

MEDIA PACK | 2018-19

aspire

THE LUXURY TRAVEL CLUB FROM TRAVEL WEEKLY



PRINT

Inspire and educate the best luxury agents in the business

DIGITAL

Engage and incentivise to capture data from a targeted audience

EVENTS

Grow your business profile with face-to-face meetings or sponsorship



WHY ASPIRE?

THE BEST LUXURY AGENTS IN THE COUNTRY, ALL IN ONE PLACE

Aspire's more than 2,200 agent members account for in excess of £1.5 billion of travel spend a year

2,243

Number of
Aspire Travel
Club members

92%

Are homeworkers
and independent
agents

>£1.5bn

Value of travel
booked by club
members a year

6,500

Distribution
of *Aspire*
magazine

3,700+

Number of
face-to-face
business meetings
across 10 events

75%

Aspire club
members who visit
aspiretravelclub.
co.uk every month

We work with
the best travel
businesses in the
world including:



CARRIER



COMMERCIAL OPPORTUNITIES



Please email mary.rega@travelweekly.co.uk or hollie@travelweekly.co.uk



ASPIRE MAGAZINE

INSPIRE AND EDUCATE THE BEST LUXURY AGENTS IN THE BUSINESS

The most stylish and informative luxury travel trade magazine. Published five times a year in February, April, June, September and December; Aspire is distributed to a targeted and specialist audience of just over 6,500 luxury travel sellers



To educate luxury agents with the news they need to know from the high-end sector, and to provide in-depth destination features, based on first-hand experiences, by an award-winning team of travel journalists



COMMERCIAL OPPORTUNITIES

BELLYBAND: Stand out and get maximum exposure with a bellyband wrapped around the issue, opening to a double page spread display advertisement

BOUND-IN INSERTS: Showcase your brand on a thicker paper stock to stand out from the rest of the magazine

ADVERTORIALS: Tailor-made content to suit a client's specific needs

DISPLAY: Full pages and double page spreads

SUPPLEMENTS: Create a bespoke publication in partnership with Aspire. This can be sent solely to the Aspire database (6,500) or also to that of Travel Weekly (15,000) to capture both audiences



Please contact mary.rega@travelweekly.co.uk or hollie@travelweekly.co.uk



ASPIRE DIGITAL

ENGAGE AND INCENTIVISE TO CAPTURE DATA FROM A TARGETED AUDIENCE

The Aspire website provides luxury agents with the latest news from the sector, as well as in-depth destination pieces and interviews



Aspire's digital platform brings you closer to our agent members, giving your brand multiple touchpoints with the membership.

The Aspire website and our fortnightly e-newsletters bring our readers everything they need to know about travel for the affluent



34%

The average open rate of Aspire newsletters

75%

The proportion of Aspire members who visit the website every month

COMMERCIAL OPPORTUNITIES

Banners, homepage takeovers, MPUs and expandable MPUs are available on the Aspire Travel Club website. Solus emails can also be sent to the Aspire club members, allowing brands to push key messages to a targeted database; or brands can sponsor our agent newsletters, which have a 34% open rate



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DISCOVER

TARGET AFFLUENT CLIENTS WITH DIGITAL CONSUMER MAGAZINE

discover

Discover is a consumer-facing digital magazine that Aspire agent members can overbrand with their details and email to their clients. Drawing on our publishing expertise, Discover enables agents to distribute a stunning magazine under their own name. It is sent to 190,000 people, a reach that grows with every agent that signs up. The call-to-action is always the same – contact the travel agent.

- Each agent has a tailored URL to their own bespoke Discover magazine
- Each magazine profiles the travel agent as the creator of the magazine
- The quarterly magazine is plugged into Google Analytics so we can track consumer behaviour and report back to agents
- The open rate averages 35%; the average read time is eight minutes; adverts with videos have four times the dwell time



35%

The average open
rate of *Discover*

>190,000

The potential
reach of
Discover

COMMERCIAL OPPORTUNITIES



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EVENTS

YOUR GATEWAY TO MEETING THE UK'S BEST HIGH-END AGENTS

Raise your brand awareness and meet agents dedicated to high-end travel at a series of events across the UK, as well as a new overseas VIP networking event

Luxury TRAVEL FORUMS

Our LUXURY TRAVEL FORUMS enable 12 suppliers to sit face to face with up to 35 hand-picked agents at events across the UK. Ten forums are held each year at high-end hotels – in London, Manchester, Bristol, Chester, Brighton and Harrogate – with new locations expected to be added.



LEADERS OF LUXURY

The flagship event for the brand, Leaders of Luxury is an all-day conference focusing on the key trends in the high-end travel sector. The audience is selected to ensure the top 250 influential people in luxury travel attend. Past speakers have included Abercrombie & Kent founder Geoffrey Kent, explorer Levison Wood, TV presenter Anita Rani and many more. Sponsorship of this event puts your brand in front of the sector's key decision-makers.



ASPIRE AWARDS

Recognising the best luxury agents at the Travel Weekly Agent Achievement Awards. Sponsoring these awards highlights your commitment to high-end agencies and the luxury sector to an audience of 1,000.



THE RETREAT aspire

THE RETREAT

Aspire's overseas VIP networking trip with the best luxury agents. We invite 25 top agents to spend three days networking with 12 suppliers to build lasting relationships. Delegates enjoy special experiences alongside business meetings, providing the perfect platform to establish strong partnerships.

COMMERCIAL OPPORTUNITIES



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