



# Independent Travel

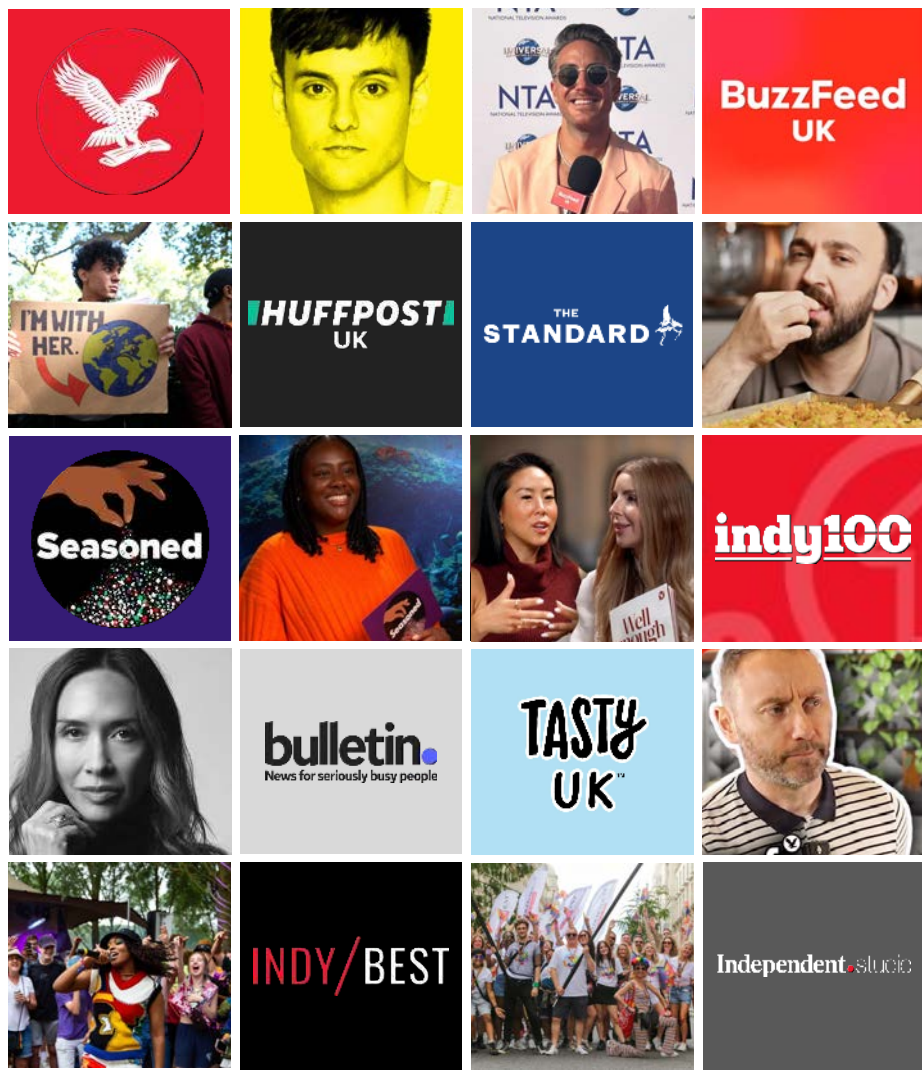
Commercial Opportunities  
May 2026

**Independent.**media

# WE ARE INDEPENDENT MEDIA

As a unified family of distinct digital media brands, we now engage every generation — everywhere they are.

While each of our brands speaks in an authentic voice, to a loyal and distinct audience, we stand together and share a commitment to positivity, inclusivity, and quality content and journalism.





# REACHING HOLIDAY MAKERS AT SCALE

Unrivalled network reach meets a high-value, high-frequency audience.

Independent Media gives you complete market access. From The Standard's premium luxury travelers spending £500+ every two months on flights, to BuzzFeed UK's active Gen Z and Millennial bookers spending up to £300 per trip—we combine unmatched scale with high-intent audiences.

**57M**

Global onsite browsers

**21M**

UK monthly reach

**50%**

male / female

**72%**

take 2+ short-haul trips every year

**42%**

take 2+ long-haul trips every year

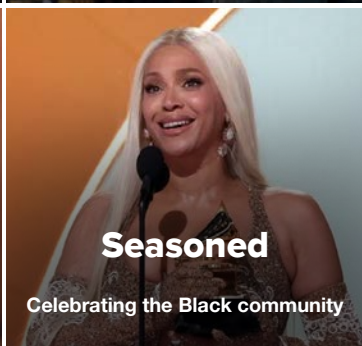
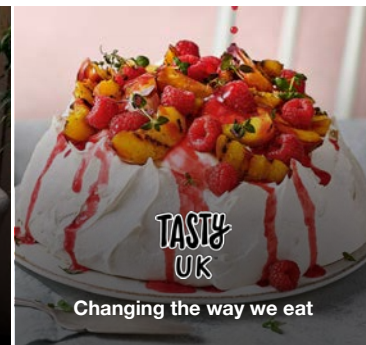
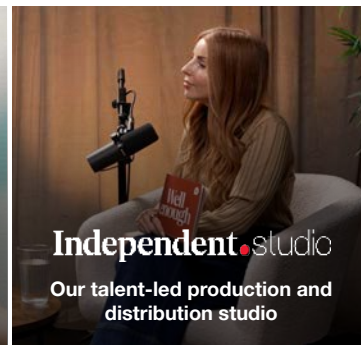
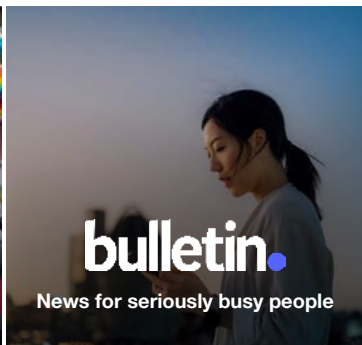
**75%**

