

TRAVELPEARLS

# MAGAZIN

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LUXURY TRAVEL

WATCHES & JEWELERIE

FASHION & ACCESSOIRES

LUXURY CARS

# MediaKit

Where the world's  
finest experiences meet

TRAVELPEARLS

# about

TRAVELPEARLS  
L U X U R Y D R E A M S



**TRAVELPEARLS** is the new luxury online travel magazine for the German-speaking market. With a team of experienced editors and photographers, we offer our readers authentic, exquisite first-hand stories.

**We report on the world's most breathtaking destinations** – from exclusive ocean and river cruises to wellness retreats, wilderness adventures, ski lodges, and golf resorts, as well as inspiring topics such as watches & jewelry for globetrotters, stylish accessories and fashion for travelers, and luxury cars for unforgettable road trips. Always in the context of sustainable, fashionable luxury travel.

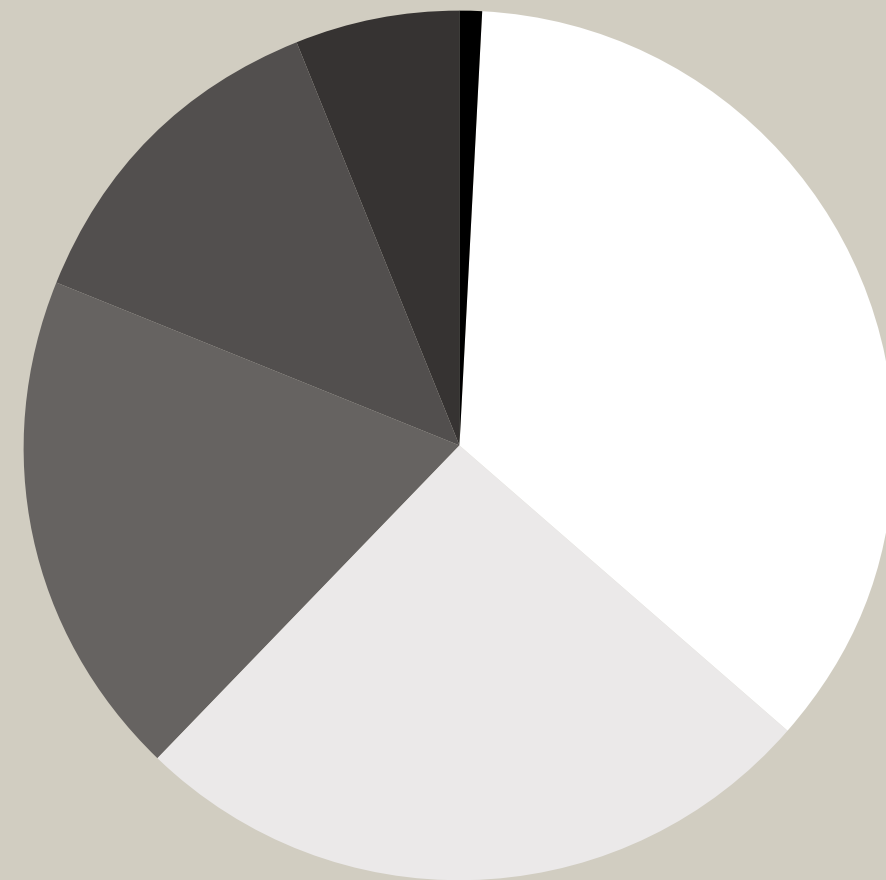
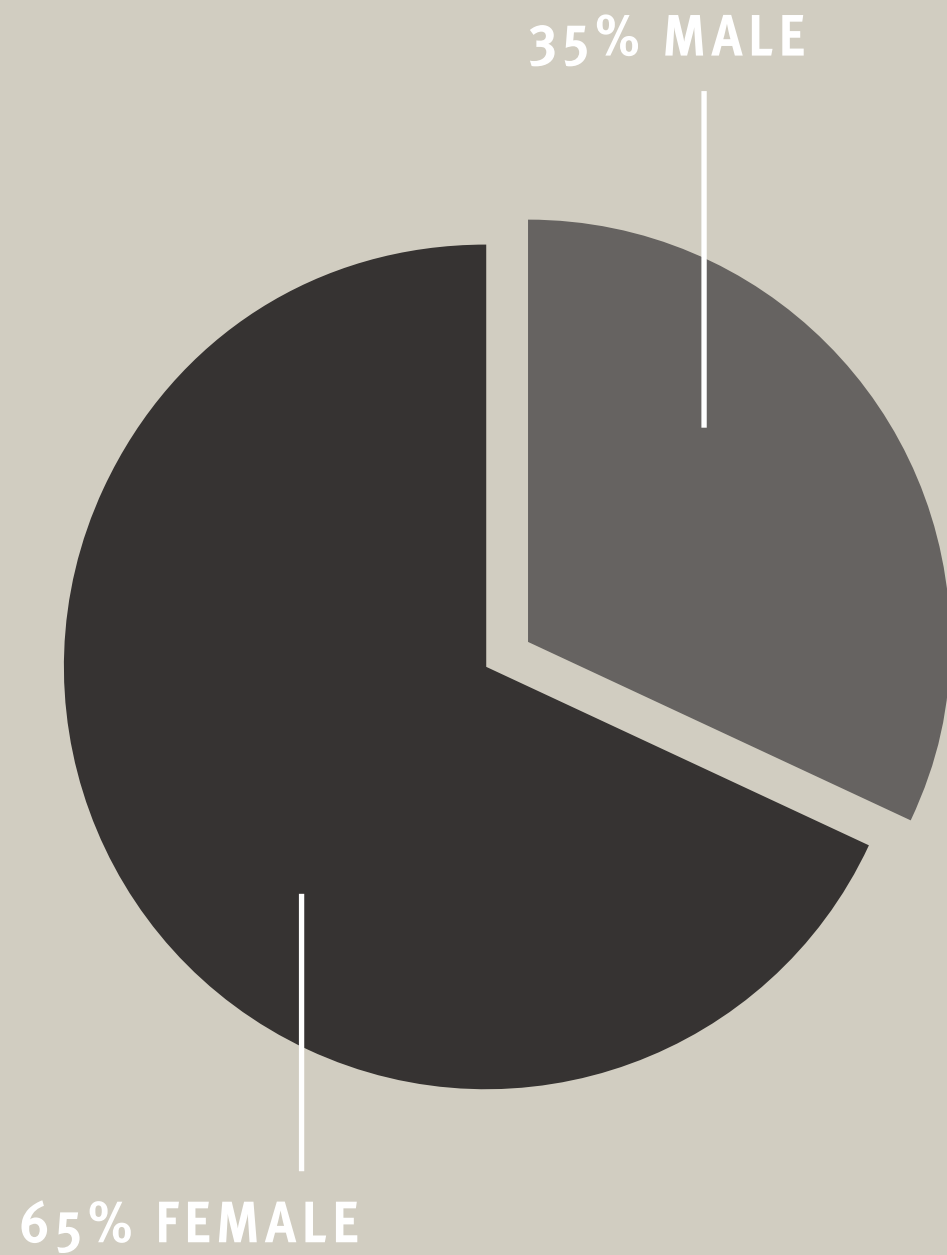
**TRAVELPEARLS** is published quarterly as a digital magazine and distributed via newsletter, PressReader, Yumpu & other partners.

