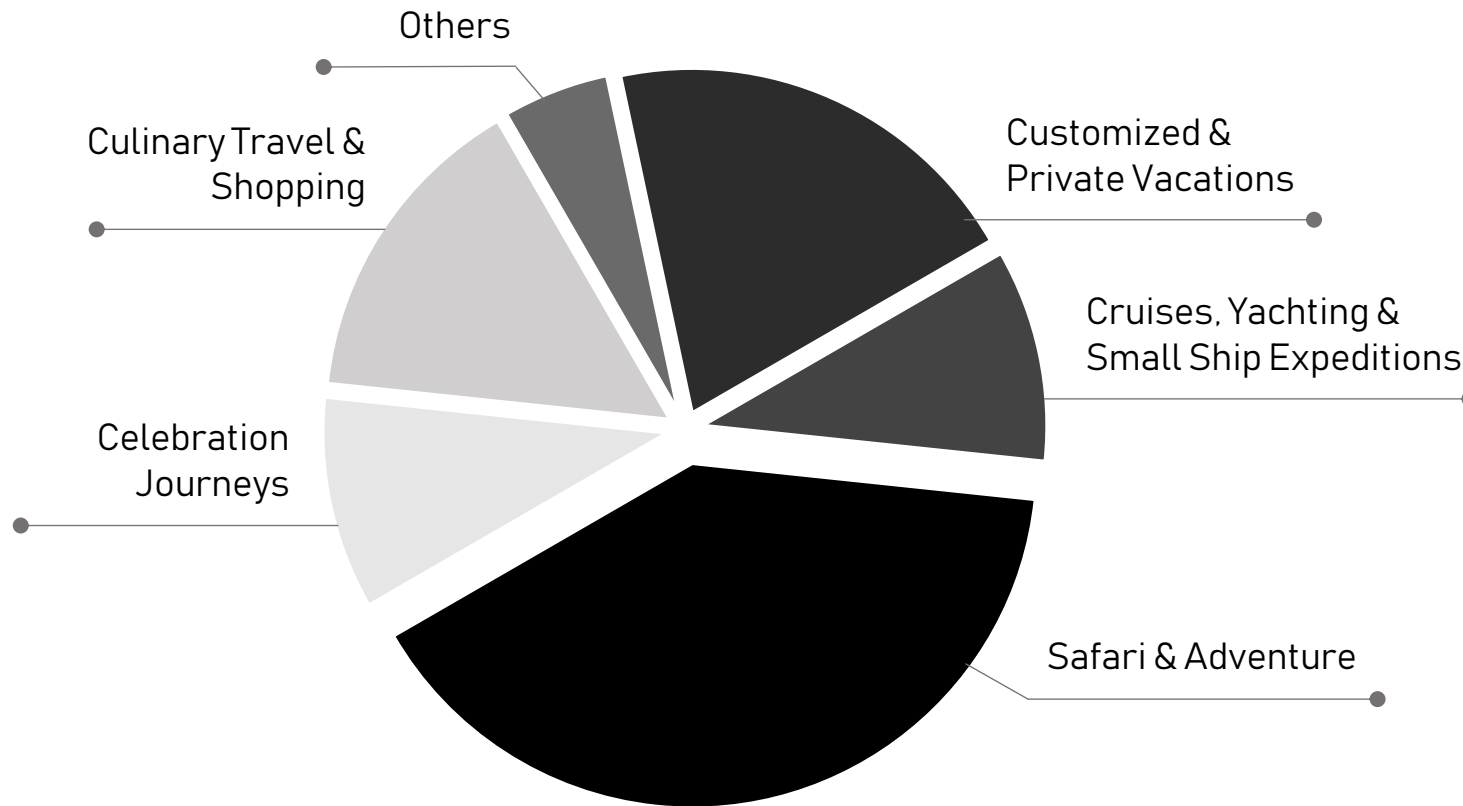
MISSION

A guide for those with a passion to travel in style...

For over a decade, Luxe Getaways has been one of the most trusted names in luxury travel, a valued resource for those looking to plan the ultimate vacation or discover their next must-visit destination or resort. Whether it is an avid traveler who takes a dozen exotic escapes a year, a frequent flying professional who wants to make the most of their business trips, or a family planning their one big annual gathering in style, Luxe Getaways helps its readers discover nothing but the best. That means the best in luxury content, experiences, resorts, restaurants, and destinations. With a global network of passionate, award-winning contributors spanning five continents, Luxe Getaways is an international online magazine delivering the best in luxury travel content at its readers' fingertips anywhere in the world.

