

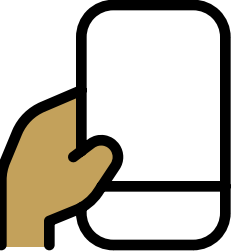
# Wanderlust<sup>®</sup>

## Performance Report Travel South 2025/26



# Performance Tracker

DELIVERABLES	KPI	BOOKED	DELIVERED	VARIANCE
Bespoke Microsite	Views	100,000	<b>129,799</b>	130%
3 x Digital Immersive Experiences (Ongoing)	Views	75,000	-	-
Paid Social Promotion	Impressions	12,500,000	<b>12,705,472</b>	102%
2 x Podcasts	Downloads	1000	<b>1098</b>	110%
20 page Print feature (North America Special)	Reach	591,795	<b>591,795</b>	100%

**12.7m**   
**Total impressions**

**130k**   
**Total Views**

A bronze statue of a man wearing a hat and a suit, sitting on a dark wooden bench. The statue is positioned in the foreground, looking towards the right. In the background, a large, white, classical-style building with a clock tower is visible, illuminated by streetlights. The scene is set at dusk or dawn, with a dark sky and some trees in the foreground. The word "Mississippi" is overlaid in white text on the image.

# Mississippi

RESULTS

# Print Advertorial

A 20 page print advertorial was featured in the October / November Issue. This included 2 pages promoting Mississippi.

A digital version of the magazine was also sent to subscribers with a clickable link placed in the advertorial.

The advertorial delivered a reach of **809,627**.



**abc** #1 UK TRAVEL MAGAZINE  
COPIES IN CIRCULATION AUDIT FEB 2025

**323,851+**

[VIEW ONLINE VERSION](#)

## RESULTS

# Microsite

A bespoke microsite was created with immersive storytelling and interviews with locals. This achieved 18,543 Page views and 1,815,067 paid Social Impressions.

METRIC	DELIVERED
Views	<b>18,543</b>
Paid Social Impressions	<b>1,815,067</b>



[VIEW ONLINE](#)

THE  
SECOND  
FIDDLE

MUSIC  
HONKY TONK  
CITY

◀ LAYLA'S ▶  
WELCOME  
TO  
NASHVILLE

SECOND FIDDLE  
ROOFTOP BAR > LIVE MUSIC > PIZZA

# Tennessee

TRANS PERFECT  
MUSIC CITY BOWL  
DECEMBER 30TH  
1:00 P.M. - WATCH ON ABC  
NASHVILLE, TENNESSEE  
NISSAN STADIUM  
A vs. M  
THANK YOU TO OUR  
DOOR SPONSORS  
TRANS PERFECT  
HONKY TONK

THE  
STAGE  
ON THE  
DOWNWAY

LUCKY  
S  
ON

BAR-B-QUE



RESULTS

# Print Advertorial

A 20 page print advertorial was featured in the October / November Issue. This included 2 pages promoting Tennessee.

A digital version of the magazine was also sent to subscribers with a clickable link placed in the advertorial.

The advertorial delivered a reach of **809,627**.



