



 **asia family**  
**traveller**

Big adventures for little people

Media Kit 2021





# asia family traveller

**We're the region's brightest and best resource for travelling families!**

**O**ur print and digital magazine is published six times a year and is crammed with the latest travel news, tips, advice, reviews and ideas. Stunning photography and first-rate editorial make *Asia Family Traveller* the number one go-to resource for parents. Covering tots to teens, our pages are filled with inspired ideas for memorable family adventures.

We also publish daily content on our website and across our social media channels. We produce a weekly e-newsletter rounding up all the latest developments and manage a lively Facebook Group for members to share tips and chat about their experiences.

Throughout the coronavirus pandemic, we have kept our readers and digital followers continually updated with all the latest quarantine and country entry requirements, airline schedules and regional and resort reopenings. During this time, we have cemented



our position as a respected and essential travel resource for thousands of Asia-based families.

Our print magazine is available in bookshops, hotels, airports and private clubs throughout Hong Kong and Singapore. The digital version can be found on the PressReader international subscription magazine platform, as well as across airline and hotel digital entertainment systems. All of our Facebook Group members benefit from a free digital subscription.

## **Our readership**

We target expatriate and internationally-facing high-net-worth parents who want to get the most out of their travelling experiences.

Comprising mainly mums (and some dads!), our audience is aged between 25 and 55 and wants plenty of information before making decisions about family holidays.

Our readers enjoy a work-hard, play-hard lifestyle in busy cities such as Hong Kong and Singapore, and are looking to create life-long holiday memories where the whole family gets to relax. High-spec accommodation, amazing experiences, good quality kids clubs, a dose of adventure and the opportunity to relax are all high on the list of 'must-haves'.

## **Why advertise with us**

We know our audience! Our editor, Carolynne Dear, has been living, writing and travelling in Asia Pacific with her four children for almost two decades. When it comes to family travel, she's been there, done that and survived the jet-lag.

Our highly experienced editorial team is supported by some of the industry's leading travel journalists and writers.

Whether readers are looking for an action adventure with teens, a relaxing wellness break for mum and dad, or somewhere with a fabulous kids' programme for littlies, we've got all bases covered.

## What we're covering in 2021

We're excited to bring our readers all the latest vacation inspiration from Southeast Asia, Central Asia, the Indian Ocean, the Middle East and Asia Pacific.

### February/March - The Wellness Issue

Your 2021 bucket list; staycation inspiration; wellness resorts and spa escapes for weary mothers; travel insurance in the 'new normal'.

### April/May - The Spring Fun Issue

Family-friendly diving in Asia; sailing breaks; best villa-with-private-pool options; waterparks and theme parks worth the visit.

### June/July - The Summer Holiday Issue

Bucket list kids clubs; summer camps for kids; where to escape the heat in Asia; where to head for a sunshine break.

### August/September - The Great Outdoors Issue

Camping and glamping holidays; action and sports breaks for families; off-the-beaten-track breaks; cycling holidays.

### October/November - The Short-Haul Issue

Easy breaks for half-term; desert island holidays; all-inclusive beach breaks; multi-generational holiday ideas; ethical holidays; charity breaks.

### December/January - The Snowy Issue

Ski round-up for Asia; where to head for snow without the ski; China's burgeoning ski resorts; sunshine ideas for winter sun seekers; Christmas staycations.



# Our readers

**CIRCULATION - 15,000**

**READERSHIP - 60,000+**

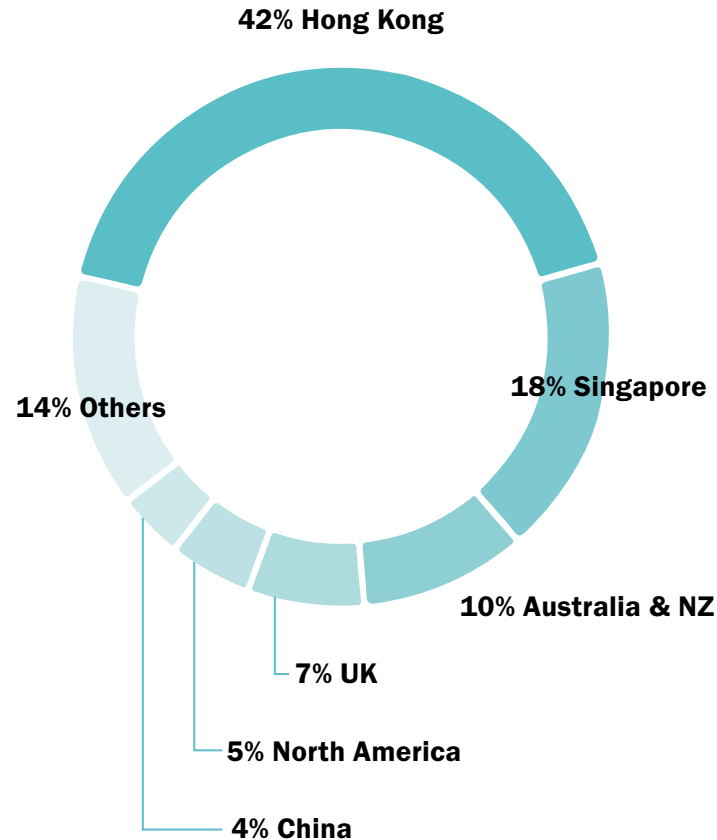
## READERSHIP PROFILE

Our readers travel, on average, **between six and eight times a year** and are constantly looking for the next big adventure.

## DISTRIBUTION CHANNELS

Subscription	32%
Newsstands	22%
Fairs and sponsored events	12%
International schools	8%
Private clubs	7%
Cafes and coffee shops	7%
Spas and beauty salons	6%
Hotels	4%
Real estate and relocation companies	2%

## WHERE WE'RE READ



## GENDER



## AGE GROUP

Under 25	1%
Age 25-34	19%
Age 35-44	54%
Age 45-54	21%
Over 55	5%

## ANNUAL FAMILY INCOME

Under US\$250k	13%
US\$250-500k	21%
US\$500-750k	37%
US\$750k-1million	22%
More than US\$1million	7%

**More than 60% of readers have booked a trip based on what they read in *Asia Family Traveller* or on our social media channels.**

# Reader quotes

"I LOVE THE MAGAZINE. I'VE FOUND IT SO USEFUL THIS YEAR. HOPEFULLY NEXT YEAR WE CAN ALL START TRAVELLING AGAIN."

"EXCEPTIONAL JOB AND AN AMAZING FLOW OF INFORMATION. MANY THANKS."

"I'D LIKE TO GIVE A SHOUT OUT TO ASIA FAMILY TRAVELLER AND SAY THANK YOU FOR YOUR TIRELESS WORK TRYING TO KEEP US ALL UPDATED AND ABREAST OF THIS YEAR'S TRAVEL CHANGES. YOU'RE DOING AN AMAZING JOB."

"IT'S ANOTHER AMAZING ISSUE! SO MUCH INFORMATION."

"PLEASE KEEP GOING WITH THE TRAVEL NEWS! WE'RE FOLLOWING YOU FROM PHUKET!"

"THIS IS THE MOST UP-TO-DATE (FACEBOOK) PAGE I'VE FOUND IN THE REGION. THANKS!"





Penn & Ink Communications

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