LUXURY TRAVEL MARKET

Share, by tour, 2021 (%)



* Source: Grand View Research, 2021

\$1.28 Trillion

Global Luxury Travel Market in 2022

\$2.32 Trillion

Estimated Global Luxury Travel Market in 2030

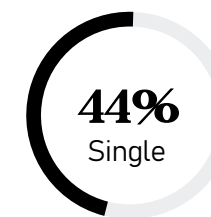
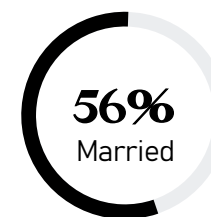
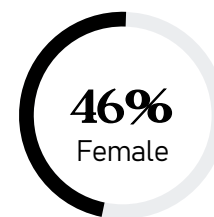
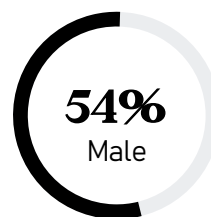
The global luxury travel market, is projected to grow at 7.6% CAGR over the next 7 years, significantly boosting post-pandemic tourism and contributing to 9.2% of the 2023 global GDP.



AUDIENCE

NEARLY 40,000

Subscribers/luxury-minded travellers.



44*
Median Age

\$575,000
Average HHI

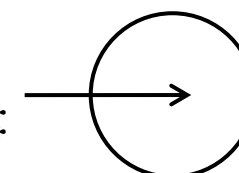
\$1,900,000
Average HH Net Worth

332,672†
Unique Page Views/Month

2.13 MINUTES
Average Time on Page



38,281
OPTED-IN SUBSCRIBERS‡
Newsletter Subscriber list

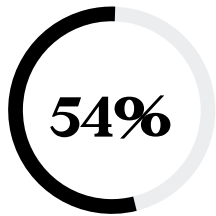


31%
Newsletter
Open Rate

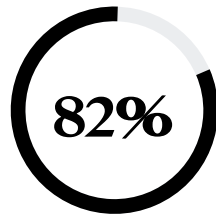
22.1%
Newsletter
CTR

Sources: *IPSOS 2023 Doublebase Affluent Survey | †Google Analytics Q4 2023 | ‡MailChimp December 2023

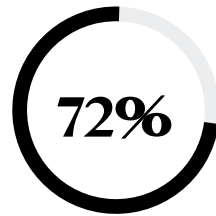
LUXE GETAWAYS READERS...