**abc** #1 UK TRAVEL MAGAZINE  
COPIES IN CIRCULATION AUDIT FEB 2025

# 323,851+

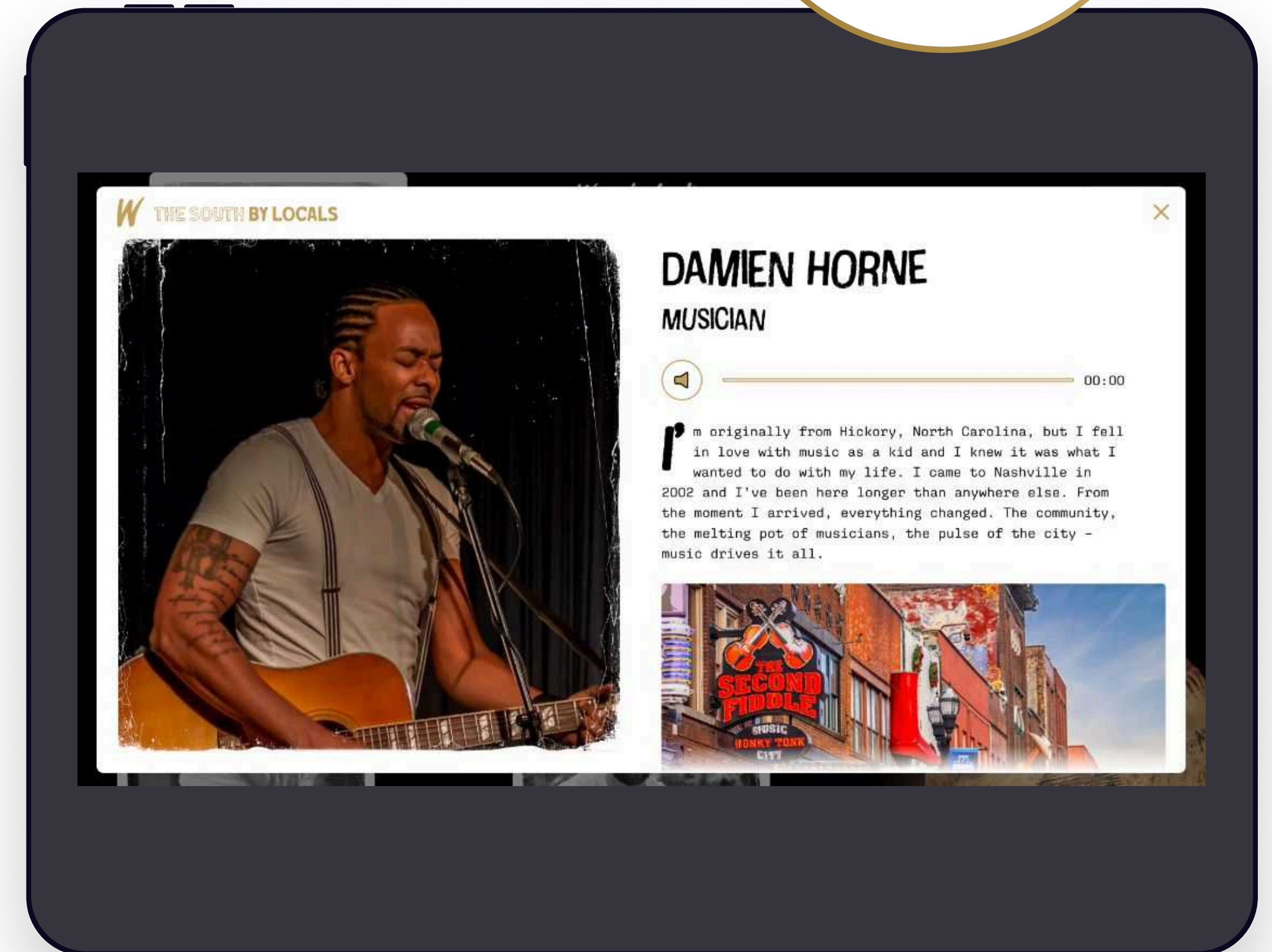
VIEW ONLINE VERSION

## RESULTS

# Microsite

A bespoke microsite was created with immersive storytelling and interviews with locals. This achieved 18,543 Page views and 1,815,067 paid Social Impressions.

METRIC	DELIVERED
Views	<b>18,543</b>
Paid Social Impressions	<b>1,815,067</b>



[VIEW ONLINE](#)



# Kentucky

RESULTS

# Print Advertorial

A 20 page print advertorial was featured in the October / November Issue. This included 2 pages promoting Kentucky.

A digital version of the magazine was also sent to subscribers with a clickable link placed in the advertorial.

The advertorial delivered a reach of **809,627**.