spend £1k+ per person on their primary holiday



# MEET OUR BRANDS

Each has an unique, authentic voice, purpose and audience





**20.7M**

users reached each month

**116M**

page views each month

**19M**

social followers

**50/50**

male / female

**80%**

of Indy users say they spend a large share of their income on travel

**76%**

of Indy users consume travel content on a regular basis

## THE INDEPENDENT

The Independent offers broad UK reach in a trusted, non-partisan environment, making it an effective platform for credible, large-scale brand messaging.

Its heritage in quality journalism ensures your campaigns land with authority, while purpose-led storytelling connects campaigns to moments that matter.

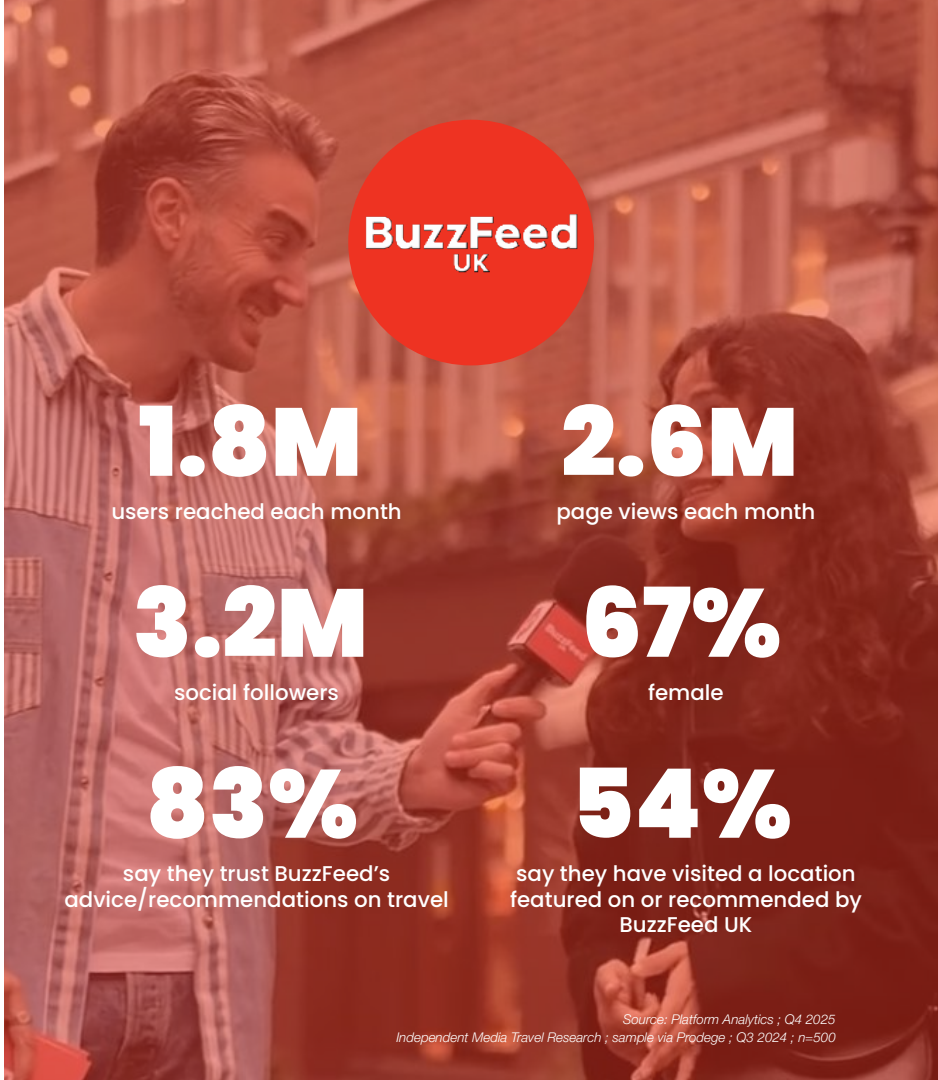
**The Independent's mission, making change happen, has never been as important as it is today.**

# BUZZFEED UK

BuzzFeed UK connects brands with an engaged, millennial, female-skewed audience at a key life stage for decision-making and influence.

Through relatable creators, social-native formats and a human tone, we translate brand messaging into content people relate to, share and remember.

