

2024 MEDIA KIT FOR TRAVEL PARTNERS



OLTRE

ÓL-TRE

TRAVEL BEYOND

A LUXURY TRAVEL LIFESTYLE MAGAZINE

OLTRE

ÓL·TRE: AN ITALIAN WORD MEANING “BEYOND, OVER OR ABOVE”



INTRODUCING an innovative new publication from Internova Travel Group, created especially for the top 100,000 clients of luxury travel advisors across our brands, including Global Travel Collection, our high-service luxury travel division of 1,500 advisors. GTC is Internova’s high-service luxury travel division, comprising the world’s largest community of travel advisors and agencies dedicated to luxury leisure, corporate and entertainment clients.

More than just another travel magazine, OLTRE’s mission is to inspire affluent travelers and connect with them on myriad lifestyle interests, from art and culture to fashion and style and beyond. Each volume is printed on archival-quality, eco-certified paper with a keepsake aesthetic.

OLTRE AUDIENCE



GTC clients are cultured, sophisticated travelers who enjoy living well and have **high discretionary spending (4 times more than the average US population)**. These educated, affluent consumers view travel as an expression of their interests and values, and count on their advisors to create travel experiences that go beyond expectations. They are passionate about **quality** in all forms and appreciate **authentic luxury** in every part of their lives.

Print: Mailed quarterly to 100,000 high-net-worth clients — proven luxury travelers.

Digital: Available online and distributed through email and social media.



57.3%
IN THE ELITE HOUSEHOLD INCOME COHORT
VS 2.0% OF THE U.S. POPULATION

68.4%
MARRIED

35.1%
WITH KIDS

73.9%
LIVE IN MAJOR METRO AREA

HOME VALUE
2.46X
MORE THAN THE U.S. POPULATION AVERAGE

10.8%
OWN A VACATION HOME

Source: Global Travel Collection's Equifax
Economic Cohort Analysis

OLTRE

EDITORIAL FORMULA

FASHION



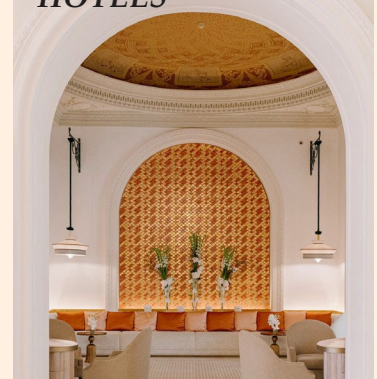
Scouted: Fashion and Style
We seek out and photograph the latest fashion from designers around the world.

ART



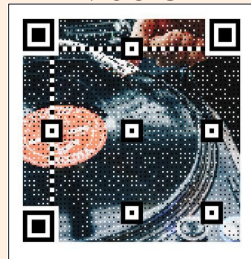
Galleries and Artists
Profiles of the collections and creators you'll want to follow.

HOTELS



Hotels, Resorts and Villas
Our editors are hotel junkies. We highlight the most notable hotels, villas and signature suites — not just what's new but also the legends.

MUSIC



Our Signature Playlist
Every volume of OLTRE comes with its own soundtrack and Spotify playlist, curated by DJs of top luxury bars and lounges.

CRUISES



Cruise News and Features
Get ready to set sail: classic ocean voyages, river tours, yacht-style expeditions and more.

ADVENTURE



Active Lifestyle
From surfing to safaris, we showcase experiences that prioritize sustainability.

CULINARY



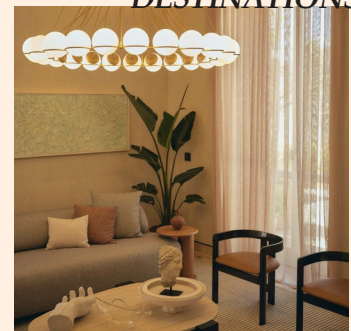
Restaurant Reviews and Recommendations
OLTRE reports on the restaurants, chefs and global cuisines that inspire life's most delicious trips.

R&R



Spa and Wellness
Breathe. Relax. Refresh.
Rejuvenation is always top of mind.

DESTINATIONS



The OLTRE Guide
Our little black book offers expert recommendations for where to stay, eat and play in the most alluring destinations worldwide.

OLTRE SELECT AD CREATIVE

PUSH YOURSELF TO THE EDGE.

From the Arctic to Antarctica, go beyond your comfort zone. Follow your curiosities, free your spirit and expand your mind with new experiences you've never known: polar kayaking, ice fishing, polar dogs and so much more.

THE WORLD'S ONLY LUXURY ICEBREAKER

LE COMMANDANT CHARCOT

PONANT
LUXURY TO THE EXTREME

visit
MONACO

OTHER 2023 ADVERTISERS:

- | | |
|-----------------------------|---------------------------|
| Abercrombie & Kent | Maybourne Hotel Group |
| AmaWaterways | One&Only Resorts |
| Arizona Biltmore | Qatar Airways |
| Atlas Ocean Voyages | Regent Seven Seas Cruises |
| Belmond Hotels | Rocco Forte Hotels |
| Carlton Cannes | Seabourn |
| Classic Vacations | Singapore Airlines |
| Croatia Tourism | Space Perspectives |
| Crystal Cruises | Switzerland Tourism |
| Cunard | The Brando |
| Explora Journeys | Tortuga Bay Puntacana |
| Fairmont Hotels & Resorts | Tourism Australia |
| Four Seasons | Viking Cruises |
| Greece Tourism | Villas of Distinction |
| Hurtigruten | Virgin Voyages |
| IHG Luxury Hotels & Resorts | Visit Los Cabos |
| Lotte New York Palace | Windstar Cruises |
| Marriott Luxury Brands | Wynn Las Vegas |

The Greatest Show on Earth

The Northern Lights of Finland 8 Days | 11 Meals

Slide through pine-scented forests on an authentic Finnish sleigh. Sip glögi in Helsinki's Market Square. Search for the northern lights from the warmth of a cozy glass igloo in Lapland.