**abc** #1 UK TRAVEL MAGAZINE  
COPIES IN CIRCULATION AUDIT FEB 2025

# 323,851+

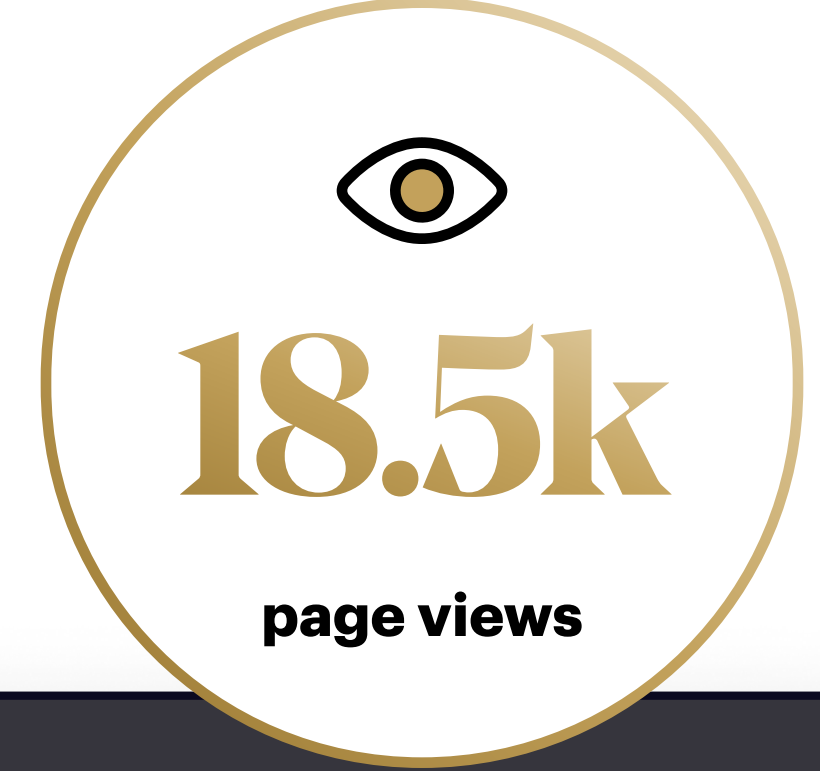
VIEW ONLINE

## RESULTS

# Microsite

A bespoke microsite was created with immersive storytelling and interviews with locals. This achieved 18,543 Page views and 1,815,067 paid Social Impressions.

METRIC	DELIVERED
Views	<b>18,543</b>
Paid Social Impressions	<b>1,815,067</b>



[VIEW ONLINE](#)

A nighttime photograph of a street in Charleston, South Carolina. The scene is illuminated by streetlights and building lights, creating a warm glow against the dark blue twilight sky. In the background, the prominent white steeple of St. Michael's Church rises above the rooftops. The street is lined with historic buildings, including a prominent red brick building with white shutters and a balcony. Palm trees are scattered throughout the scene, their fronds silhouetted against the sky. In the foreground, there are blurred streaks of light in yellow and red, likely from a long-exposure photograph of traffic. A parking sign and a utility box are visible on the right side of the street.

# South Carolina

RESULTS

# Print Advertorial

A 20 page print advertorial was featured in the October / November Issue. This included 2 pages promoting South Carolina.

A digital version of the magazine was also sent to subscribers with a clickable link placed in the advertorial.

The advertorial delivered a reach of **809,627**.