**We're the trusted voice in entertainment, lifestyle and fandom, for a distinctly UK audience.**



**BuzzFeed**  
UK

**1.8M**

users reached each month

**2.6M**

page views each month

**3.2M**

social followers

**67%**

female

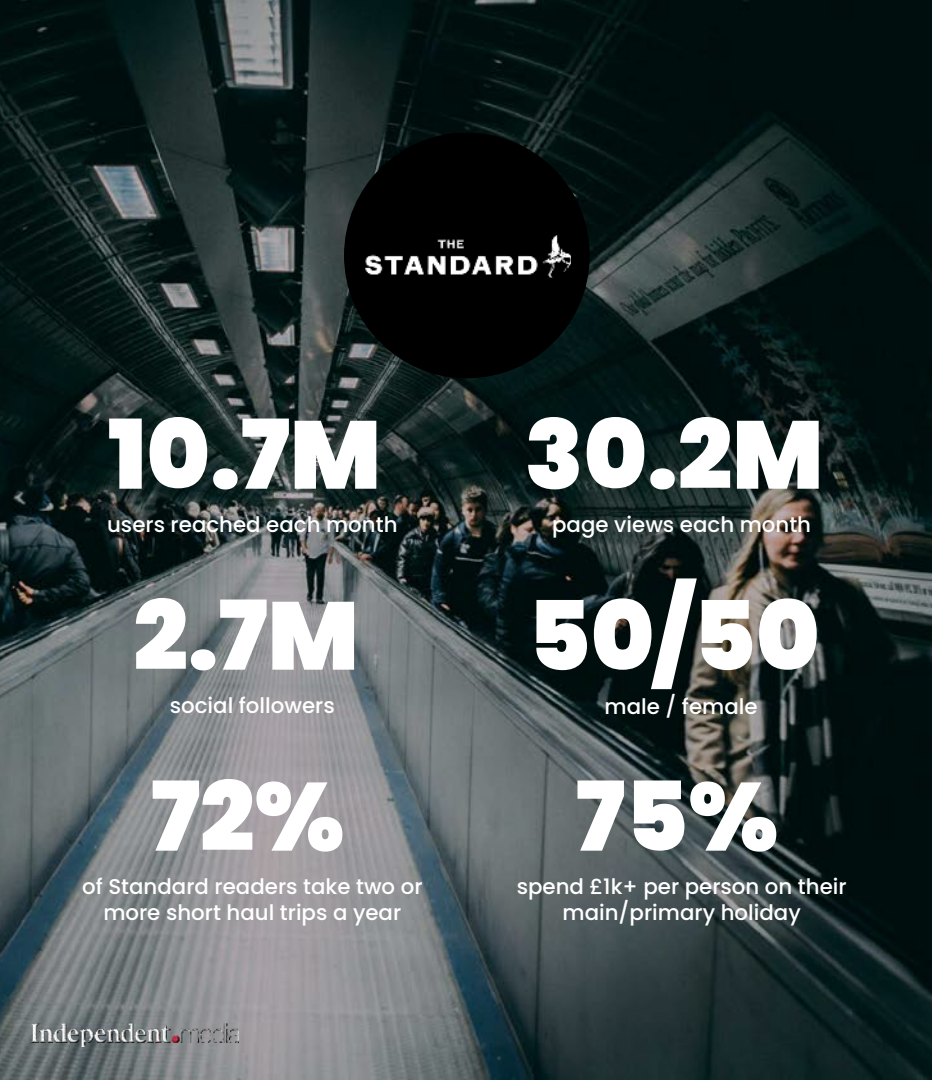
**83%**

say they trust BuzzFeed's  
advice/recommendations on travel

**54%**

say they have visited a location  
featured on or recommended by  
BuzzFeed UK





THE  
STANDARD

**10.7M**

users reached each month

**30.2M**

page views each month

**2.7M**

social followers

**50/50**

male / female

**72%**

of Standard readers take two or more short haul trips a year

**75%**

spend £1k+ per person on their main/primary holiday

# THE STANDARD

The Standard reaches an influential, affluent audience through its unique position as the voice of modern London.

Combining trusted journalism with culture, lifestyle and community storytelling, it connects brands to the conversations shaping the city.

**This creates a credible, highly engaged environment where messaging resonates with decision-makers, trendsetters and the audiences driving change across the UK.**

# TASTY UK

Tasty UK is the country's most fun, informative, and diverse food publisher.

We deliver simple yet delicious recipes that anyone can cook at home, and inspire them into the shopping aisle to do so.

**We reflect the diverse tastes and communities of modern Britain, and just like our recipes, our content is packed full of flavour, fun, and are made to be shared and enjoyed.**

TASTY  
UK

32M

social followers

140M

video views each month

60%

25 - 54 years old

70%

female

79%

of Tasty UK monthly+ users say that we have introduced them to international recipes and cuisines

82%

say we open their eyes to new ingredients, flavours and cuisines



## THE CONSCIOUS CULTURE SEEKERS



## WHAT ARE THEY LOOKING FOR?

"Travel is an opportunity for personal growth. I want to learn something new about the world, visit historical sites, and immerse myself in local cuisine."

## PLATFORMS OF CHOICE



## NON-NEGOTIABLES

Destination safety,  
food/cuisine, and the  
provider's  
delay/cancellation track  
record

## TRUST

# 54%

of Independent users  
have visited a travel  
location specifically  
because it was  
featured by us

## TRAVEL HABITS

Travels solo (44%), as a couple (64%), or via curated tour groups (13%).

Motivated by experiencing new cultures/traditions (54%) and educational experiences that teach them something new about the world (43%).

51% prioritize visiting historical areas and museums, and 24% focus on "living like a local" or seeking spots off the beaten path.

## WHY THIS AUDIENCE WORKS FOR YOU...

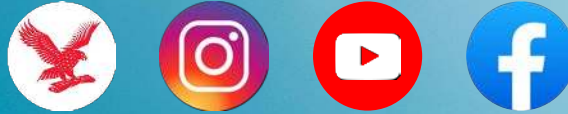
## PREMIUM LOYALTY JETSETTERS



## WHAT ARE THEY LOOKING FOR?

"I travel frequently and am willing to invest in premium comfort. I book well in advance and choose airlines that reward my loyalty with exceptional service."