**Our conviction:** Responsible and sustainable tourism can be fashionable, appealing, and luxurious.

# Audience Demographic

## Readers

TRAVELPEARLS  
LUXURY DREAMS

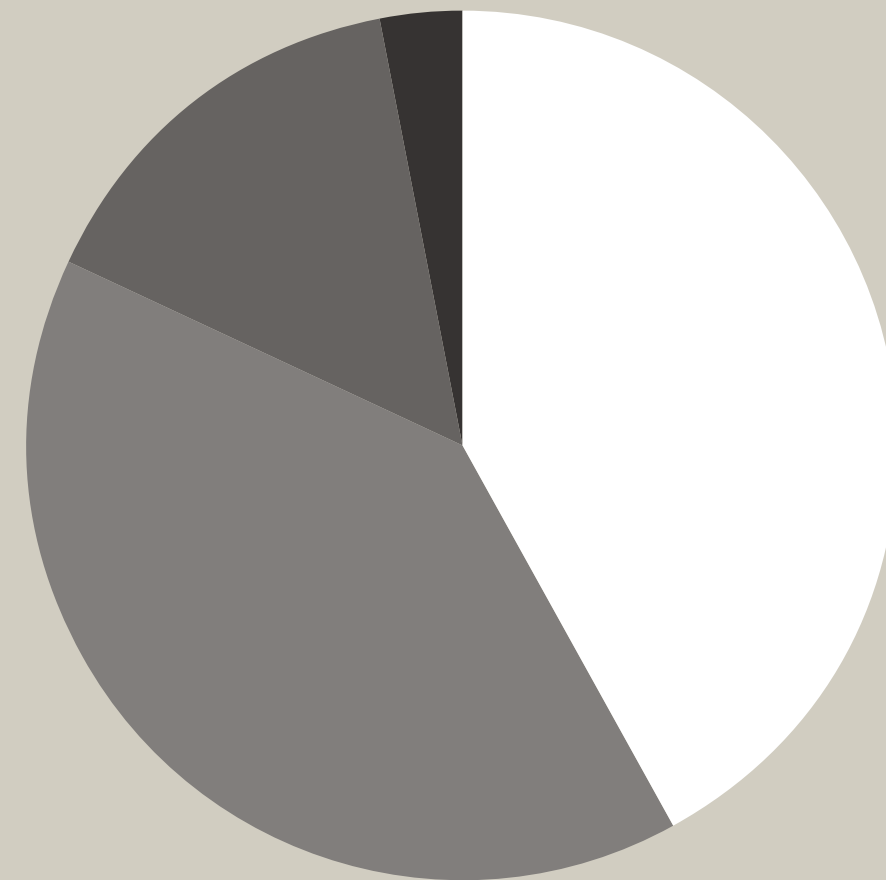
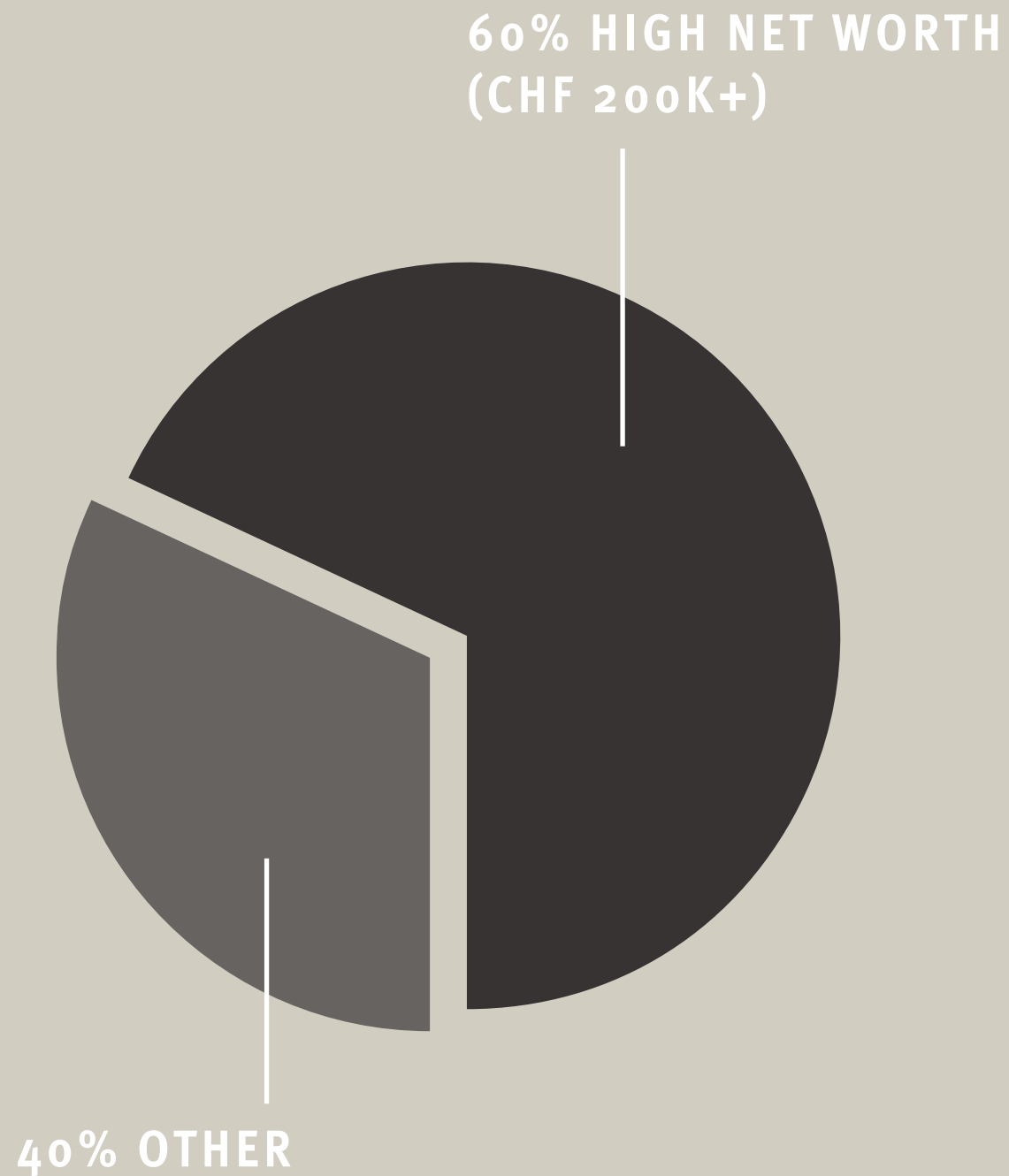


