



**ts** **travel secrets**  
KNOW BEFORE YOU GO!



More than a **magazine**  
a new way to **see the world**



Powered by electric writing and magical visuals, **Travel Secrets magazine** is zooming toward heady success with every passing day.

Launched in January 2012, the magazine has touched a chord with readers, and we have plenty to show for it! Letters pour in, copies sell briskly at the stands, and our online presence is making an impact. (No 'bought' likes for us anywhere!)

The outbound Indian traveller is our prime target reader. Our tagline, *Know before you go*, sums up our aim to inform and inspire.





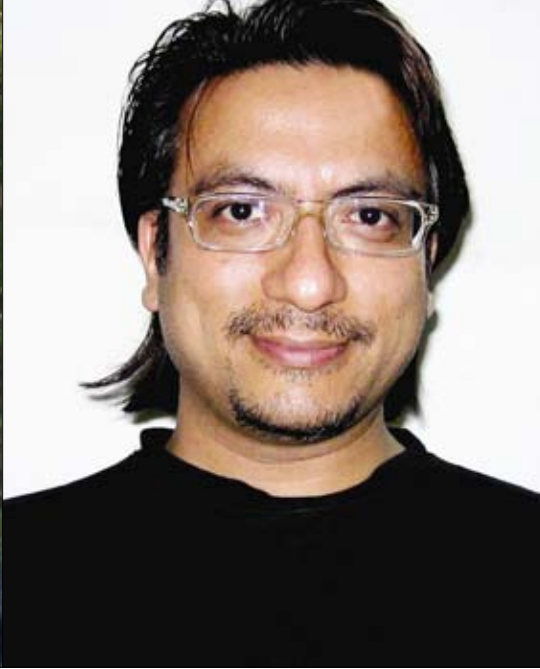
# Our Target Reader

Primarily, men and women between 19 and 50 years of age. They live in a major metro, are well educated, have a high disposable income, and of course, enjoy travelling on business and for leisure, both within and outside India.

They typically dine out at least twice a month, watch movies in the multiplex, are brand-savvy, and culturally alive.

The TS reader is increasingly aware of worldwide trends, curious to learn more, and eager to adapt interesting/life-enriching ideas.





# Look who's praising us

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"These pages sparkle."

— Romola Bachchan

"I love the ethos of your magazine."

— Sonam Dubal, leading fashion designer

"Travel Secrets strikes an immediate difference with its fresh content and voice."

— Mayur Sharma,  
co-host of *Highway on my Plate*

"Now here's a definite page-turner in the world of magazines."

— Hemant Kumar, author of the hit thriller '*Prey by the Ganges.*'

"This one is a keeper."

— Ozgur Ayturk, Turkish Tourism counsellor





# ts travel secrets

KNOW BEFORE YOU GO!

a rising star in the glittering galaxy of travel magazines.

### Circulation & Distribution:

- Frequency: Bi-monthly • Circulation: 45,000 • Readership: 1,35,000
- Cover Price: Rs 80 • No. Of Pages: 100

**Distribution: Cities:** Delhi, Mumbai, Pune, Ahmedabad, Jaipur, Surat, Lucknow, Chandigarh, Dehradun, Jaipur

**Trade:** Embassies, High Commissions, Leading travel agents, hotels, restaurants, boutiques

**Consumer:** Newsstands, Corporate houses. Media Houses, Subscribers

**Digital:** Magzter.com. Subscribers can read TS on IOS, Android, Web, Amazon, Windows 8 and Samsung.

**Blog:** Our Wordpress blog [travelsecretsmag.wordpress.com](http://travelsecretsmag.wordpress.com) is content-rich and visually pleasing. We have 2000+ followers.

**FB & Twitter:** Travel Secrets has a loyal and steadily rising set of followers on Facebook and Twitter. Our direct mail campaign has successfully spread the word across the globe. It helps that we have a loyal band of correspondents all over the world. We regularly partner with travel industry professionals to conduct exciting events such as quiz shows and travel talks.





# Our Secret Ingredient: A Powerful Set of Worldwide Reporters

Our diverse mix of writers and reporters from across the world is our USP. America's creativity guru, Eric Maisel, writes a column for us.

Olesya Nova, London filmmaker.

Anna Rostokina, writer and teacher who lives in Serbia and trots the globe.

Kristen Cashman, senior book editor with a leading publishing house in California.

George Bailey, renowned writer and photographer from Niagara Falls.

Ted Grinewich-Yonashiro from Japan: English teacher, dancer and travel enthusiast.

Paola Peruzzo, architect and artiste from Venice.

Mariel Van Den Donk, Holland fashionista and journalist.

Andrew Peacock, celebrated photographer, explorer, and dentist from Australia.

Show us another Indian magazine that boasts a band so sharp and diverse!



Connecting on many levels ✨ High editorial standards ✨ A personalised approach.



# Editorial Design & Photographs

Our clean, modern design raises the bar and separates us from the rest. With ample white space and big, bold, beautiful photography, our editors not only make it easy to find delicious content, but delight readers' eyes in the process.