## PLATFORMS OF CHOICE



# 80%

of Independent Media users state they spend a large portion of their disposable income on travel

## TRAVEL HABITS

Every 2–3 months, they spend over £500 on flights (21%) and over £500 on accommodations (19%).

Methodical planners. 62% book their flights and plan itineraries 3 to 6+ months in advance.

Core drivers: celebrating milestones/birthdays (33%), business travel (31%), or partner quality time (50%).

## NON-NEGOTIABLES

Customer service, exceptional rewards/loyalty programs, and available onboard amenities

## WHY THIS AUDIENCE WORKS FOR YOU...



# INSPIRE

Creator-led social video, custom content, and editorial showcases



# PLAN

Tailored itineraries and expert destination guides



# BOOK

Premium branded real estate, sponsorships, and high-impact takeovers.

Independent media

## MOVING TRAVELLERS FROM INSPIRATION TO BOOKING

Because we understand their motivations so deeply, we've built a commercial ecosystem that maps seamlessly to the entire consumer journey.

We call it Inspire, Plan, and Book.





# INSPIRE

# THE 2026 / 2027 TRAVEL LANDSCAPE

Using our proprietary audience insights, we map out the year's defining travel trends

## 2026 / 2027 DESTINATION WISH LIST TOP 10

UNPROMPTED

- 1: Japan
- 2: Italy
- 3: USA
- 4: Australia
- 5: Spain / Canada
- 6: Greece
- 7: France
- 8: New Zealand
- 9: Thailand
- 10: China / Turkey

## TOP DESTINATIONS TO TRAVEL: NEXT 12 MONTHS

PROMPTED

Europe/Americas:

- 1: Italy
- 2: USA
- 3: Spain
- 4: France
- 5: Canada
- 6: Greece

Outside Europe/Americas

- 1: Japan
- 2: UAE
- 3: Australia
- 4: Thailand
- 5: South Africa
- 6: South Korea



# AWARENESS & INITIAL SPARK

Designed to ignite instant interest and keep your destination front of mind for millions of potential travelers, this phase blends massive digital scale with unmissable real-world presence.

## SOCIAL FIRST AND LONG FORM VIDEO

Engage audiences exactly where they are with beautifully produced video assets or snackable social edits. Your video content sits alongside premium custom articles across The Independent, BuzzFeed UK, and The Standard.

## PREMIUM PRINT

Own the evening commute with The Standard's iconic print footprint. Tap into high-impact editorial features, dedicated lifestyle sections, and premium Front-Cover Wraps distributed across London to create instant, city-wide buzz.

## DIGITAL OOH & THE OUTERNET

Dominate the physical world with prime Digital OOH real estate across London's commuter networks. Take it to the next level with an immersive Outernet Experience, broadcasting your destination across breathtaking, floor-to-ceiling 16K screens right in the heart of London's entertainment district.





# INDEPENDENT STUDIO SOLUTIONS

**Click through** for examples of our best in class Travel solutions across Independent Media



A vintage silver and black Mamiya Sekor 1000 DTL camera with a 135mm f/4 lens is positioned diagonally in the upper right. Below it, a tablet with a blank screen is visible. The background is a detailed map of the United States, showing state names like North Dakota, South Dakota, Minnesota, Nebraska, Kansas, and Texas. The word "PLAN" is overlaid in large white letters.

# PLAN

# TRANSFORMING INTENT INTO ITINERARIES

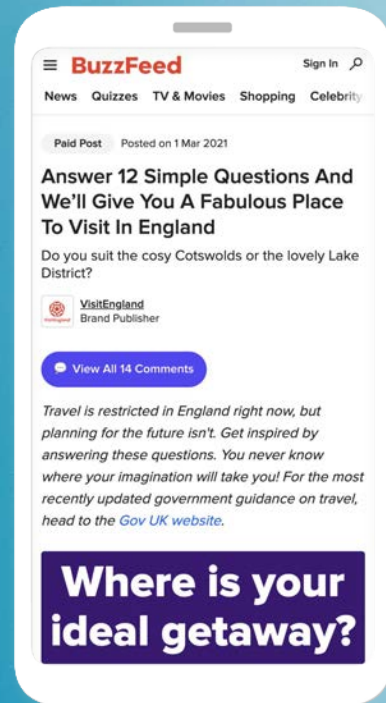
A high-retention environment where travelers actively study where to go, what to pack, and where to stay

## BESPOKE TRAVEL GUIDES

Co-create branded, highly visual travel guides through custom articles across The Independent and The Standard. We feature curated itineraries, scenic routes, practical directions, and interactive maps, completely weaving your destination into our premium travel verticals for maximum editorial endorsement.

## BUILD YOUR OWN ITINERARIES (AI + QUIZ POWER)

Engage audiences with BuzzFeed's high-performing quiz format to map out a trip tailored to their exact tastes. We elevate this experience by combining our trusted editorial expertise with smart AI, creating an interactive planner that generates a truly personalized, ready-to-book itinerary.







