

MEDIA/PUBLISHING

## Meredith's Travel + Leisure print magazine undergoes makeover to refresh look and feel

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*Travel + Leisure's rebrand to a modern look with better quality paper and larger trim size is effective with the March 2020 issue. Image courtesy of Meredith*

By STAFF REPORTS

Magazine publisher Meredith Corp. is relaunching its Travel + Leisure title with the March issue, investing more resources in the print edition even as the larger industry walks back from the medium.

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Travel + Leisure gets a new, modern logo, upgraded paper stock and larger trim size with the next issue that hits newsstands Feb. 21. The goal is to make the magazine more attractive to advertisers, buyers of newsstand copies and subscribers.

"While many in the media industry are pulling back, we are doubling down on our luxury lifestyle offering," said Giulio Capua, New York-based senior vice president and group publisher of Meredith's luxury group, in a statement.

"Travel + Leisure remains the only monthly travel publication, and we are making significant investments in the smart, relevant and inspiring editorial that our audience loves," he said.



*Travel+Leisure's March 2020 cover, on newsstands Feb. 21. Image courtesy of Meredith*

## New journey

Launched in 1971, **Travel + Leisure** was part of Time Inc. until Meredith bought the parent company in 2018 for \$1.8 billion.

The Travel + Leisure portfolio comprises the U.S. flagship and international editions in China, India, Mexico and Southeast Asia.

Travel + Leisure claims a rate base circulation of 1,013,175, per AAM June 2019 data, with a total audience of 29.1 million across print, digital and social channels, an increase of 17 percent over the previous year. Print advertising was also up 7 percent for 2019.

The magazine later this year will mark the 25<sup>th</sup> anniversary of its World's Best Awards, which is an annual survey disclosing the top travel destinations and experiences worldwide.

LATER IN September Travel + Leisure will work with sister title Food & Wine on the second annual World's Best Restaurants report that offers an in-depth, first-person guide to the most compelling places to eat.

"As we begin a new decade, the timing is right for a fresh look and feel," said Jacqui Gifford, editor in chief of Travel + Leisure, in a statement.

"While we remain true to our focus on top-tier journalism and content creation across channels, we need to continue to evolve, grow and change to ensure we're always exceeding the expectations of our audience of passionate travelers," she said.

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