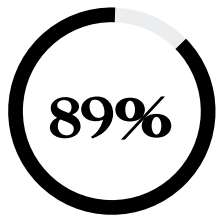
take at least four vacations a year



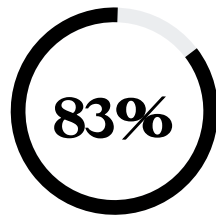
own more than one home



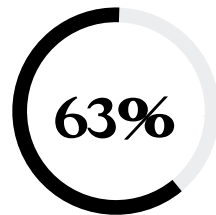
travel outside the country annually



own luxury or sports cars



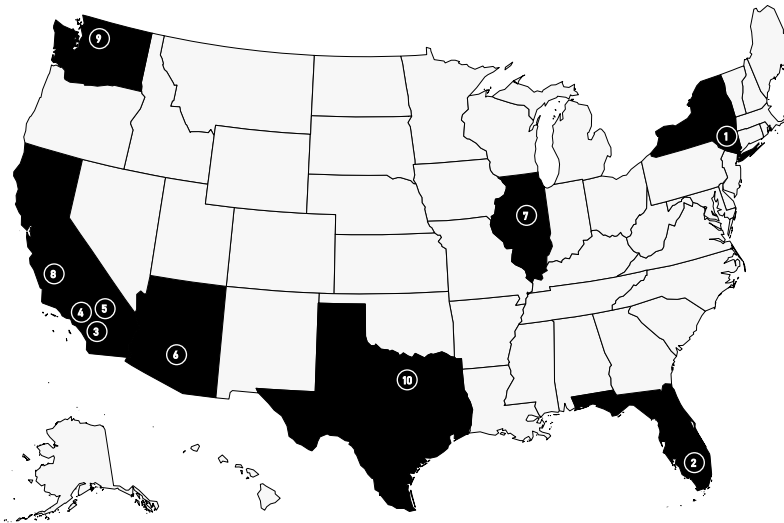
collect watches, art, or jewelry



regularly buy luxury clothing



91%
live in the US

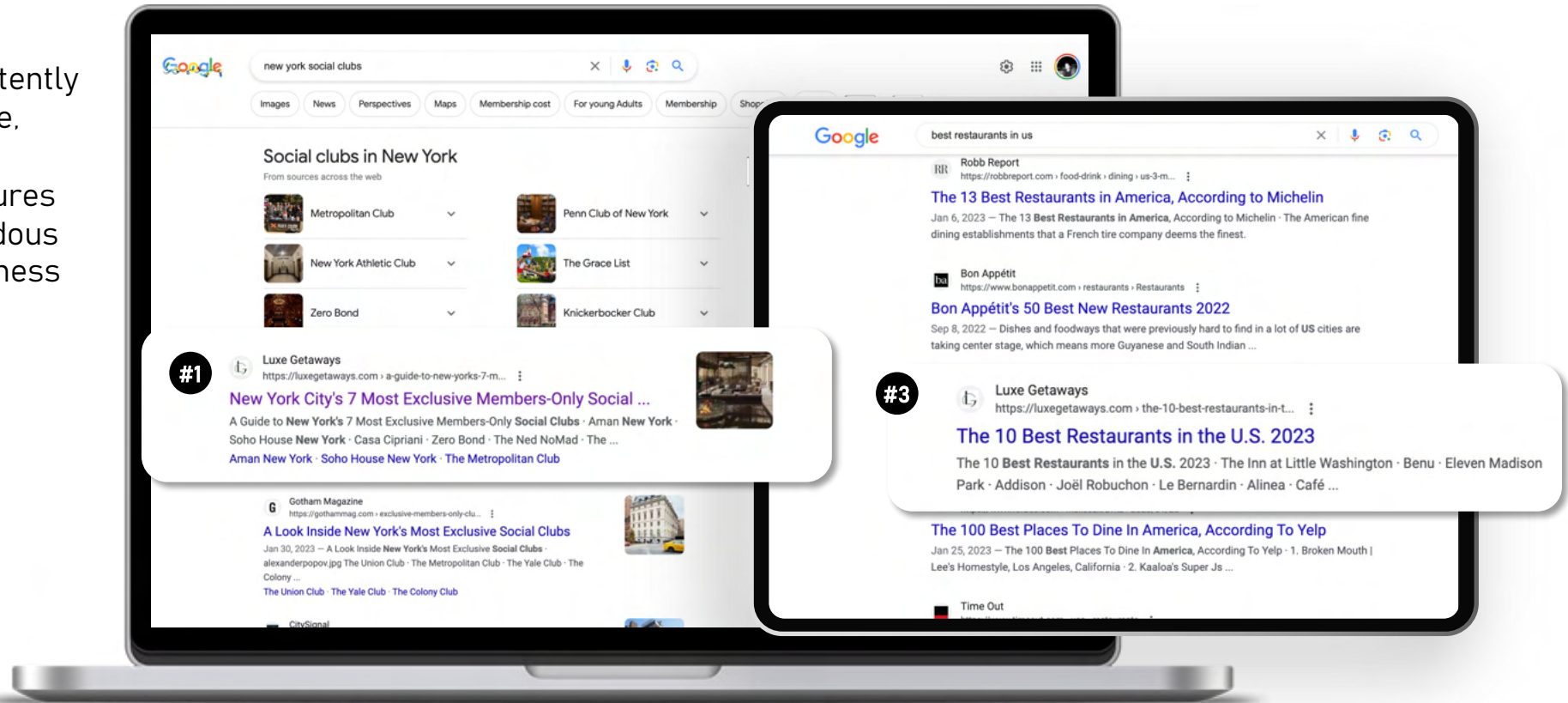


Top 10 Regions

- 1 New York
- 2 Miami/Ft Lauderdale
- 3 San Diego
- 4 Orange County
- 5 Los Angeles
- 6 Scottsdale/Phoenix
- 7 Chicago
- 8 Bay Area
- 9 Bellevue/Seattle
- 10 Dallas/Ft Worth

AUTHORITY

Luxe Getaways articles consistently rank on the first page on Google, outperforming many of the top publications in the world. Features on Luxe Getaways are tremendous ways to increase brand awareness and bolster SEO.