# BOOK

# CONVERTING PLANS INTO BOOKINGS

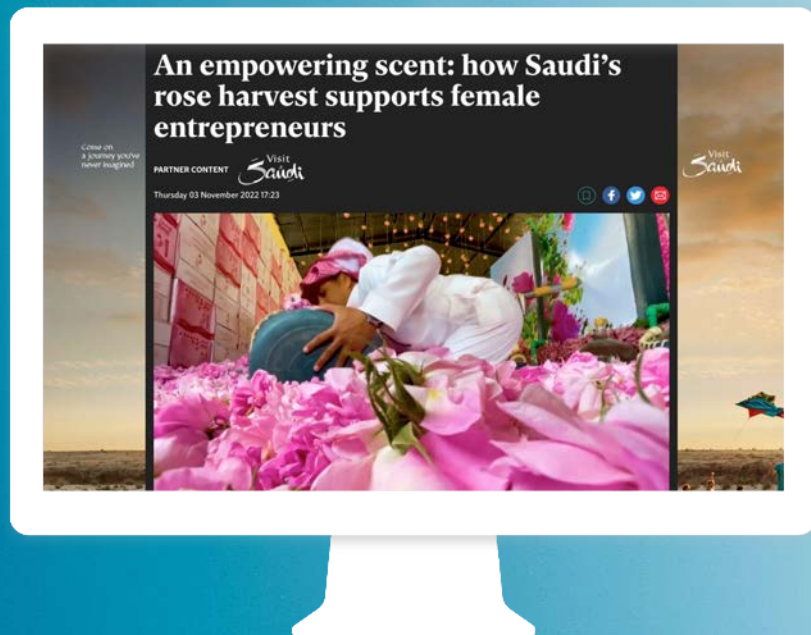
By wrapping active travel planners in a highly trusted, high-utility media environment, we place your brand directly at the point of purchase with powerful calls-to-action.

## DISPLAY AND FIRST PARTY TARGETING

Deploy a full-suite display inventory across The Independent, The Standard, and BuzzFeed UK. We leverage sophisticated interest and first-party data targeting to serve prominent booking opportunities to a premium audience that is actively ready to buy.

## THE CONVERSION ECOSYSTEM

Activate a multi-platform push directly to our 15 million core travel enthusiasts. We maximize direct response by seamlessly pairing high-performing promoted editorial videos with affiliate-linked and direct-booking media assets.



37.2  
%

newsletter open rate for  
a travel client in 2026

3.04  
%

click through rate for a  
travel client in 2026

4.5k

entries to date in our  
Independent Travel  
Awards competition

# THE FULL OFFERING

The platforms and products at your disposal when working with Independent Media

## DIGITAL

Takeovers and  
sponsorships  
Pre-roll and video  
Skins and overlays  
Custom articles  
eCommerce  
Newsletters  
Podcasts  
Branded content  
and series

## SOCIAL

Social video  
Creators and talent  
Brand stories  
Social carousels  
Podcasts

## PRINT

Print features  
Dedicated sections  
Cover wraps

## DOOH

Bespoke D6 screen  
asset created from our  
approved assets  
  
Access to the Outernet  
for fully immersive  
experiences



# WHY INDEPENDENT MEDIA?

Three reasons we're your ultimate travel partner

## 01

### INSIGHTS

We don't guess what travelers want, our data tells us.

Thanks to our deep first-party audience insights, we know exactly where our readers are going, how often they book (hint: every 2 to 3 months), and what they're willing to spend.

For you, this means no wasted budget; we help you map your client's campaign directly to proven, high-intent travel behaviors.

## 02

### PASSION

Travel is deeply personal, and our award-winning teams live and breathe it.

Whether it's The Standard and The Independent tapping into the passion for luxury discovery and culture, or BuzzFeed UK and Tasty UK igniting a love for viral food and bucket-list adventures, our content connects emotionally.

We wrap your brand in trusted, culture-shaping storytelling that people actively seek out.

## 03

### RESULTS

At the end of the day, we know you need to deliver for your clients.

Our network is built to convert attention into action.

With 65% of our massive audience actively booking trips based entirely on our network's recommendations, we don't just generate warm leads, we deliver results, full-funnel services, and a direct pipeline to your client's booking engine.



# Appendix

Any questions or comments? Get in touch!

May 2026

**Independent**.media

# JORDAN TOURISM BOARD

## THE CHALLENGE

To position Jordan as the premier destination in the Middle East for The Independent's travel-obsessed audience by amplifying Jordan's positioning as "a country of hikers and historians, scientists and artists, foodies and yoga-fiends."

## WHAT WE DID

As this campaign was, for many, their first exposure to the delights of Jordan, we wanted to ensure that our content was clearly signposted and easy for our audience to navigate by creating four distinct key Communication Pillars presented in a bespoke, visually stunning video accompanied with an inspiring article. The pillars were, Adventures and Leisure, History and Culture, Gastronomy and Luxury & Wellness. Under each pillar, we created a variety of different content designed to inspire, educate and inform.

## THE RESULTS

- Video out performed the KPI by 20%
- The video had a high dwell time of 101s!
- The digital assets achieved 3,627,349 impressions



**483,099**

**Video Views**  
101s dwell time

**20,741**  
**Page Views**  
51s dwell time





# JET 2 | JET LIKE A LOCAL

## 2025

### THE CHALLENGE

Jet2 asked us to spotlight their routes and holidays to Rhodes, Malaga and Ibiza in a fresh, engaging way that went beyond traditional travel promotion.

### WHAT WE DID

We launched Jet Like a Local – a content series where editors, creators and our in-house talent immerse themselves in each destination. By uncovering authentic, off-the-beaten-path experiences, we tapped into the genuine cultural moments our audience values most.

### THE RESULTS

The campaign is still live but already building momentum. It's proving to be a valuable partnership that resonates with our audience, showcasing Jet2 as the gateway to meaningful and memorable holiday experiences.



