

# ***WildJunket***

*Travel Light, Travel Far*



**Media Kit 11/12**

## Who are we?

**WildJunket Magazine** is an international travel magazine with a focus on outdoor adventures and sustainable travel. Our mission is to inspire readers to **travel light and travel far**. As a magazine that caters to independent travelers seeking unconventional experiences, we feature articles on:

**Offbeat destinations**

**Deep cultural experiences**

**Outdoor activities**

**Culinary travel**

**Special interest journeys**

With the help of our intrepid travel writers and photographers, our magazine showcases far-flung corners of the world - from Antarctica to Nepal to Madagascar and beyond. Through high quality images and well-crafted stories, we bring you what they see on the road right to your screen.

**WildJunket Magazine** is a bi-monthly digital magazine available for purchase on various online magazine platforms. A preview of each issue will be also published on **WildJunket.com**.

# Readership

WHO READS WILDJUNKET?

Working professionals (annual income ranges from US\$50,000 to 70,000)

25-44 years old

60% Female

No children

College and graduate-school educated

Browsing from home

80% of our readers travel at least twice a year – for two weeks at each time

# Demographics

BY THE NUMBERS

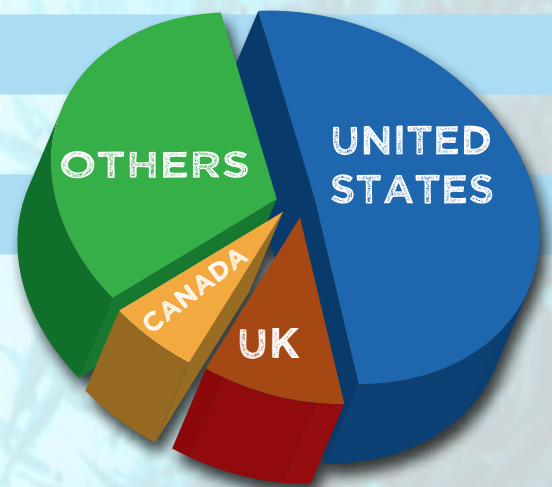
Majority of readers from the United States and United Kingdom

20,000+ active followers in our social networks

83,000+ unique readers per month

Ranked #6 on Google US Top Travel Websites

Ranked #13 on Google UK Top Travel Websites



# Behaviour of readers

SURVEY RESULTS

98% of our readers connect to the internet daily

93% own a laptop

73% purchase products online on a regular basis

79% spend more than four hours a day on facebook/twitter

90% used a credit card to buy something online



## In each issue

**Destination Features:** Think epic journeys and far-flung destinations. These life-changing experiences are told through engaging, honest and compelling narratives.

**Photo Essay:** Using striking, high-quality photos to tell a story of a country, region or culture – whether they are portrait images shot in Nigeria, landscape images of Antarctica or photos of a minority tribe.

**Travel Guide:** A practical destination guide that includes an overview of the country and suggestions on specific trip itineraries.

**Dispatches:** Short narratives of unusual experiences such as a temple stay in India or learning Thai boxing.

**Under the Radar:** A feature of a country/region that has yet to be discovered by mass tourism.

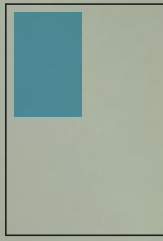
**Chow Hound:** Stories that bring you on a journey through a country's gastronomy - ranging from sampling street food in Marrakech to world-class tapas in Barcelona.

**Stay:** A single-page article featuring a unique hotel that is out of the ordinary.

**Travel Thoughts:** This is a column on personal travel thoughts – articles are philosophical and thought-provoking.

**Postcard:** Contributions from readers – high quality photos showcasing different corners of the world.

# Ad sizes



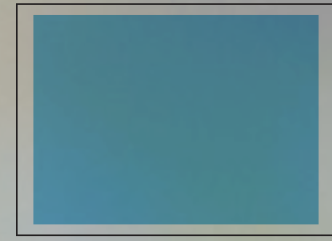
**Quarter Page**



**Half Page**



**Full Page**



**Double Page  
Spread**

<b>Full</b>	26 x 34p	53 x 34p	53 x 70p	106 x 70p
<b>Text</b>	23 x 31p	47 x 31p	47 x 64p	100 x 64p

# Advertising Rates

Digital Magazine (per issue)

Inside Front Cover	US\$ 500	£ 320
Inside Front Cover Spread	US\$ 650	£ 415
Double Page Spread	US\$ 600	£ 385
Full Page 1st 10 pgs	US\$ 450	£ 285
Full Page	US\$ 400	£ 255
Half Page	US\$ 300	£ 200
Quarter Page	US\$ 200	£ 130



For advertising inquiries,  
email us at  
[sales@wildjunket.com](mailto:sales@wildjunket.com)

**Other advertising options:**  
**Advertorials**  
**Cross Promotions**  
**Competitions & Giveaways**  
**Sponsored Packages**