QUALITY LUXURY CONTENT

Luxe Getaways magazine operates with a meticulous commitment to delivering unparalleled and captivating luxury travel content to our readers. Through a curated blend of expertly crafted articles and visually stunning features, the magazine brings forth the very best of luxury and travel experiences. Luxe Getaways goes beyond the ordinary, providing readers with in-depth insights, insider tips, and a genuine connection to the essence of each featured locale, resort, restaurant, event, experience, and more.



Hotels + Resorts

The best places to stay around the world. Unique insight and in-depth profiles of the finest luxury properties.



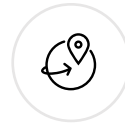
Food + Drink

The best places to dine across the globe. We go in-depth to break down the atmosphere, presentation, and quality at the most exceptional and unique restaurants.



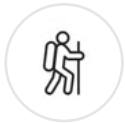
Spa + Wellness

Thoughtful insight into the best and most relaxing spas and unique and rejuvenating wellness experiences all around the world.



Destinations

We go in-depth to detail what makes a destination unique and unforgettable, including the best places to eat, stay, see, and explore.



Experiences

The best one-of-a-kind bespoke luxury experiences on earth. From safaris to wine tours, we break them down with incredible depth and help you make the right decision.



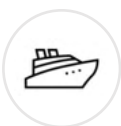
Private Jets + Aviation

The latest advancements in aviation technology, exclusive insights into private jet news, and firsthand accounts of elite travel experiences that redefine air travel for the discerning jetsetter.



Real Estate + Communities

Experience the pinnacle of luxurious living by exploring high-end real estate and elite and desirable diverse communities on the globe.



Autos + Motorsport

From breathtaking supercars to high-performance motorsport events, we take you inside the world of automotive excellence.



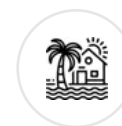
Cruises + Charters

We take you inside the best inclusive at-sea experiences and high-end nautical vessels available for charter around the world.



Golf + Sport

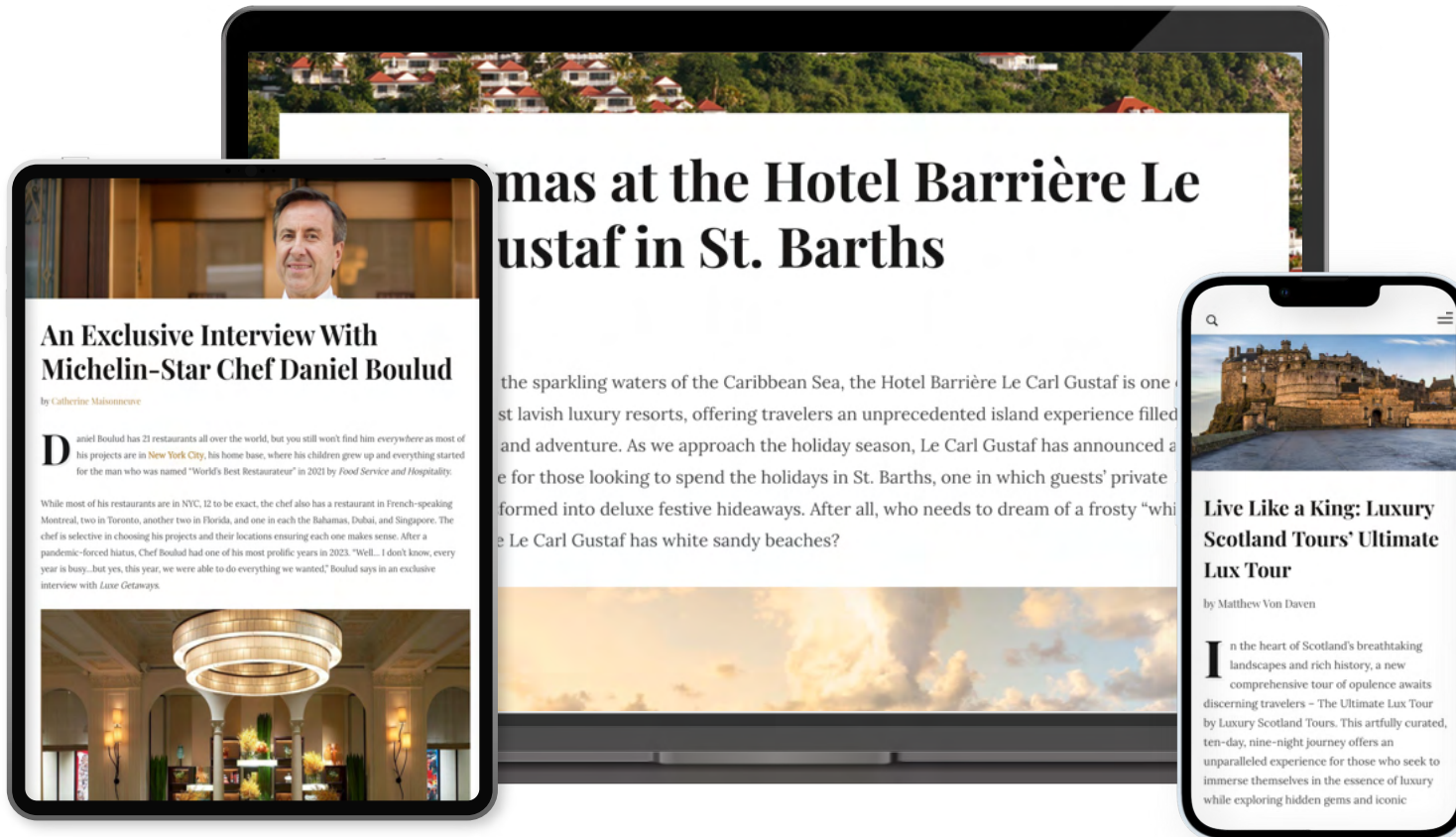
Dive into exclusive features on world-class golf courses, golf resorts with lavish amenities, and unparalleled and exhilarating sporting activities and experiences.