- 18 - 24 Years | 1%
- 25 - 34 Years | 19%
- 35 - 44 Years | 36%
- 45 - 54 Years | 26%
- 55 - 64 Years | 12%
- 65 + Years | 6%

# Audience Demographic

## Readers

TRAVELPEARLS  
LUXURY DREAMS



Switzerland	42%
Germany	40%
Austria	15%
Other	3%

Sources: Google Analytics, reader surveys

# INTERACTION & REACH



Magazine views Ø issue 696.876  
Magazine openings Ø issue 20.000



Website Users 15.000  
Sessions 21.000  
Page views \*monthly average 30.000  
Average visit duration 3.30 min.



Newsletter subscribers 3.800  
Opening rate 33%



Instagram 3.800



Pinterest Impressions \*monthly average 8,28 Tsd



Facebook 52

Growth: +15% since launch in 2024

# Content & Sections

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## TRAVEL

The heart of our magazine – in-depth features about exotic destinations, hotels & adventures.

## WATCHES & JEWELRY

Timepieces and jewellery for globetrotters, presented in a travel context.

## ACCESSORIES & FASHION

Stylish essentials for luxurious travel – from beach getaways to city explorations.

## AUTO / AUTOMOBILES

Luxury vehicles for unforgettable road trips, integrated into destination stories.

## WELLNESS & GOURMET

Holistic retreats and culinary discoveries, always with a focus on travel.

## SPECIALS

Guest contributions and promotions.

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# Advertising Opportunities

TRAVELPEARLS

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TRAVELPEARLS  
LUXURY DREAMS



Advertising in TRAVELPEARLS places your brand in front of a discerning audience of luxury travelers and high-net-worth individuals who value quality, exclusivity, and exceptional experiences.