**abc** #1 UK TRAVEL MAGAZINE  
COPIES IN CIRCULATION AUDIT FEB 2025

# 323,851+

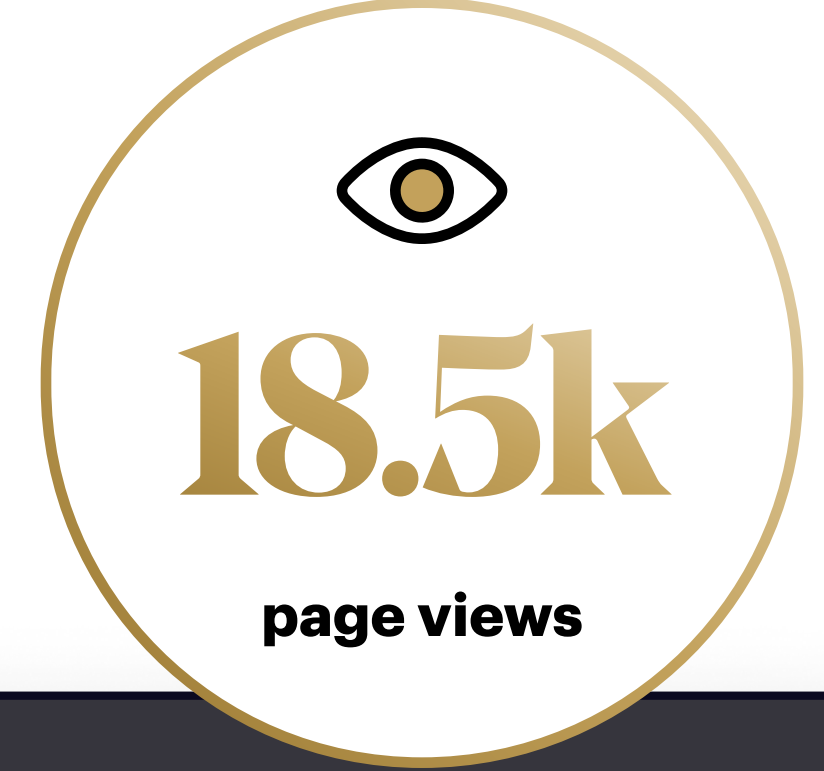
VIEW ONLINE VERSION

## RESULTS

# Microsite

A bespoke microsite was created with immersive storytelling and interviews with locals. This achieved 18,543 Page views and 1,815,067 paid Social Impressions.

METRIC	DELIVERED
Views	<b>18,543</b>
Paid Social Impressions	<b>1,815,067</b>



[VIEW ONLINE](#)

A photograph of the Missouri Botanical Garden building, a grand neoclassical structure with a prominent portico of columns. In the foreground, a large, abstract sculpture made of grey, textured, angular pieces is mounted on a large, smooth, orange-brown spherical base. The scene is set on a green lawn under a blue sky with scattered white clouds. The word "Missouri" is overlaid in white serif font on the building's facade.

# Missouri

RESULTS

# Print Advertorial

A 20 page print advertorial was featured in the October / November Issue. This included 2 pages promoting Missouri.

A digital version of the magazine was also sent to subscribers with a clickable link placed in the advertorial.

The advertorial delivered a reach of **809,627**.



