

# **MEDIA KIT 2025**

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**Travel taken seriously**

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## BRADT GUIDES

# IN BRIEF

Founded 50 years ago, Bradt Travel Guides is now the world's largest independent guidebook publisher.

In addition to the guidebooks themselves, Bradt readers use the company's website, newsletter and social media channels as sources of information and inspiration when planning where to travel next.

### THE BLOG

400K visitors

900K page views

### SOCIAL MEDIA

Twitter 29K

Facebook 8.5K

Instagram 8.1K

### NEWSLETTER

18.2K SUBSCRIBERS

# OUR AUDIENCE

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Bradt readers are typically 40+ and have higher than average disposable income. Most travel abroad at least twice a year and spend between £1000-5000 on each trip.

They are committed to travel, seeking out new and stimulating travel experiences, and prioritise getting under the skin of a destination over 'fly-and-flop' holidays.

Over 90% of them use a guidebook when travelling.

M:F 50/50 ~ 60% UK Audience



# READERS

On Uzbekistan: "This book is incredible. It gives you a detailed picture of the country and is very well-written."

On Namibia: "Extremely thorough! All other guidebook series pale by comparison."

On Dog-Friendly Weekends: "A highly recommended read and the ideal gift for any dog-lover."

On Minarets in the Mountains: "This book is for everyone. I learned so much from the author's journey and observations."



IN BRIEF

# MENTIONS AND **AWARDS**

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IN BRIEF

TRAVEL MEDIA WEBSITE OF THE YEAR - FINALIST TRAVEMEDIA AWARDS 2025

WANDERLUST TRAVEL AWARDS: 2019 TOP GUIDEBOOK SERIES

AWARDS FROM: THE SUNDAY TIMES, WHICH? MAGAZINE AND THE BGTW

"BRADT GUIDES ARE EXPERTLY WRITTEN  
AND LONGER ON LOCAL DETAIL THAN  
ANY OTHERS."

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MICHAEL PALIN

"LAST YEAR WE CONVERTED 55% OF THE  
ENQUIRIES CREDITED TO BRADT INTO  
BOOKINGS."

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EMMA DURKIN, REGENT HOLIDAYS

## SUCCESSFUL PARTNERSHIPS



# OUR PARTNERS

We believe that partnerships only succeed when the interests of clients and readers align.

We pride ourselves on the quality of our work and are happy to see clients return to us time and time again.





**"Our half-page colour ad in the Uganda Bradt Guide resulted in a booking of over £100,000."**

# **BOOKING**

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**Patrick Shah, Journeys Discovering Africa**



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## BEHIND THE NUMBERS

# LOYALTY

Subscribers are our most loyal readers, yet are often overlooked by traditional campaigns.

Every single article on the site is sent by email to our 18,000 subscribers.

Our average email open rate is above the industry standard at 30%.



OPTIONS THAT FIT



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RESULTS YOU NEED

# PACKAGES

\*ADVERTISING \*

\*TAILOR-MADE PROJECTS\*

Let us provide a completely tailor-made digital solution that meets your needs and your budget.

We can create innovative projects to boost a single launch or provide a partnership that lasts for several years.

# TAKE THE NEXT STEP

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## CONTACT

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