## Editorial Content

**Know Before You Go:** The front-of-the-book, devoted to practical information on key aspects of travel, including airline essentials, travel documents, hotel confidential and useful how-tos.

**The Big Trip:** a lavish Cover Story on a world destination. We've got Canada, Thailand, the Philippines, Great Britain, Spain, France, China, Dubai and Switzerland under our belt. Our list, and wanderlust are growing!

**Weekend Breaks:** highlighting India's most exciting resorts and retreats— non-touristy, personalised, preferably. Be it a simple homestay, a luxurious retreat or a tucked-away mountain lodge, we are ever on the alert for inviting escapes.

**Food Secrets:** understanding the art of food across the globe, as well as the nuances of regional Indian cuisine. We demystify wine and cheese for you, tell you how to eat healthy on a long-haul flight, and get the world's leading chefs and sommeliers to share their tips and recipes.

**City secrets:** featuring the best and latest lifestyle-related businesses from across the world, including food, stay, beauty, health and shopping.



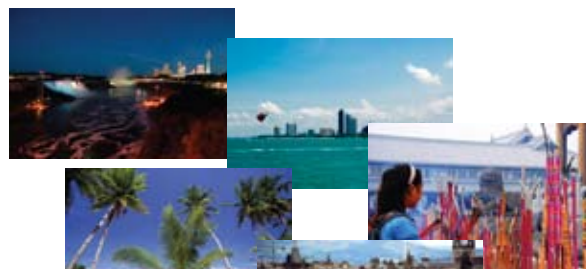


# Where we have been

In every issue, we feature a world destination as our Cover Story. Here are the places we have been to and written about so far:

## 2012:

- Jan-Feb: Canada • March-April : Thailand
- May-June: The Philippines • July-Aug: China
- Sept-Oct: Ireland, Scotland and London
- Nov-Dec: Spain



## 2013:

- Jan-Feb: Dubai • March-April: South of France
- May-June: Mexico • July-Aug: Switzerland
- Sept-Oct: Global Food Special
- Nov-Dec: Best of Two Years



## 2014:

- Jan-Feb: Abu Dhabi • March-April : Cyprus, Sri Lanka
- May-June: Kenya • July-Aug: Trendy Travel Special
- Sept-Oct: Italy

We allot more than 20 visually stunning pages to our Cover Story in each issue, showcasing each beautiful nation in all its diverse glory.

So, from culture to cuisine, natural beauty to nightlife, and shopping to secret attractions—it's all garnered first-hand and tucked between our pages with care.

TRAVEL SECRETS has many exciting promotion plans, which include striking point-of-purchase presentation, interesting contests and sweepstakes, and aggressive communication on key social media including Facebook and Twitter. **Facebook:** [www.facebook.com/travelsecretsmag](http://www.facebook.com/travelsecretsmag), **Twitter:** @secrets\_travel





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Frequency: Bimonthly.

## Tariff Card

<b>Inside Front Cover</b>	<b>₹2,20,000</b>	<b>200 x 270 mm (Trim Size)</b>
<b>Inside Back Cover</b>	<b>₹1, 75,000</b>	<b>200 x 270 mm (Trim Size)</b>
<b>Back Cover</b>	<b>₹2,50,000</b>	<b>200 x 270 mm (Trim Size)</b>
<b>Double-Spread</b>	<b>₹2,00,000</b>	<b>400 x 270 mm (Trim Size)</b>
<b>Inside Full Page (Any)</b>	<b>₹1,30,000</b>	<b>200 x 270 mm (Trim Size)</b>
<b>Half page</b>	<b>₹70,000</b>	<b>178 x 110 mm</b>
<b>Strip ad</b>	<b>₹50,000</b>	<b>178 x 55 mm</b>

Payments to be made in favour of **Grapevine Worldwide Pvt. Ltd.**



# WHO WE ARE

**Shubhra Krishan, Editor:** writer, editor and globe-trotting journalist with 20+ years of experience (Femina, Cosmopolitan and DNA). She has penned four successful books: **Essential Ayurveda** (New World Library, California), **Radiant Body, Restful Mind** (New World Library), **The 9 to 5 Yogi** (Hay House, India), **Thinner Dinner** (Westland Books, 2011), and **Top Secret!** (Westland Books, 2012). Shubhra also writes for **Conde Nast Traveller** (UK and India), **Yoga Journal** (USA), **Asian Age**, **The Sunday Express** and several blogs and online magazines.



Shubhra Krishan, Editor

**Mukesh Murthy, Head of Marketing:** an experienced marketing professional, who leads a crackerjack team of three to take Travel Secrets places.

**Nitin Gopal Srivastava:** our lensman, who shoots for cookbooks, magazines and personal clients with equal aplomb.

**Vijay Rana:** the man who gives Travel Secrets its smart, clean, irresistible look and feel.

**A dynamic team of writers from India and across the globe:** these are the stars that make Travel Secrets the real treasure it is!

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