#1 UK TRAVEL MAGAZINE

COPIES IN CIRCULATION AUDIT FEB 2025

# 323,851+

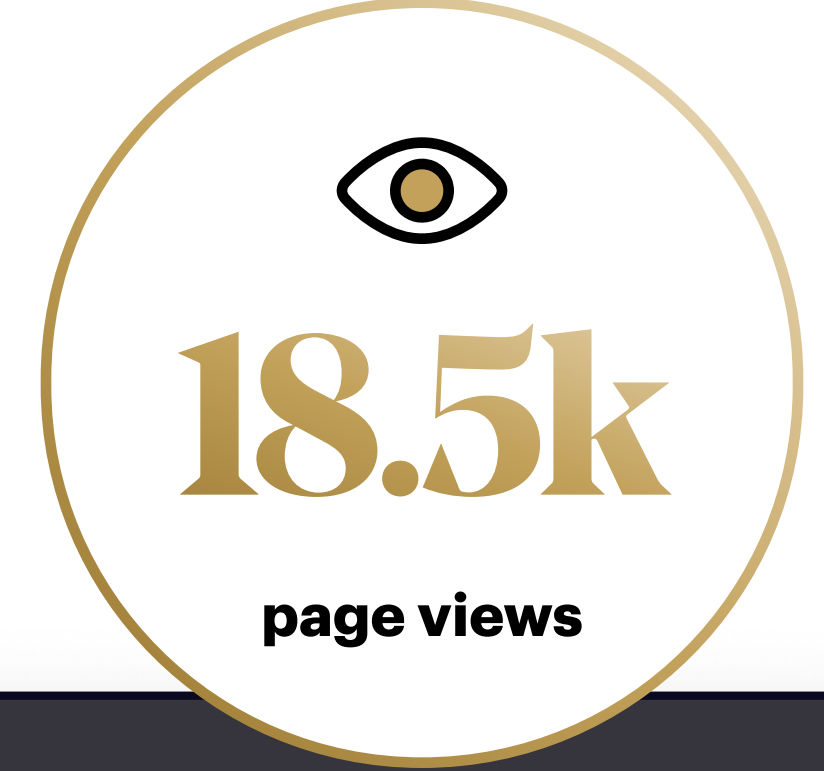
VIEW ONLINE VERSION

## RESULTS

# Microsite

A bespoke microsite was created with immersive storytelling and interviews with locals. This achieved 18,543 Page views and 1,815,067 paid Social Impressions.

METRIC	DELIVERED
Views	<b>18,543</b>
Paid Social Impressions	<b>1,815,067</b>



[VIEW ONLINE](#)

A scenic view of a waterfall cascading over mossy rocks into a pool of water. The waterfall is the central focus, with water flowing over a series of rock ledges. The rocks are covered in green moss and small plants. To the left, there is a dense growth of bright green ivy-like plants. The water at the bottom of the waterfall is a deep green color. The overall scene is lush and natural.

**Arkansas**

RESULTS

# Print Advertorial

A 20 page print advertorial was featured in the October / November Issue. This included 2 pages promoting Arkansas.

A digital version of the magazine was also sent to subscribers with a clickable link placed in the advertorial.

The advertorial delivered a reach of **809,627**.