Villas + Rentals

We bring you insight into one-of-a-kind high-end luxury rental properties from around the world.

CONTENT MARKETING

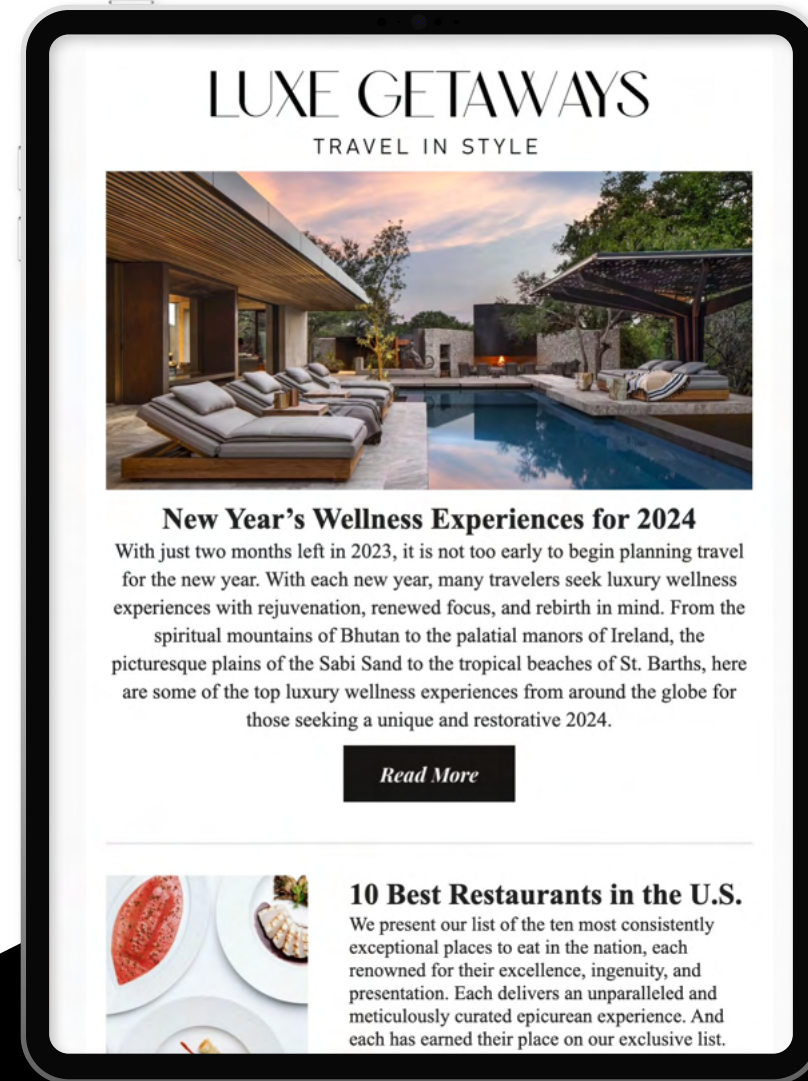


Tailored, targeted, authoritative custom-written advertorial content that doesn't read as such seamlessly integrated into the native reading experience of **LuxeGetaways.com**. Our skilled team of writers will collaborate with you to craft an article that resonates with the digital audience, ensuring a voice that aligns with your brand and maximizing ROI. The web feature will be prominently displayed on the homepage or a specified category, serving as enduring content for a full year.

EMAIL MARKETING

Our bi-monthly newsletter is read by nearly 40,000 opted-in, luxury-minded subscribers. Luxe Getaways editorial curates content that resonates with this affluent demographic, providing them insights into the world's most luxurious destinations, gastronomic delights, and exclusive events, elevating their understanding and appreciation of the luxury lifestyle. This is quality worthwhile content positioned to engage.

We offer direct (dedicated) email blasts to our entire subscriber base in addition to inclusions in our weekly newsletter in both native and advertising positions.



