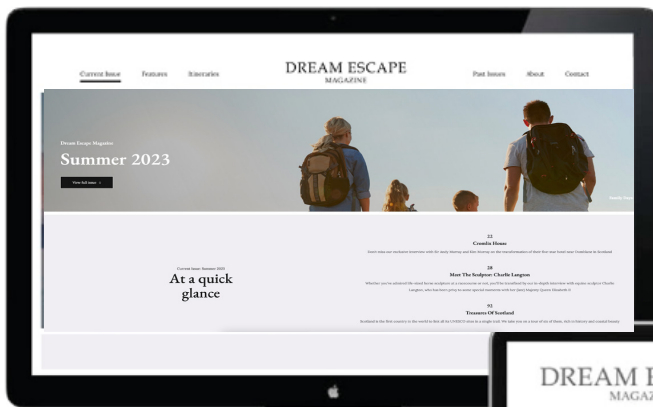




DREAM ESCAPE

DREAM ESCAPE MAGAZINE

MEDIA PACK



Ireland: The County of the Gaels

Discover spectacular views, windswept peninsulas, dramatic cliffs and rocky headlands along this rugged stretch of coastline. Take a trip of a lifetime to the stunning county of Down!

Welcome to a county where the wild, rugged beauty of the coastline is matched by the rich history and culture of the people who live there. From the dramatic cliffs and rocky headlands of the coast to the rolling hills and valleys of the interior, there is something for everyone in this stunning county of Down!



Sir Rocco Giovanni Forte

From the Dream Escape Podcast Series
Fully chair on the Rocco Forte Collection of luxury hotels, we include the newly restored Hotel de Ville in Edinburgh and Brown Hotel in Glasgow, London.



WWW.DREAMESCAPE.CO.UK



INTRODUCTION

DREAM ESCAPE MAGAZINE

Our quarterly magazine, offers the ultimate in exclusive and inspirational customised travel experiences, to England, Scotland, Ireland and Wales. With seasonally themed content and support from our preferred partners, we aim to showcase the very best destinations, accommodation and cultural events, *Dream Escape* has to offer.

DISTRIBUTION & READERSHIP

Following a successful digital launch on subscription platforms, *Dream Escape Magazine* is generating digital reads of over 15,000+ per issue. It is available on American Airlines, Virgin Atlantic, Readly, Press Reader, and Issuu subscription platforms. It can also be found in 30 airport lounges across the US (Virgin Atlantic, American Airlines Red Carpet Rooms, Emirates and Delta), and in luxury hotels across the world. and as an advertising partner, you will also have the option to include a supply of magazines in your own property.

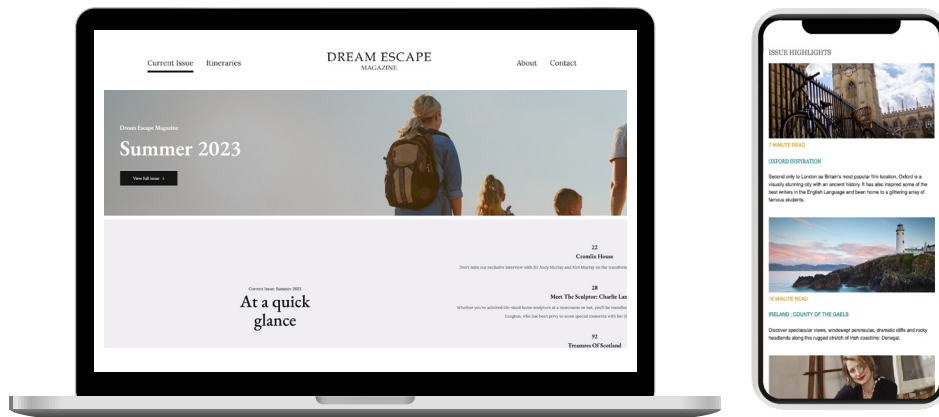
With an impressive global contact list, including our 16,000+ database of travel advisors, key travel consortia, tourist boards, travel writers and high net-worth individuals, *Dream Escape* certainly offers unrivalled opportunities to businesses looking to engage with, and inspire, the North American & International travel industry. *Dream Escape Magazine* is on-sale in selected Barnes & Noble Bookstores throughout the US.