#1 UK TRAVEL MAGAZINE

COPIES IN CIRCULATION AUDIT FEB 2025

# 323,851+

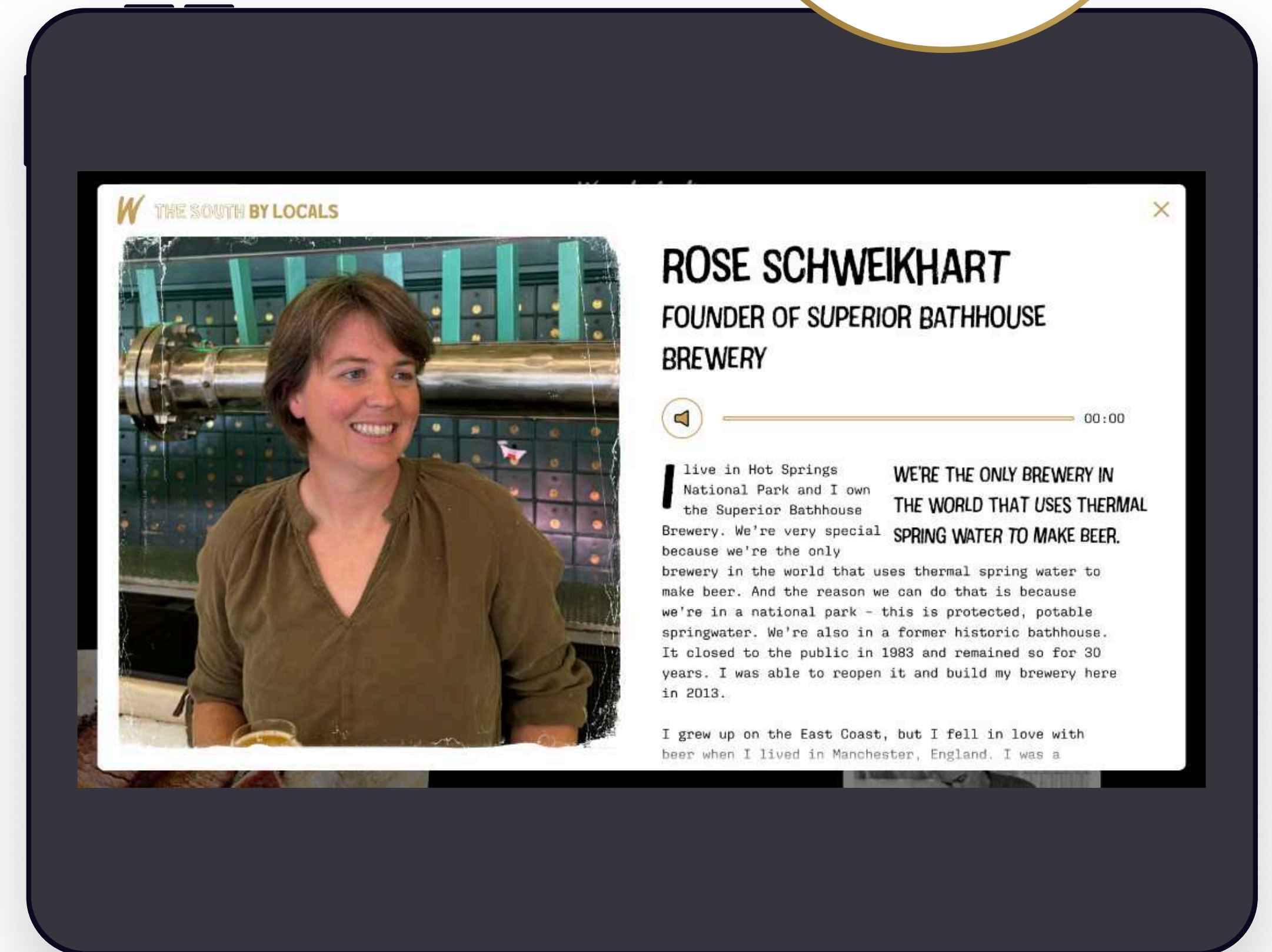
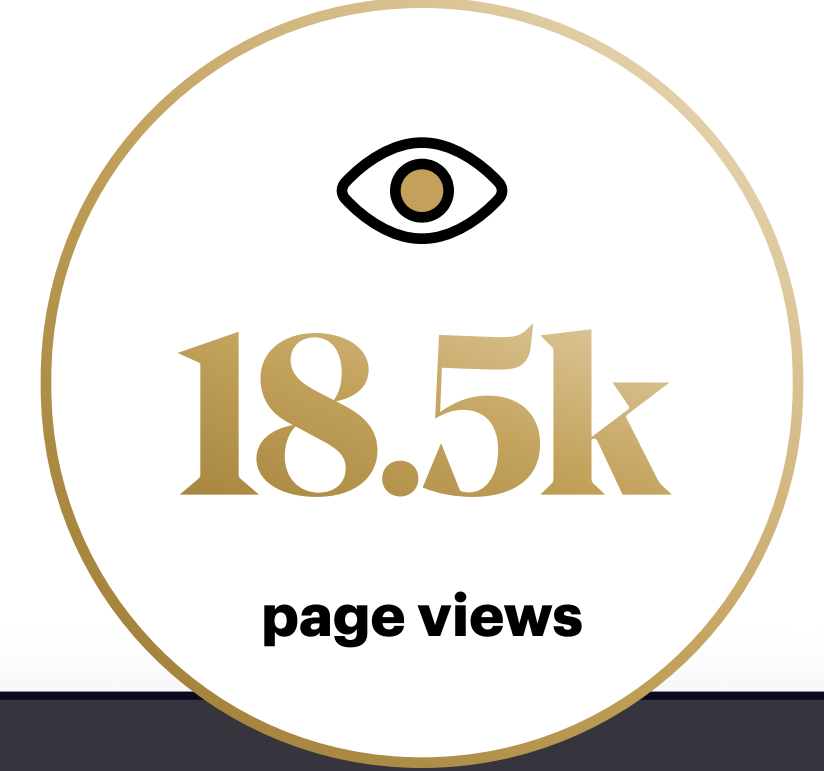
[VIEW ONLINE VERSION](#)