BANNER ADS

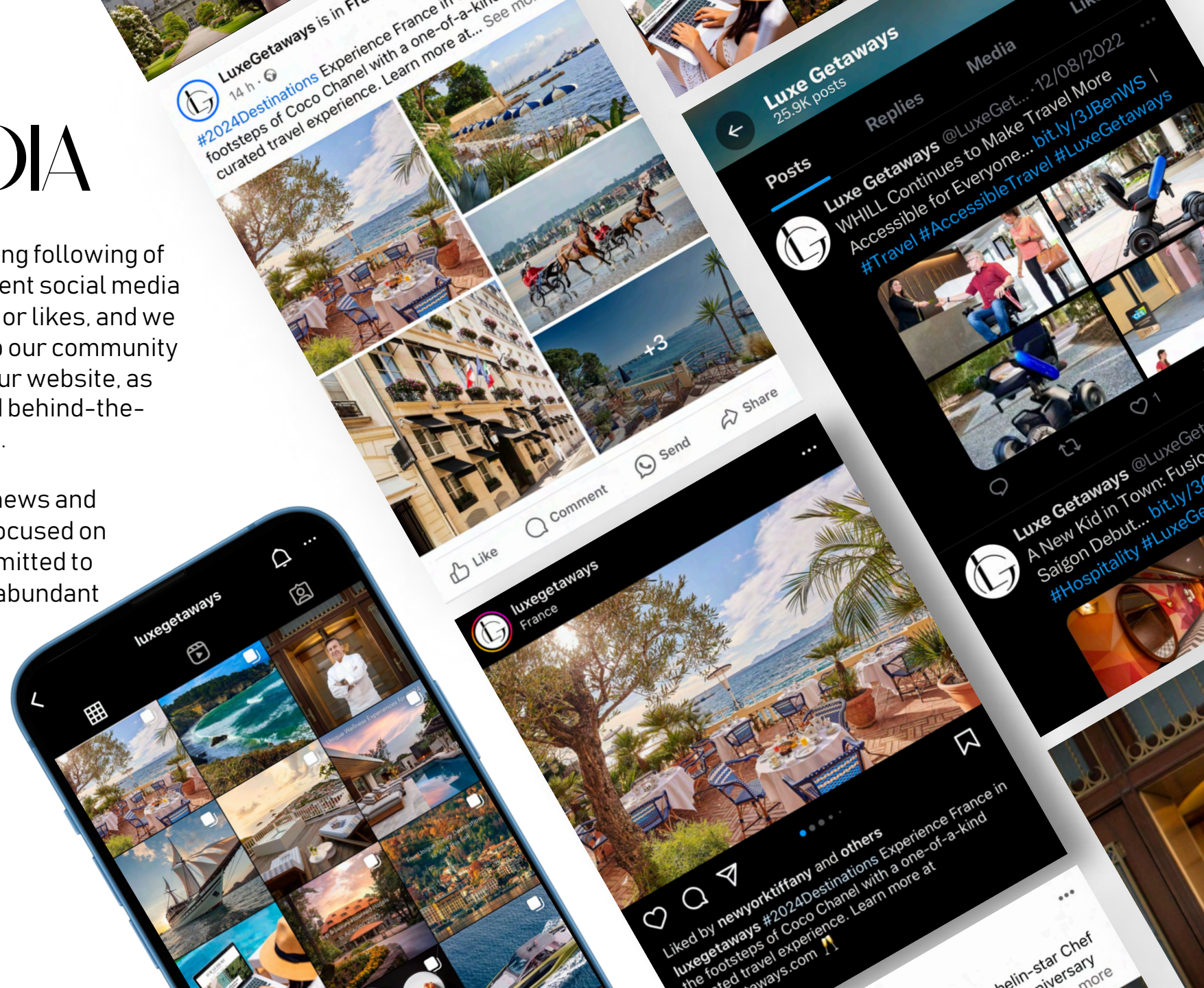


Be a direct part of the conversation. Banner ads can be targeted by content or location and positioned for maximum engagement.

SOCIAL MEDIA

Luxe Getaways boasts a loyal and growing following of actively engaged, aspirational, and affluent social media users. We have never paid for followers or likes, and we utilize our social media following to help our community explore the most recent updates from our website, as well as gain access to exclusive tips and behind-the-scenes content not available elsewhere.

We deliver unique, professional luxury news and experiences with immediate insights. Focused on social media growth in 2024, we're committed to dynamic luxury travel content, offering abundant opportunities on our social channels.



2024

EDITORIAL CALENDAR

QUARTER **#1**



2024 Global Luxury Events



Super Bowl Preview



Destination Spotlight:
The Maldives



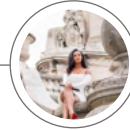
Traveling in Style:
Private Jet Experiences



Culinary Adventures:
Michelin-Starred Restaurants in Europe



Exclusive Spa Retreats:
Unwind in Ultimate Luxury



City Break:
Parisian Elegance and Glamour



Ultimate Packing Guide for Luxury Travelers



Hidden Gems:
Boutique Hotels in South America



Adventure in Luxury:
Safari Experiences in Africa

QUARTER #2



Island Paradise:
Exploring Seychelles



Luxury Yacht Charters:
Sailing the Mediterranean



Wellness Retreats:
Mind and Body Escapes



Beyond the Ordinary:
Unique Cultural Festivals



