

DESIGN HOTELS

# Directions

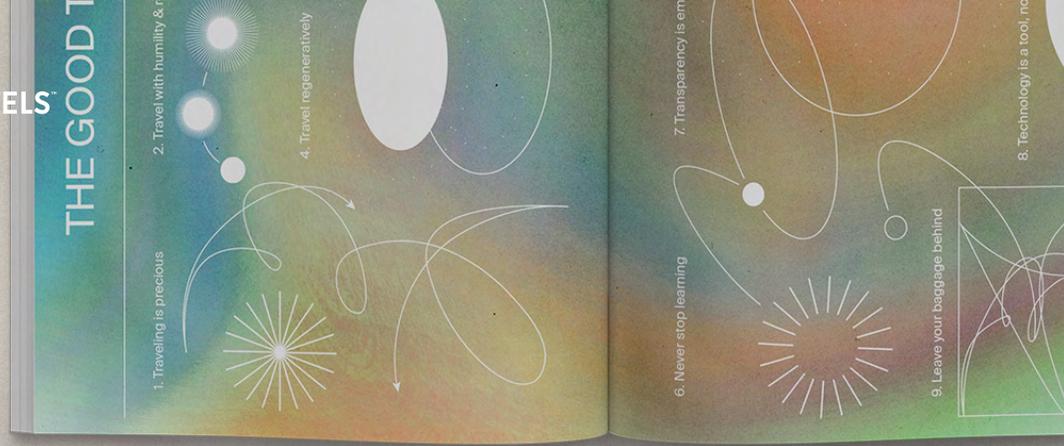
The Magazine by Design Hotels™ — N°17 — Odyssey  
Travel Stripped Bare in our walking issue · Artists take a line for a walk · The root and heart of the Sacred Valley  
The Beautiful Art of Getting Lost · How to be a Good Traveler · Tibetan Plateau epic · Patina in the Maldives



oot and heart of the Sacred Valley  
u epic · Patina in the Maldives



Walking is an act and culture older than  
humanity itself, one that finds us to the land,  
and lets our imaginations take flight.



THE GOOD T

1. Traveling is precious

2. Travel with humility & respect

4. Travel regeneratively

6. Never stop learning

7. Transparency is essential

9. Leave your baggage behind

8. Technology is a tool, not a crutch

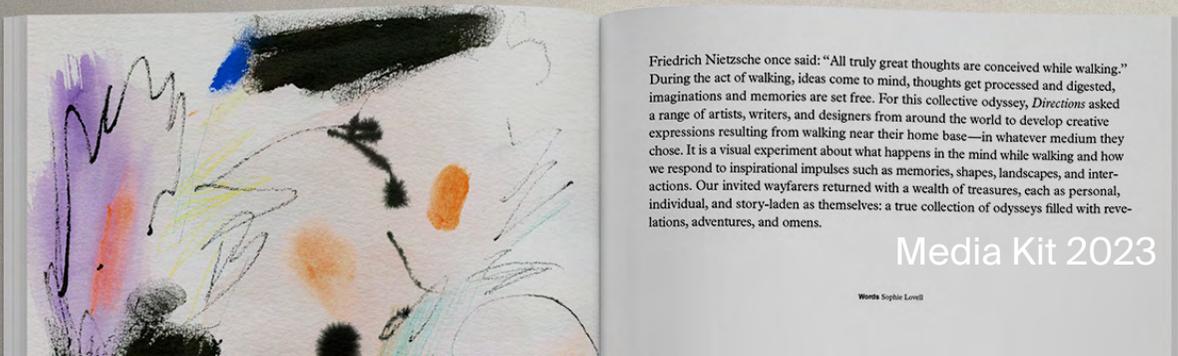
## Directions — The Magazine by Design Hotels



Friedrich Nietzsche once said: "All truly great thoughts are conceived while walking." During the act of walking, ideas come to mind, thoughts get processed and digested, imaginations and memories are set free. For this collective odyssey, *Directions* asked a range of artists, writers, and designers from around the world to develop creative expressions resulting from walking near their home base—in whatever medium they chose. It is a visual experiment about what happens in the mind while walking and how we respond to inspirational impulses such as memories, shapes, landscapes, and interactions. Our invited wayfarers returned with a wealth of treasures, each as personal, individual, and story-laden as themselves: a true collection of odysseys filled with revelations, adventures, and omens.

Media Kit 2023

Words Sophie Lovell



## About the magazine

For the last 20 years, our annual magazine Directions has dived into movements in travel, art, design, food, and well-being—examining how they affect the way we live and move around this planet. Featuring artists, thinkers, writers, photographers, illustrators, and designers, each issue explores a different theme within our wonderfully inspired world, culling the insights of varied voices into a vividly rich travel compendium.



## The 2023 Issue — A New Hedonism

The upcoming 2023 issue, A New Hedonism, takes us on a collective quest to redefine modern pleasures within a changing cultural landscape. Flourishing new communities and powerful movements are breathing fresh energy and diversity into our social and travel spaces. Through the lens of unabashed joy, this issue centers positive-impacts projects that probe what it means to live well, to enjoy oneself, while still making responsible choices.