ONLINE AND MOBILE OPTIMISED

Magazine content is optimised online and distributed through our website, e-newsletters and social media channels bringing the Dream Escape Magazine to life. Our monthly e-mailer open rates are above the industry average at 21.6% and our stories are proving very popular and are regularly picked up and shared by leading digital publishing platform ISSUU, exposing our content to another potential 80+million reader



“Be inspired by the new Dream Escape Magazine, check out this story...” ISSUU

“Dream Escape Magazine is incredibly relevant and beautiful all at the same time” **Susannah Lurie,**
Dorchester Collection

“such a gorgeous magazine, our clients love it. Amazing!”
Beth Flowers, Brownell Travel



MAGAZINE FEATURES

Each quarterly issue is brimming with on-trend travel content, to include seasonal events, travel news, unique destinations and unforgettable experiences.

TRAVEL NEWS

Stay up-to-date with 'What's New' and exciting within the UK & Ireland's luxury hotel and hospitality sector with our regular 'Hotels Bulletin' spread.

DESTINATION FEATURES

From an idyllic private island, to acres of woodland countryside, mountain ranges and the longest defined coastal touring route in the world - each issue includes a plethora of inspiring destinations.

EXCLUSIVE ACCOMMODATION

Features include interviews with custodians of historic exclusive use properties, remote private lodges to unique castle hotels and luxury retreats.

INTERVIEWS

From Head Chefs with world-renowned Michelin-star restaurants, to Royal Warrant holding British craftsman, and our brand new podcast series, we are spoilt for choice with Dream Escape connections, and people to talk with.



From the Dream Escape Podcast Series:
Refinding Neverland
Holly chats to Vanessa Branson about all the wonderful experiences to be had on her exclusive Scottish island, Eilean Sioma

Vanessa Branson is the beautiful and passionate custodian of the iconic Balmoral Hotel in Scotland. As part of the Dream Escape Podcast Series Holly chats to Vanessa about her exclusive Scottish island, Eilean Sioma. Vanessa shares her passion for the island, the history of the hotel, and the incredible experiences that await visitors. She also discusses the challenges of running a luxury hotel in a remote location and the importance of sustainability.



From the Dream Escape Podcast Series:
Sir Rocco Giovanni Forte

Holly chats to Sir Rocco Forte, Chairman of the prestigious Rocco Forte Collection of luxury hotels, to include the iconic Balmoral Hotel in Edinburgh and Brown's Hotel in Mayfair, London.

The Rocco Forte Collection of hotels was founded in 1986, and is made up of iconic landmark properties in the most desirable locations. A list of the properties can be found on the website. Each property will work with local artists and designers to produce a unique and special collection, and to the name of those that are important to the hotel. The collection is a testament to the power of art and design in creating wonderful experiences and making their properties stand out from the crowd. Sir Rocco Forte is a true visionary and his passion for the industry is evident in every aspect of the collection. He is a true leader and his vision has inspired a generation of hoteliers.

Sir Rocco Forte has an incredible and exciting collection of properties. He is a true visionary and his passion for the industry is evident in every aspect of the collection. He is a true leader and his vision has inspired a generation of hoteliers.



ADVERTISING PRICES

RATE CARD PRICES

COVER POSITION	DOUBLE PAGE	FULL PAGE	ADVERTORIAL
£750+VAT	£900+VAT	£550+VAT	£1,200+VAT
Artwork Specification: Trim: 230 mm x 290 mm Bleed: 236mm x 296mm Width x height	Artwork Specification: Trim: 460mm x 290mm Bleed: 466mm x 296mm Width x height	Artwork Specification: Trim: 230mm x 290mm Bleed: 236mm x 296mm Width x height	Artwork Specification: 4-5 Images and 650 words Designed into our house style Width x height

PUBLISHING DATES

AUTUMN/WINTER 2023	SPRING 2024	SUMMER 2024	AUTUMN/WINTER 2024
PUBLISHED 1 OCT OCT/NOV/DEC/JAN/FEB	PUBLISHED 1 MAR MAR/APR/MAY	PUBLISHED 1 JUNE JUN/JUL/AUG	PUBLISHED 1 OCT OCT/NOV/DEC/JAN/FEB
Artwork deadline: 05 SEPTEMBER 2023	Artwork deadline: 05 FEBRUARY 2024	Artwork deadline: 06 MAY 2024	Artwork deadline: 05 SEPTEMBER 2024

Click here to read our latest digital edition





CONTACT



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Sue brings over 20 years experience in sales, marketing & event management within the UK & Ireland travel industry. Sue started her career with a leading luxury tour operator before enjoying 15 years at Tourism Ireland where she was responsible for various high profile trade and consumer marketing and communications campaigns. Sue has headed up the *Dream Escape* marketing department since 2016 and is excited to involve the preferred partners in the *Dream Escape* marketing plans, especially the Magazine, website and social media activity.