

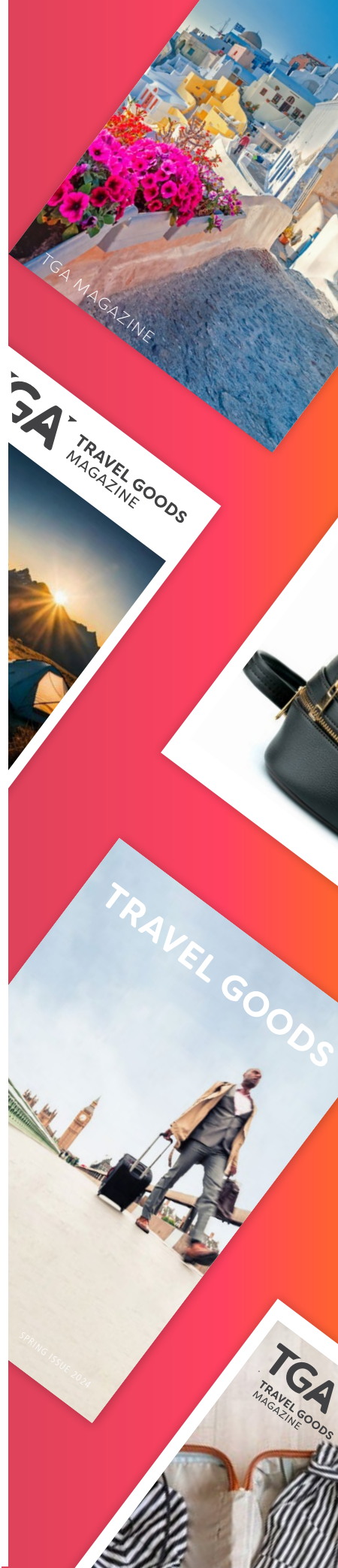
# Advertise

MEDIA KIT



# Announcing the **relaunch** of Travel Goods Magazine,

reimagining a beloved publication while  
expanding our commitment to digital media.



With a **new**  
focus on inspiration,  
trends and  
responsible travel,

Travel Goods Magazine will equip its readers for a life of meaningful adventure.

**PRINT**

Printed on heavy-weight paper, with a sophisticated velvet-finish cover and silk-textured interior, the new Travel Goods Print Magazine is designed for maximum tactile appeal.

**DIGITAL**

Timely, passionate, and meticulously researched, the digital magazine curates high-quality content from engaging industry thought leaders.

Travel Goods Magazine will continue to be your go-to source for industry insights, combining the power of print with the dynamism of our digital age.





\$30B

global luggage and bag market

\$48B

global travel accessory market

85yrs

And an 85-year-old association  
connecting the travel goods world

Retailers,  
influencers,  
manufacturers,  
media —  
speak directly  
to a relevant  
and engaged  
audience

GET STARTED NOW

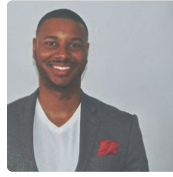


# EDITORIAL STAFF



## **SHEILA MOON**

Adventure Editor Sheila Moon is a world traveler, lifetime endurance athlete, and former manufacturer now living in Baja Sur, Mexico. Her areas of expertise include vanlife, travels with dogs, Mexico and Central America, and bikepacking.



## **HAMILTON PERKINS**

Sustainability Editor Hamilton Perkins is an award-winning bag manufacturer specializing in recycled and upcycled materials. Through his writing and public speaking, Hamilton inspires individuals and businesses to do better with practical, attainable sustainability strategies.



## **ANGEL CASTELLANOS**

Travel News and Trends editor Angel Castellanos' mission statement is Travel Smart, Travel Well, Travel Often. Angel grew up in the travel industry, working as a retailer, outside sales rep, brand consultant, and now as a multi-media personality and sought-after travel journalist.



## **TRACEY FRILEY**

Features Editor, micro-influencer and National Geographic Traveler of the Year Tracey Friley is a travel agency owner, Paris expert and former retailer. Her monthly column, "Confessions of a Luggage Junkie," explores Tracey's obsession with all things luggage. Her feature stories cover travel influencer collaboration, upscale travel, and Gen Alpha travel.



## **JAMES HUANG**

Travel Tech Editor James Huang is a longtime tech editor and photographer for the outdoor industry. A recovering frequent flier, James writes passionate, funny reviews of the gear and gadgets necessary for today's connected travel.

Our flagship February pre-Show issue, *Equipped for Adventure*, is followed by the July issue, *A Connected World*.

The print magazine is supported by a monthly array of online columns, videos and feature stories.

# PRINT

## PRODUCTION SCHEDULE

### February

*Equipped for Adventure*  
(the Show issue)

Close date:  
November 15, 2023,  
ad files due December 1, 2023

### July

*A Connected World*

Close date:  
May 1, 2024, ad files due May 15, 2024

## PRINT RATE CARD

Page: \$3200  
Half Page: \$2100  
Cover 2: \$4000  
Cover 3: \$3750  
Cover 4: \$4250



Our readers enjoy the best of both worlds – the timeless charm of a print magazine and the accessibility and convenience of digital content. Multimedia and Show promotion packages available soon – packages comprise print advertisements, social media, digital ads, e-mail blasts and sponsored content.

Early print magazine ad purchasers will receive print ad price credit off future Multimedia and Show promotion packages. Don't delay, reserve your very limited print ad space today.

GET IN TOUCH



## DISPLAY ADVERTISING

### BANNER ADS

Mid-Story Banner: \$535

Sidebar: \$535

### SPONSORED CONTENT

500-word bespoke article with in-feed banner ad and inclusion in the TGA Newsbrief e-mail newsletter: \$1575

---

## NEWSBRIEF E-MAIL NEWSLETTER

Horizontal Banner: \$275

---

## SOCIAL MEDIA PROMOTION

### CUSTOMIZED SOCIAL MEDIA CAMPAIGNS

Tailor-made multi-week social media campaigns, including posts, stories, and live sessions. These campaigns will highlight the unique features and benefits of your travel products.

Package of 5 customized posts across all platforms \$1500

### CONTESTS AND GIVEAWAYS

Let our in-house social media experts run social media contests and giveaways to generate excitement and user engagement, encouraging consumers and travel influencers to interact with your brand. \$950

All rates are subject to change without notice. Ad creative must comply with our advertising guidelines.

CONTACT US TODAY