## Directions 2023 Topic Pillars

### Pleasure



#### Responsible Hedonism

A brand manifesto that gently urges imperfect activism and the pursuit of modern pleasure.

### Design Renewal



#### Another Indonesia

A close up on two projects in development on the island of Lombok places of focus on contemporary Balinese architecture and 'another' reflection of Indonesia.

### New Communities



#### The Balkans

A roadtrip/travelogue traces exciting new communities and burgeoning creative scenes along the Adriatic coastlines—exploring Slovenia, Croatia, and Montenegro.



#### Queer Delight

Interview: cross-generational queer activists enacting change, while celebrating life too.



#### The Making of the cōmodo

A creative documentation of the process of making the cōmodo in Bad Gastein and the region's renaissance as sanctuary for well-being.



#### Next Generation Youth

Trend forecast: What are Gen Z's views on travel? How will this shape the future of hospitality?

## About Design Hotels

For a quarter century, we've been at the forefront of a movement in travel by curating a global collection of independent, design-driven hotels that function as social hubs and spaces for purposeful experiences.

We've thoughtfully crafted a portfolio which today includes 300+ privately owned and operated hotels that reflect the vision of independent hoteliers—or "Originals"—with a passion for culturally-rooted hospitality and cutting-edge design and architecture. From the pioneering boutique hotels of New York, Paris, and London, to the rising stars of Shanghai, Mexico City, and Nairobi, to remote mountain-tops, hidden beaches, and off-the-beaten-path escapes, each independent hotel in our hand-picked collection is a wholly unique creative expression, steeped in the history, culture, and the nature of its environment.



## Our Community

The Design Hotels community is made up of some of the world's most inspired independent hoteliers, the creatives that power these visions, and the adventurers that are in constant pursuit of purposeful experiences. More than trend-seekers, the Directions audience is culturally-attuned with a discerning eye towards the unique, the artisanal, and the local.

### Total Community

725,000

### Top countries of Origin

United States

Germany

United Kingdom

Switzerland

Australia

### Total Social Media

620,000 Followers

65% 25-44 years old

United States

Germany

United Kingdom



- Culturally curious
- Seeking meaningful experiences
- High quality of life
- Cross-industry thought leaders

Household income 106,000€

University degree 80%

Post graduate degree >30%



## Global Distribution

Directions has been editorially conceptualized, written, designed and published by Design Hotels since 2005. Previously distributed solely to Design Hotels members—more than 300 luxury hotels in over 55 countries, with a potential reach of 4 million—and at select events such as Maison&Objet, LE Miami, or Berlin Travel Festival. Since 2019, Directions is also available in select concept and book stores across the globe. The magazine, now found in more than 60 countries, is a visual testament to our guests' quest to experience the unique and the unusual, and often serves as a post-trip keepsake.



\* Amounts distributed at member hotels

## Distribution

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A global circulation of 65,000 copies to a community seeking inspired travel and lifestyle insights

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Available with carefully selected global retail partners such as concept and book stores

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Distributed to over 300 member hotels and displayed in their guest rooms, lobbies, and other public spaces (approx. 4 million readers worldwide)

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Send out with all Design Hotels Book orders; shipped internationally (total of 1,000)

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Trade Fairs (Salone del Mobile, Maison&Objet, and others)

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Various international Design Hotels and joint partner events throughout the year