# BRAND USA

## THE CHALLENGE

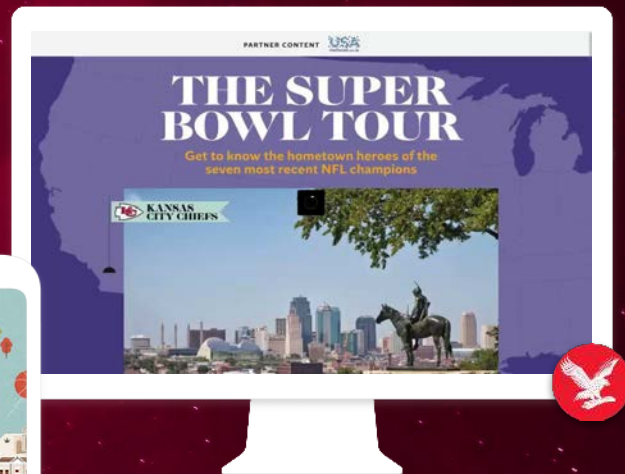
To make the USA the first destination our audience considers when they think about a holiday abroad.

## WHAT WE DID

Our holistic commercial and editorial approach saw Brand USA become an integral part of the Independent's Travel content strategy.

## THE RESULTS

- Over delivery on all campaign lines, including dwell time above benchmark
- Incredibly strong dwell times of up to 116 seconds!
- 52% of exposed would like to see more of this content in the future
- Jacksonville had a 94% total interest level with our exposed recallers



# ANDA BARUT COLLECTION

## THE CHALLENGE

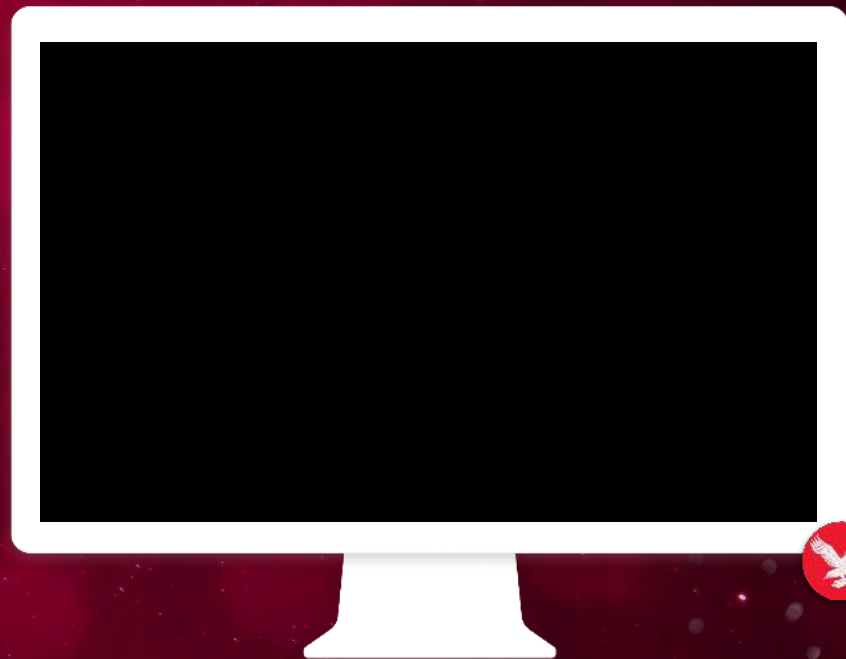
Anda Barut Collection unveiled a brand-new luxury destination in Didim, Türkiye, and tasked us with promoting their latest hotel in an innovative and captivating way, showcasing its unparalleled elegance and unique appeal.

## WHAT WE DID

To bring the hotel to life, we created a stunning video that captures its luxury and charm in every detail. The video was then embedded within four editorial articles, providing a captivating visual experience to inspire wanderlust and draw our readers into the allure of this exceptional destination.

## THE RESULTS

- MASSIVE 137% Article Overdelivery
- 36.5% video View Overdelivery
- 4.5m Display Impressions



**273,024**

**Video Views**

73s dwell time

**33,186**

**Page Views**

49s dwell time



# JET 2 | MADEIRA

2023

## THE CHALLENGE

Jet2 set us the task to promote holidays to Madeira, both to customers who may have already travelled and considered Madeira, as well as those who may not have previously considered Madeira as a destination of choice.

## WHAT WE DID

To showcase Madeira to our audience, we leveraged our editorial expertise, creating a video series centered on landscapes, gastronomy, culture, and activities. Simon Calder's written articles further explored Madeira's appeal. Complementing this content, we utilised high-impact display and email sponsorships to maintain Madeira's presence during the campaign, offering our audience a chance to experience the destination firsthand through a competition giveaway.

## THE RESULTS

Over delivery on all campaign lines, including dwell time above benchmark  
51% Article overdelivery  
Almost 10% video view overdelivery  
Our engaged audience garnered 16,834 competition entries



**523,56**

**4**

**Video Views**

79s dwell time

**60,696**

**Page Views**

81s dwell time



# BRITISH AIRWAYS

## Sunshine

### THE CHALLENGE

Whether purchasing a last minute holiday, or planning ahead for spring/summer 2024, British Airways set us the challenge to position British Airways as the go-to airline for any and all sunny escapes during this time period. Specifically highlighting the new routes in Fuerteventura, Sharm El-Sheik & Dubai.

### WHAT WE DID

To bring this British Airways campaign to life for our audience, we looked to focus in on our editorial expertise and create a video on the ground in Fuerteventura, focusing in on landscapes, gastronomy, culture & activities. We complimented the video with written articles from from our editorial team to shine a light on some of the incredible destinations British Airways has on offer. We supported this content with Brand Stories, an Itinerary Planner to entice our readers, and High impact display to keep British Airways front of mind throughout the campaign.