Collette's been a leader in guided travel since 1988. Our tours include the must-sees and local experiences, accommodations, and an expert Tour Manager.

Breathe in the arctic air and relax. We'll take care of the rest.

collette
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Contact your travel advisor for more information

Manufactured in Arctic Region, Lapland, Finland

how do you keep a memory?

DISCOVER THE AUTHENTIC BEAUTY OF THE MEDITERRANEAN.
Contact your travel professional to get your own advice.

SILVERSEA
TO THE CURIOUS

The World's Most Awarded Safari Outfitter

A safari is unlike any other experience and Micato Safaris is unlike any other company: For every safari sold, we send a child to school.

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Micato is the only tour company in the Fraser-Leisure's Hall of Fame

FIVE-TIME WINNER: World Savers Award For Education and Doing It All. Conde Nast Traveler

THE TRAVEL AWARDS 2023

WHERE THE WORLD TURNS

DORCHESTER
HOTELS

YOU ASKED FOR MODERN EXPERIENCES. SO WE INVESTED \$12B IN LAX, LGA & MORE.

KEEP CLIMBING

DELTA

JNTO

Enjoy a trip to Japan following the easing of travel restrictions.

"Okaeri"
Reunite in Japan

Japan. Endless Discovery.

Come and immerse yourself in spectacular natural wonders throughout the seasons... from peculiar music to culture to springtime cherry blossoms in full bloom. No to mention a vibrant traditional culture and exquisite seasonal cuisine. A warm welcome awaits - now is the time to visit Japan!

2024 EDITORIAL CALENDAR



THE WILD ISSUE

Outdoor adventures and urban jungles.

Ad Close: 10/25/2023

Ad Materials Due: 11/9/2023

Drop Date: 1/2/2024



THE OOH LA LA ISSUE

Over-the-top experiences.

Ad Close: 2/1/2024

Ad Materials Due: 2/16/2024

Drop Date: 4/2/2024



THE UNPLUGGED ISSUE

Spa, wellness and relaxation escapes.

Ad Close: 5/2/2024

Ad Materials Due: 5/17/2024

Drop Date: 7/2/2024



THE TASTE ISSUE

Dining and style tastemakers.

Ad Close: 8/1/2024

Ad Materials Due: 8/16/2024

Drop Date: 10/1/2024

PLUS, IN EVERY ISSUE:

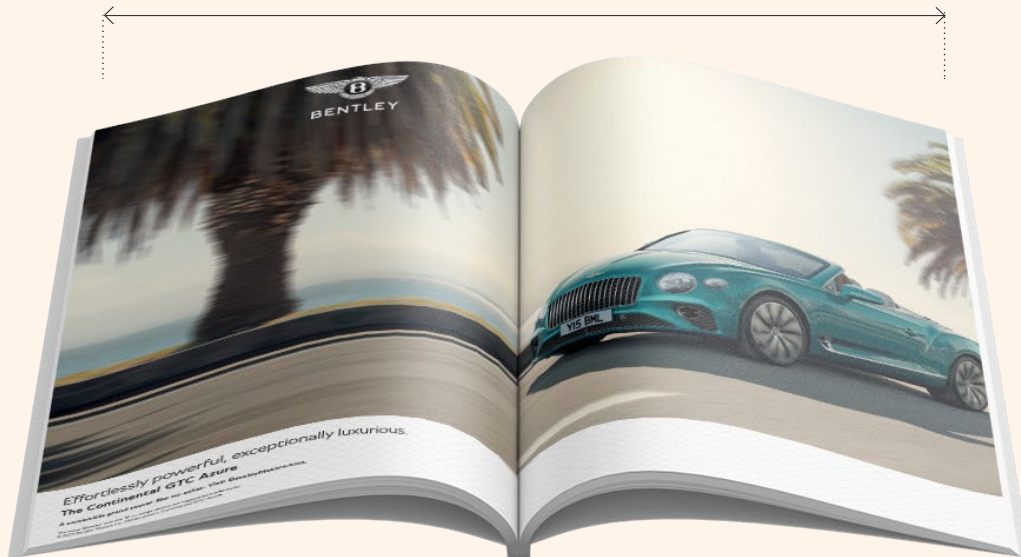
- Cruise news and features
- The OLTRE Destination Guide
- Spa and wellness
- Hotels, villas and signature suites
- Arts and culture
- Food and drink
- Outdoors and adventure
- Shopping and retail finds
- The OLTRE Q&A
- And more!

[VIEW OUR DIGITAL EDITION HERE](#)

OLTRE

TRAVEL PARTNER ADVERTISING RATES

2-PAGE SPREAD



\$21,810

FULL PAGE AD



\$12,810

[VIEW PRINT ADVERTISING SPECIFICATIONS](#)

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