

# The Global Duo

## Media Kit



# Our Mission

We are dedicated to helping you find the most romantic and exciting locations to vacation at, either for a honeymoon, anniversary gift or just because.



# Target Market & Demographics

The target market for this magazine is couples of all ages looking for creative and romantic vacation spots to travel with their significant others. Our primary readers are couples between the ages of 20 and 70, have well paying jobs and are looking for adventure. For a more detailed look at our readership please have a look at our demographics.

**Males** 40%

**Females** 60%

**Ages** 20-70

**Salary** \$70,000-\$100,000

**Lifestyle** Married or in a committed relationship, adventurous, enjoy traveling the world. Either honeymooners, baby boomers after retirement, or couples who are looking to add some excitement into their lives.



# Readership & Circulation

Total Readership  
900,000 +



Print  
30%

Digital  
70%



Global Reach  
North America,  
Europe & Asia

Social Media  
Following  
700,000

Circulation  
12 Issues  
100,000 Copies

Subscribers  
300,000



# Editorial Content

march

**The Global Duo**

march 2022



**How to make the most  
of your vacation in a  
time like Covid**

What precautions to take, and what requirements you need to be aware of to ensure you have a problem free vacation.

Closing Date: February 27, 2022

april

**The Global Duo**

april 2022



**The most adventurous  
vacation destinations to  
make you feel alive**

The top 10 adventurous things you and your partner need to try next!

Closing Date: March 30, 2022

may

**The Global Duo**

may 2022



**Private villas where you  
and your partner can  
relax**

Private villa destinations where you can have the vacation you've always dreamed of with the privacy you need.

Closing Date: April 29, 2022

june

**The Global Duo**

june 2022



**Most beautifully scenic hikes all over the world.**

What to bring on your hiking trip and where to find the most breathtaking hiking trails

Closing Date: May 30, 2022

july

**The Global Duo**

july 2022



**The best times of year to travel**

When and where to travel for the best climates and lively events bound to leave you wanting to come back.

Closing Date: June 29, 2022

august

**The Global Duo**

august 2022



**World's most romantic beaches**

The beaches you need to go to to get a little bit of privacy and a whole lot of romance.

Closing Date: July 29, 2022



# Ad Information

## Sizes

Quarter Page

Half Page

Full Page

Two Page Spread

## Prices

\$ 250

\$ 500

\$1000

\$2000

\*\*Our magazine will be sized 8.375" x 10.875" in a portrait orientation

\*\*Please add a 1/8" bleed to all sides!

### Quarter Page

Trim Size - 4.1875" x 5.4375"

Size with Bleed - 4.3125" x 5.5625"

### Half Page

Trim Size - 8.375" x 5.4375"

Size with Bleed - 8.625" x 5.5625"

### Full Page

Trim Size - 8.375" x 10.875"

Size with Bleed - 8.625" x 11.125"

### Two Page Spread

Trim Size - 16.75" x 10.875"

Size with Bleed - 17" x 11.125"





# How to Reach The Global Duo

Phone: 416-473-2847

Email: [info@theglobalduo.com](mailto:info@theglobalduo.com)

Web: [www.theglobalduo.com](http://www.theglobalduo.com)



# References

<https://www.condorferries.co.uk/travel-statistics-by-age-group>

<https://www.statista.com/statistics/911852/audience-of-popular-travel-magazine-brands-by-platform/>

<https://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.821.2914&rep=rep1&type=pdf>

<https://hannahfriesen19.weebly.com/2200/travel-magazine-analysis>

<https://crowdriff.com/resources/blog/travel-statistics>

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