### THE RESULTS

Brand Stories was a hit with an overdelivery of over 50% and a CTR of 2.48%

Average article dwell time of 78 seconds (42s benchmark)

Video dwell times averaged 62 seconds (15s benchmark)

Total of 8,705,497 display impressions



**321,552**

Video Views

**35,507**

Page Views



# SAUDI TOURISM

## THE CHALLENGE

Saudi Tourism wanted to change audience's perception of Saudi, and celebrate female empowerment through the country. They looked to show that Saudi was much more than just desert.

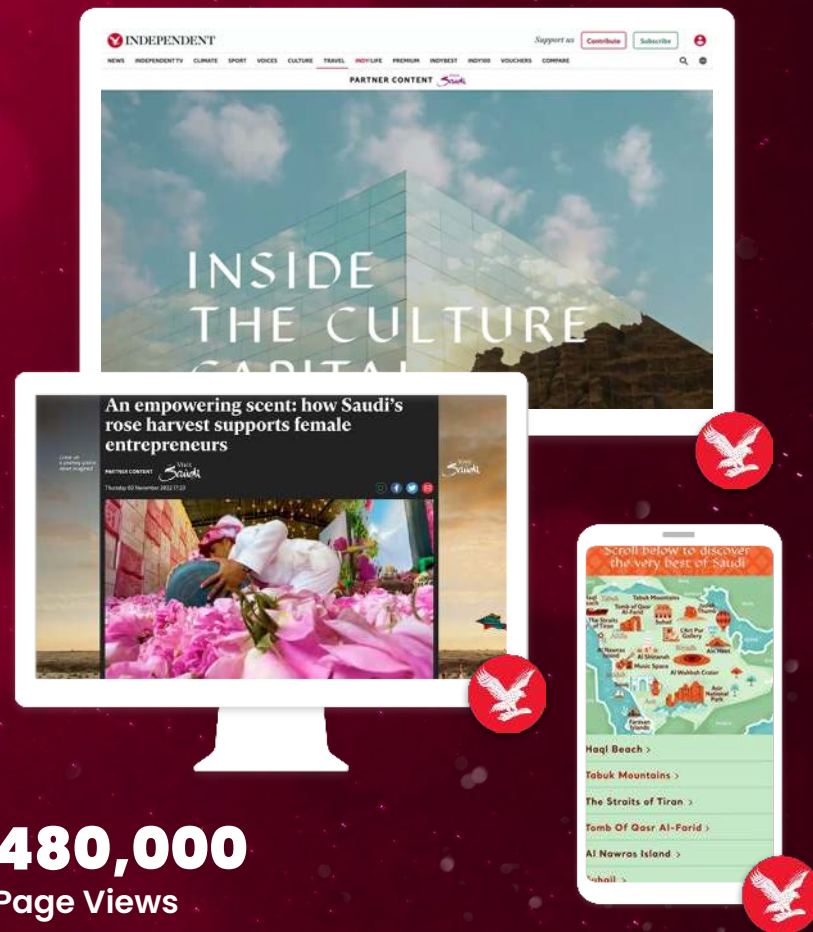
## WHAT WE DID

'Discover Your Saudi' campaign included a 5 part TV series, filmed in Saudi using a female social media influencer, visiting various spots across the country. These films were backed up by various written articles, an interactive map, itinerary finder, and various high impact formats across Independent.co.uk

## THE RESULTS

Campaign has delivered:  
88% readers say they have a better impression of Saudi  
9% uplift in people considering Saudi as next holiday destination  
Over delivery on all campaign lines, including dwell time above benchmark

**480,000**  
Page Views





# HURTIGRUTEN

## THE CHALLENGE

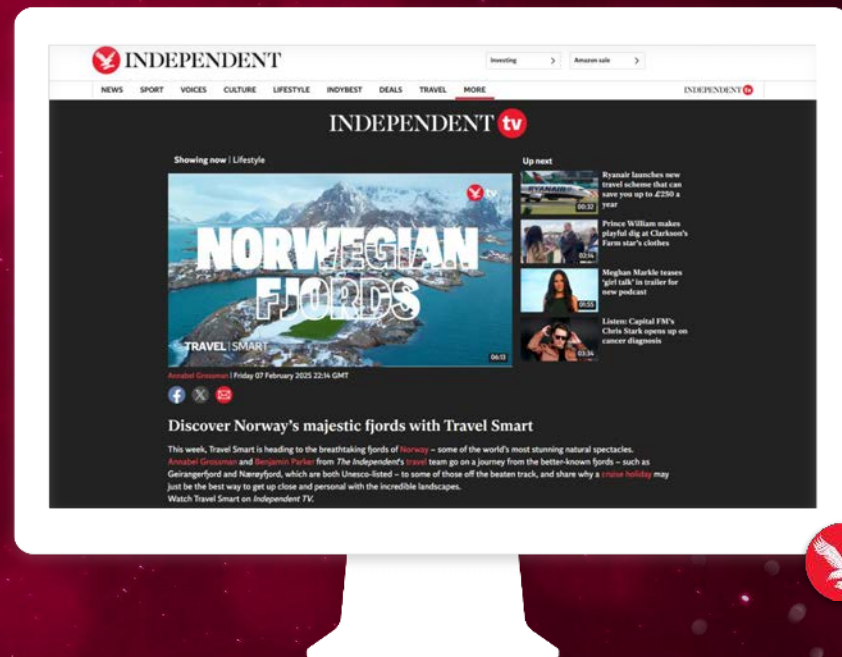
We set out to boost awareness of Hurtigruten's adventurous cruise offerings, inspiring travellers to choose Hurtigruten for their next holiday.

