

**Vacationer is the most diverse LGBTQ+ travel magazine which strives to reflect all facets of the LGBTQ+ community including POC, trans and lesbian travellers. Vacationer reaches 420,000 people around the world every month.**



Vacationer provides the unique opportunity to reach tens of thousands of LGBTQ travellers daily with our exceptional content both on site and through our active social media channels.

Our editorial team delivers the highest quality reporting and lifestyle features on a daily basis, so content is always fresh and authentically relevant to global LGBTQ+ travellers.

Content includes body positivity, interviews, features, destinations, reviews and more. Written by staff who are as diverse as the audience, it provides the ability to surround your campaign with content that supports your messaging.

### DEMOGRAPHICS

#### Age

18-24:	18%
25-34:	22%
35-44:	20%
45-54:	16%
55-64:	13%
65+:	10%

#### Gender

Male:	49%
Female:	51%

#### Location

USA/Canada:	73%
UK/Europe:	19%
Asia:	3%

Our readers have a passion for food, cuisine, quality entertainment, travel, events, and are loyal to fashion brands that offer a true range of sizes. They are very tech savvy and are early adopters. Our readers place a high value on diversity, keep an open mind when it comes to cultural differences, and are fierce supporters of equality.

*Source: Google Analytics and Readers' Survey*

### MARKETS WITH STRONGEST REACH

USA, UK, New York, California, Massachusetts, Florida and Texas (can target down to ZIP)

### OFFERINGS

Display ads, video ads, dedicated email blasts, newsletters, editorial, promotional giveaways, content sponsorships

### AVERAGE CTR

0.20%

### LEAD TIME

48 hours

### ARTWORK SIZES

Box Ad	300x250 pixels
Leaderboard	728x90 pixels
Slide-In Ad	300x600 pixels
Video Pop Up	n/a
Newsletter Ad	728x90 pixels