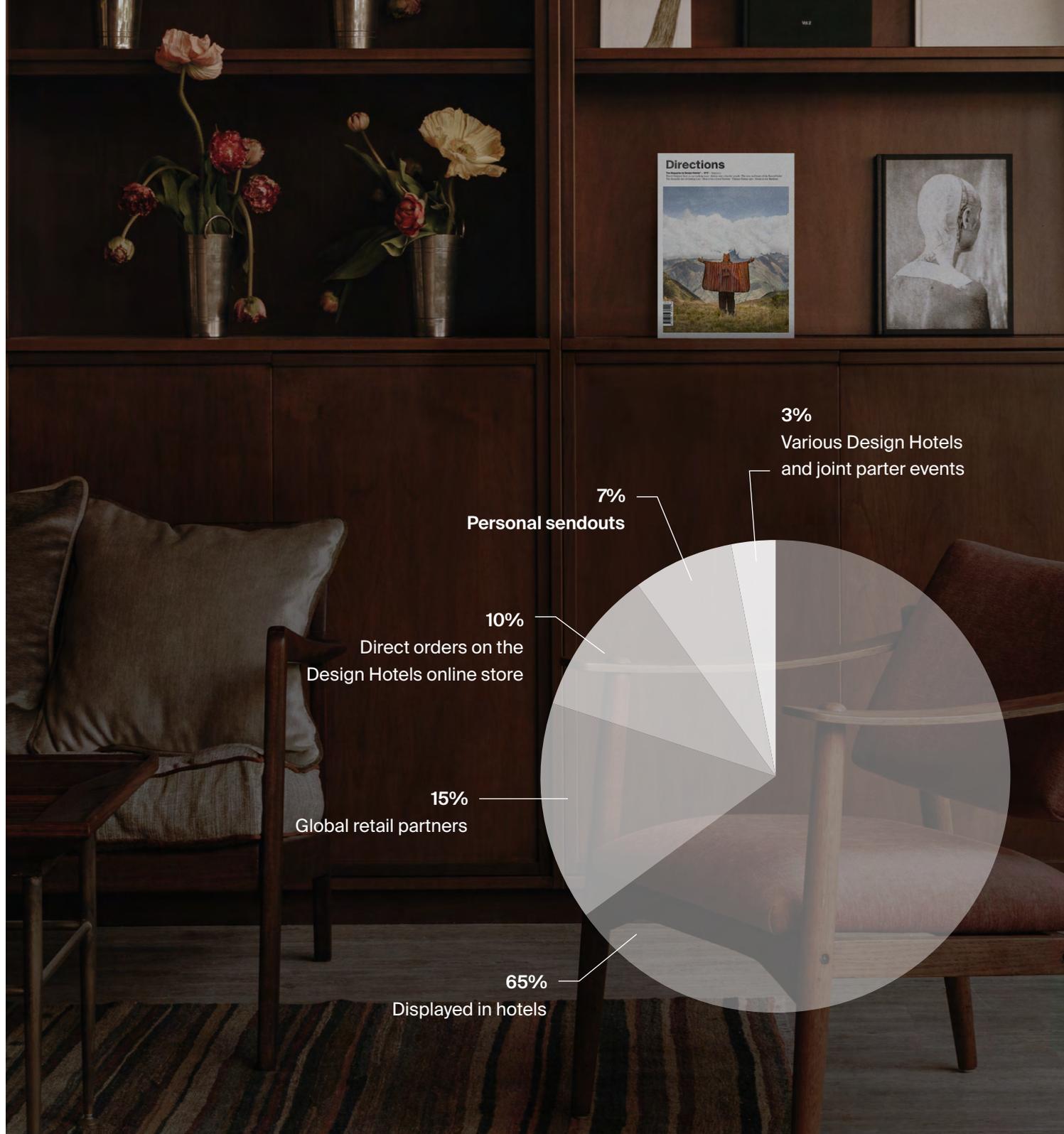
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Direct orders on the Design Hotels online store

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Personal send-outs to 450 key journalists, 300 architects and designers, 400 brand partners, 2,000 affluent travelers

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## Circulation and Rate card

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Language	English
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Total print run	65,000+
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Ad placement	price
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Run of magazine full page	12,000 €
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Run of magazine spread	20,000 €
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Inside back / front cover	14,000 €
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Inside back / front cover spread	25,000 €
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Back cover	20,000 €
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### Terms and conditions

The rate card is not an offer to contract. A contract is made only by the publisher's acceptance of the advertiser's order. All copy, artwork and materials shall comply with the specifications set out on the rate card. If the advertiser does not provide a finished copy by the scheduled press date, an inclusion of the ad cannot be guaranteed.

## Technical Requirements

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Single page format      205 mm (w) × 275 mm (h)  
(left or right page)

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Spread format      410 mm (w) × 275 mm (h)

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Locator back cover format    198 mm (w) × 275 mm (h)  
(left page only)

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Back cover format      205mm (w) × 275mm (h)

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- 3mm bleed on all sides.
  - For spreads and single pages, keep at least 2cm clear of text in the gutter.
  - Make sure all text is set in true black (K:100).
  - All material should be delivered as cmyk 300dpi press-ready pdfs (PDF/x-1a) with crop marks + 3mm bleed.
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A hard copy color proof of the Ad needs to be produced BY YOU and delivered TO US, so that we can secure the best color fast result. Design Hotels will not retouch any Ads, will not be able to color proof the designs, and, thus, cannot be held responsible for the final print outcome.

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## Clients and partners

Found in more than 300 hotels worldwide as well in selected retailers, Directions enjoys a following amongst enthusiasts of design, architecture, travel, hospitality, wellness, and beyond. We pursue collaborations with people and brands that share our values rooted in purposeful travel and culturally-connected hospitality. In creating our magazine we work with world leading talent across disciplines to produce an internally sought-after travel and culture journal. A partnership with us connects you with a readership of wildly creative hotel makers and our shared adventure seeking communities.

AXOR

BANG & OLUFSEN  
B&O



marset

*Marshall*

PORSCHE

SONOS

vitra.

wagner

# Legacy

For two decades, we've been creating Directions Magazine in-house, from our headquarters in Berlin. What began as a portfolio locator guide has expanded and evolved into a coveted lifestyle magazine—crossing fields and expertise to spotlight exciting new movements within the realm of travel, and capture the stories behind our properties. Through sharp editorial storytelling and rich visual content, we've explored themes like walking in our 2021 issue “Odyssey”, “The Promadic Traveler” in 2020, and “New Sanctuaries” in 2019.

Odyssey  
2021



The Promadic Traveler  
2020



New Sanctuaries  
2019



## Contacts

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