## WHAT WE DID

To achieve this, Hurtigruten sponsored our TravelSmart "Norwegian Fjords" episode, complemented by an editorial article, targeted newsletter sponsorship and display activity, showcasing their expertise and unforgettable travel experiences.

## THE RESULTS

Impressive dwell times on the video  
Over delivery on the TravelSmart views  
High engagement on our newsletter with a 1.75% CTR



**254,827**  
Video Views  
98s dwell time

**20,371**  
Page Views  
Page views



# CRYSTAL SKI HOLIDAYS

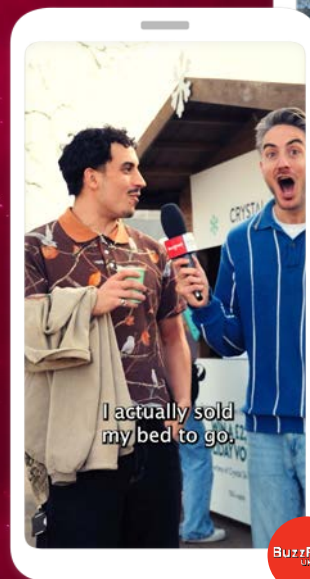
## THE OPPORTUNITY

Crystal Ski was a experiential and content partnership, combining a real-world BuzzFeed activation on London's South Bank with trusted editorial storytelling on The Independent.

Audiences were invited into an immersive Alpine ski hut experience, complete with hot chocolate and competition entry, while editorial content inspired and informed readers around Crystal Ski destinations and winter travel opportunities.

## THE RESULTS

The campaign exceeded all core KPIs, delivering at scale across platforms with strong overdelivery on social and editorial.



**5,000**  
Over 5,000  
competition  
entries

**20 mins**  
Average Time  
Spent at  
Activation

**129%**  
Overdelivery  
on page views



# AWARENESS AND CULTURAL SPARK

The focus of this phase is emotional impact, visual dominance, and mass awareness



## SOCIAL FIRST AND LONGFORM VIDEO

Both **social and longform video** tailored to your audience wherever they are, and whoever they are, sit alongside **custom articles** from The Independent, BuzzFeed UK and The Standard.



## PREMIUM PRINT

From The Standard: **High-impact print features**, dedicated lifestyle **sections**, and Premium **Cover Wraps**, distributed to thousands of commuters, creating instant morning buzz



## DIGITAL OOH

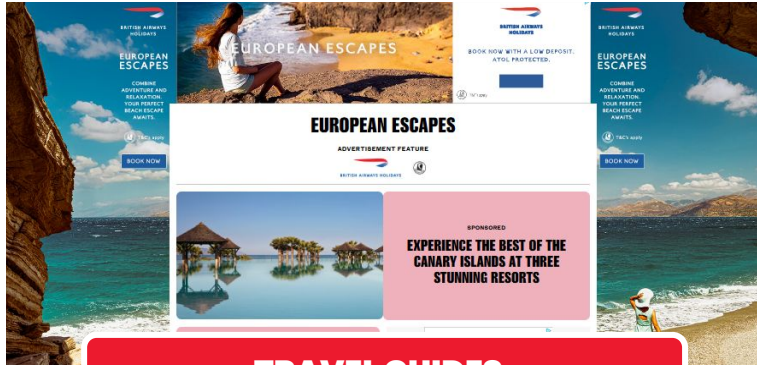
**Digital OOH** across London networks, and access to the **Outernet**, broadcasting your destination across floor-to-ceiling 16K screens right at the heart of London's high-footfall entertainment district.

**DESIGNED TO SPARK INTEREST IN YOUR DESTINATIONS AND SERVICES, AND KEEP YOU FRONT OF MIND AMONGST POTENTIAL TRAVELLERS**



# TRANSFORMING INTENT INTO ITINERARIES

Turning passive interest into actionable, bespoke travel plans



## TRAVEL GUIDES

Utilise **bespoke articles** across The Independent and The Standard to create branded travel guides that help you to visualise your holiday through itineraries, routes, directions, and maps. Weave these guides into **dedicated channels** for further editorial integration and endorsement

choose a bag.



## BUILD YOUR OWN ITINERARIES

Utilise the ever-popular **BuzzFeed quiz** format to build out a tailored itinerary based on a users individual tastes and aims. Take things a step further and use AI as an aid that combines our expertise with the power of AI, in an **AI powered quiz** for a truly personalised plan of action

**A HIGH-RETENTION ENVIRONMENT WHERE TRAVELERS ACTIVELY STUDY WHERE TO GO, WHAT TO PACK, AND WHERE TO STAY**

# CAPTURING THE TRANSACTION



## DISPLAY & TARGETING

Full-suite **display inventory** across The Independent, Standard and BuzzFeed UK, utilizing sophisticated **and interest targeting** to serve prominent booking o to users who are actively ready to buy



## CONVERSION ECOSYSTEM

-**platform push** across our travel verticals to 15 million core nthusiasts, combining promoted editorial videos with affiliate/direct-response booking real estate

**CONVERT PLANNERS INTO CONFIRMED BOOKINGS BY WRAPPING THEM IN TRUSTED, HIGH-UTILITY MEDIA SOLUTIONS**