## RESULTS

# Microsite

A bespoke microsite was created with immersive storytelling and interviews with locals. This achieved 18,543 Page views and 1,815,067 paid Social Impressions.

METRIC	DELIVERED
Views	<b>18,543</b>
Paid Social Impressions	<b>1,815,067</b>



[VIEW ONLINE](#)



# North Carolina

RESULTS

# Print Advertorial

A 20 page print advertorial was featured in the October / November Issue. This included 2 pages promoting North Carolina.

A digital version of the magazine was also sent to subscribers with a clickable link placed in the advertorial.

The advertorial delivered a reach of **809,627**.



**abc** #1 UK TRAVEL MAGAZINE  
COPIES IN CIRCULATION AUDIT FEB 2025

# 323,851+

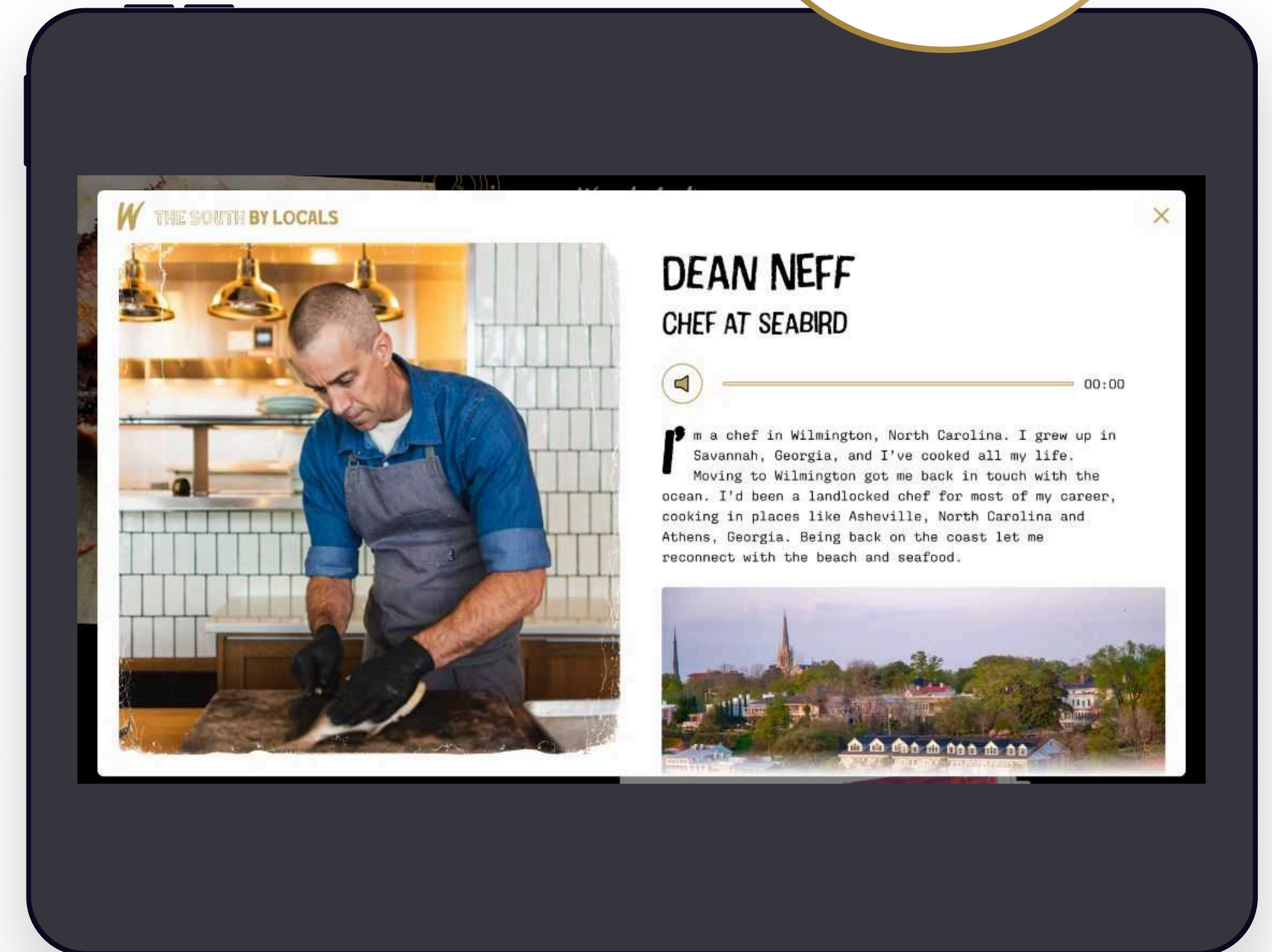
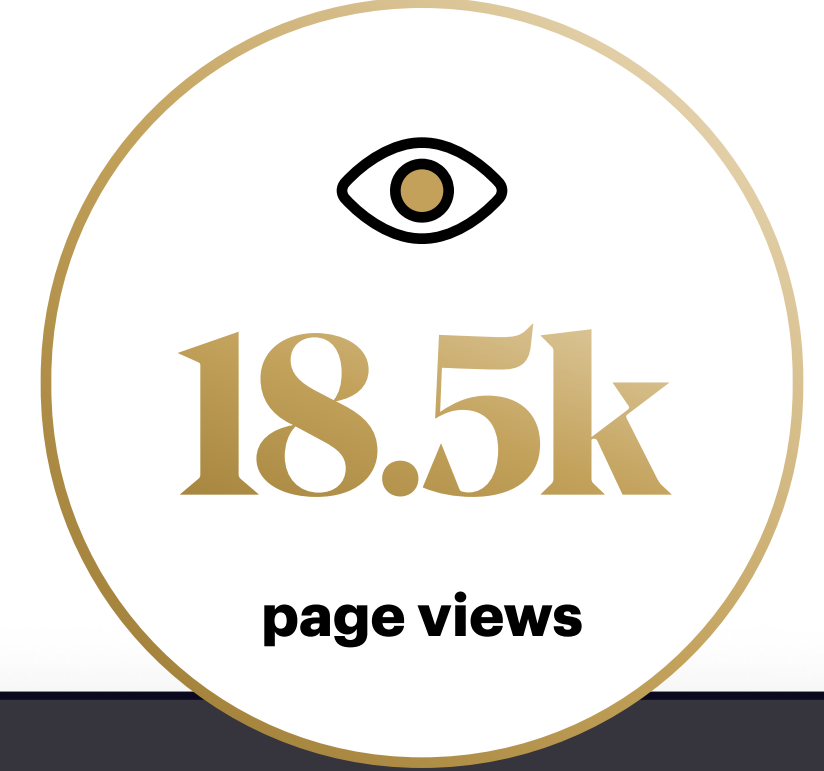
VIEW ONLINE VERSION

## RESULTS

# Microsite

A bespoke microsite was created with immersive storytelling and interviews with locals. This achieved 18,543 Page views and 1,815,067 paid Social Impressions.

METRIC	DELIVERED
Views	<b>18,543</b>
Paid Social Impressions	<b>1,815,067</b>



[VIEW ONLINE](#)

# Wanderlust®

Thank you

James Smith, VP Destination Partnerships  
james.smith@wanderlustmagazine.com

Wanderlust Travel Media Ltd  
3 Coldbath Square, London, EC1R 5HL