The Suite Life:
The Best Luxury Hotel Suites in the World



Travel Photography Tips for Capturing
Luxury Moments



City Escape:
Tokyo's Blend of Tradition and Modernity



Gourmet Getaways:
Indulge in Fine Dining in Asia



Luxury Train Journeys Around the Globe



Fashion Forward:
Shopping Destinations for Luxury Lovers



Breathtaking Landscapes:
Exploring Patagonia

QUARTER #3



Caribbean Luxury:
Exclusive Resorts and Villas



Luxury Cruises:
Sailing to Antarctica



Exotic Adventures:
Diving into Southeast Asia



Wine and Dine:
Napa Valley's Culinary Delights



Ultimate Relaxation:
Hot Springs Retreats



Greek Isles:
A Mediterranean Paradise



Luxury Family Travel:
Balancing Adventure and Comfort



Art and Architecture:
European Cultural Capitals



Yachting in the French Riviera



Private Islands:
The Epitome of Seclusion



Eco-Friendly Luxury:
Sustainable Travel Experiences

QUARTER #4



Fall Foliage Retreats:
Luxury in Nature



Haunted Luxury:
Spooky Destinations with a Touch of Elegance



Luxury Safari Lodges in Botswana



Culinary Adventures:
Exploring Street Food in Asia



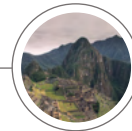
Winter Wonderland:
Exclusive Resorts in the Alps



Festive Season:
Celebrating the Holidays in Style



Luxury Wellness Resorts:
Mindful Escapes



South American Wonders:
Machu Picchu and Beyond



Luxury Ski Resorts Around the World



Top 10 Winter Sun Escapes



New Year, New Adventures:
Planning for 2025



CONTACT

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