Our premium editorial environment, refined design and carefully curated distribution ensure your advertisement is seen, and remembered, in the world's most prestigious settings.

More than exposure, we offer meaningful brand alignment and long-lasting impact. Position your brand where luxury travelers look for inspiration.

# Prices - Magazine

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## Single pages

Single page 240x300	CHF 1.200
Single page first third 240x300	CHF 1.500
3rd cover page 240x300	CHF 1.700
4rd cover page 240x300	CHF 1.900

## Double pages

Double page 480x300	CHF 2.400
Double page first third 480x300	CHF 3.000
Opening Spread 480x300	CHF 3.500
Agency commission	15%

# Production

# Specs

TRAVELPEARLS  
LUXURY DREAMS

TRAVELPEARLS

LUXURY DREAMS



## Release dates:

### 2026

Spring issue:	March	20
Summer issue:	June	19
Fall issue:	October	16
Winter issue:	December	11

## Deadline:

2 weeks before release of the issue.

## Dimensions & file format

RGB - 180DPI - 300 x 240 mm

.png - .jpeg - .pdf

× SAMPLE ISSUE

Discover how your brand fits into our stories.

# Editorial Calendar 2026

## SPRING

## SUMMER

20. March

19. June

TRAVELPEARLS  
L U X U R Y D R E A M S

- › WELLNESS RETREATS & MEDICAL SPAS
- › SPRING GOLF RESORTS  
(PORTUGAL, MAJORCA, DUBAI & OTHER)
- › CITY GETAWAYS  
YACHT AND EXPEDITION CRUISES
- › SPRING FASHION & TRAVEL ACCESSORIES
- › LUXURY ROAD TRIPS
- › WATCHES FOR THE GLOBAL ELITE

- › EXCLUSIVE BEACH RESORTS  
& ISLAND PARADISES
- › YACHT CHARTERS & SAILING TRIPS
- › SUMMER FASHION & BEACH ACCESSORIES
- › LUXURY CONVERTIBLES  
FOR COASTAL ROADS
- › DIVING WATCHES  
& MARITIME JEWELLERY
- › SAFARI ADVENTURES  
(KENYA, TANZANIA, BOTSWANA)

# Editorial Calendar 2026

## FALL

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16. October

- › GOURMET TRIPS & MICHELIN STAR TOURS
- › WINE REGIONS
- › AUTUMN DESTINATIONS
- › DESERT LUXURY (NAMIBIA, MOROCCO, OMAN)
- › AUTUMN FASHION & LAYERS FOR TRAVELLING
- › WATCHES FOR OUTDOOR ADVENTURES
- › LUXURY SUVs FOR AUTUMN ROAD TRIPS

## WINTER

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11. December

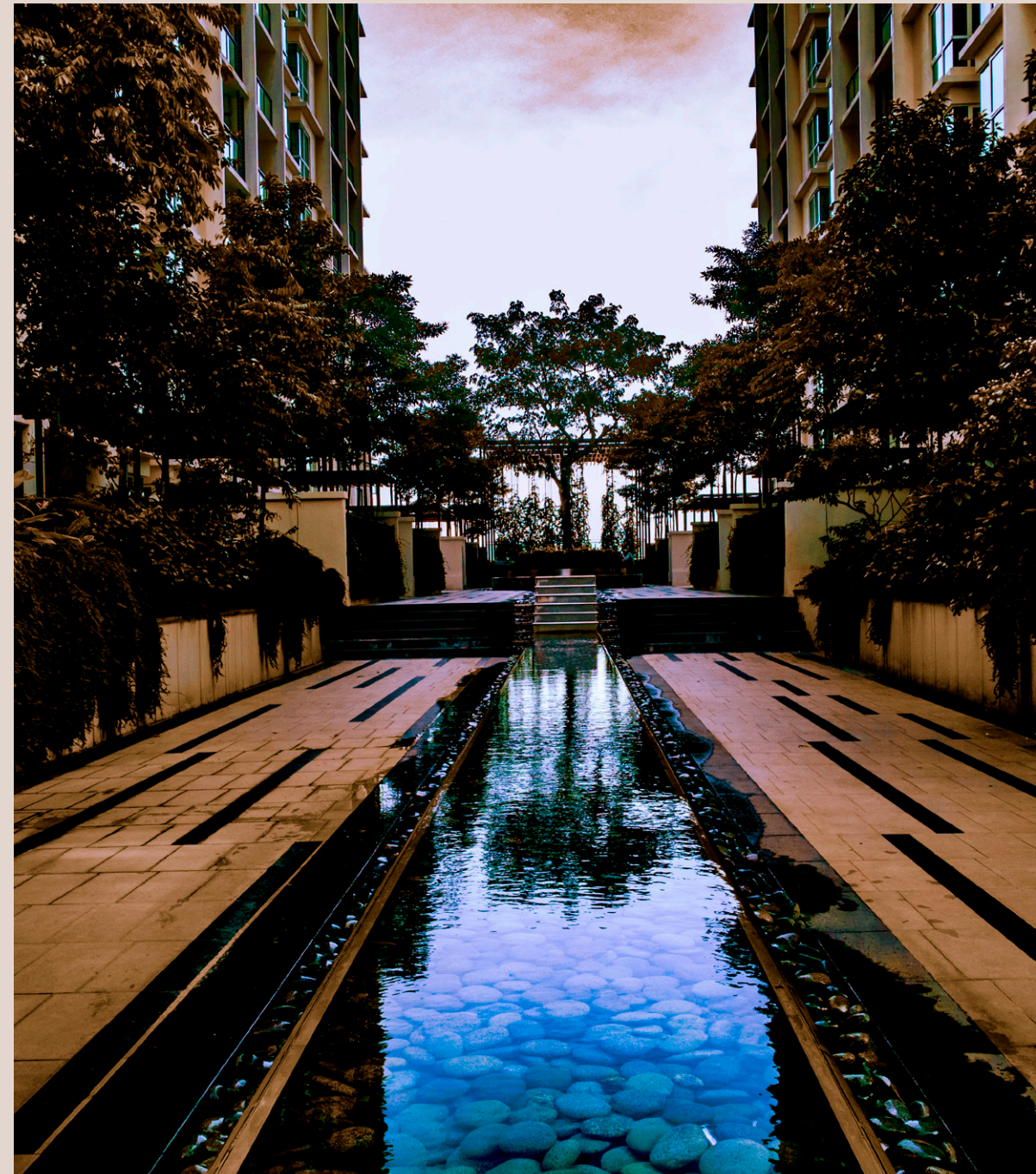
- › EXCLUSIVE SKI LODGES (ALPS, ASPEN, NISEKO)
- › WINTER WELLNESS IN THE MOUNTAINS
- › NEW YEAR'S EVE DESTINATIONS & FESTIVE ESCAPES
- › NORTHERN LIGHTS (ICELAND, NORWAY, FINLAND)
- › WINTER SPORTS FASHION & TECHNICAL WEAR
- › WINTER ROAD TRIPS IN LUXURY 4X4S
- › WATCHES & JEWELLERY AS GIFT IDEAS
- › TROPICAL WINTER GETAWAYS (MALDIVES, SEYCHELLES, CARIBBEAN)

# Prices & Web / NL

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<b>Banner width/height</b>	<b>Price CHF</b>
Skyscraper 160x600 px	300
Rectangle 300x250 px	400
Half Page 300x600 px *per week	500
<b>Web promotion (text/picture/video)</b>	950
<b>Hotel tip / NL promotion</b>	1.000
<b>Web / NL promotion (text/picture/video)</b>	1.220
<b>1 Reel video/carousel</b>	650
<b>3 series reel video</b>	1.500
<b>All inclusive Package:</b>	
Web & NL promo & 3 series reel video	2.500

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# Contact Information

TRAVELPEARLS  
L U X U R Y D R E A M S



TRAVELPEARLS

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latest magazine **HERE**

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