

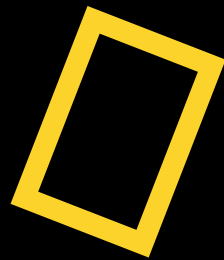


NATIONAL  
GEOGRAPHIC

*James Mark &*  
**TRAVELISTA**  
TRAVELER  
**TRAVELISTA**



THE WORLD IS WAITING FOR YOUR STORY



NATIONAL GEOGRAPHIC

# TRAVELISTA TRAVELER

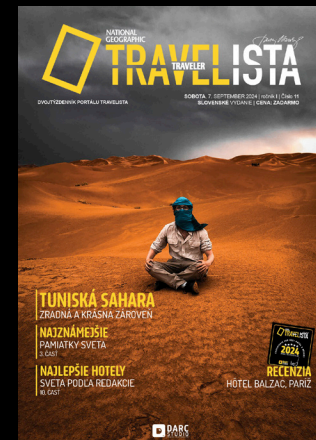
*Janis Mackay*

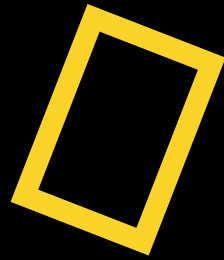
Through our medium, readers in Slovakia and the Czech Republic are inspired and informed about current events in tourism, new and exciting destinations and much more. We are dedicated to the global leaders, icons, innovators and visionaries who are building a better future, making an impact and effecting change, while delivering the engaging and trusted journalism that National Geographic and Travelista are known for.

Now, almost at the end of our decade of existence, this spirit of innovation and breakthrough inspires us every day. At this moment of tremendous transformation in our industry and the world we cover, we are more determined than ever to ensure that our brand and reputation continue to thrive in the decades to come.

We are honored by the trust of our readers, as well as those whose stories and experiences we are privileged to tell. Thank you for being a part of this journey, history and progress.

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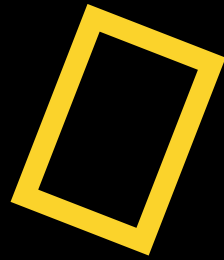
*Janis Mackay*

## JURAJ ILAVSKÝ

– founder of the portal and the magazine. He graduated from the prestigious London Academy of Art and spent nearly 15 years photographing and filming for National Geographic. Through this work he has travelled to over 130 countries around the world. In 2018 he returned to Slovakia with his family. He worked in marketing at a well-known travel agency and in the same year he founded a Slovak language travel website called Travelista to bring readers a slightly different perspective on travel. National Geographic was the main partner of the project and will publish the portal under its licence until 2028.

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*Janis Mackay*

## 2018-2022

Despite the exclusive content, we were only achieving „average numbers“ of traffic.

## 2023

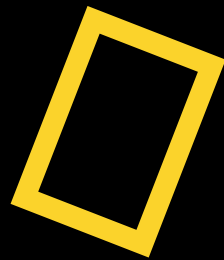
The new site redesign, all articles, photos and videos have been professionally edited and thoroughly SEO adjusted.

## 2024

The numbers shot up almost immediately. In the meantime, we gave an interview to CNN Travel and decided to take another risk. We started publishing the digital magazine. We launched a campaign to sign up subscribers to the magazine. Every registered subscriber receives our magazine for FREE straight to their inbox.

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# TRAVELISTA TRAVELER TRAVELISTA

*Jason Bradbury*

## LANGUAGE VERSIONS

Since 9/2024, we have also introduced 10 language versions of our portal using artificial intelligence (AI) tools. It took almost 1 year to implement the translations, populate and teach the AI texts. It was a very difficult and not cheap journey, but like everything new, this is not 100% translation yet. We are still learning as well as our LISTA as we called our AI system.

And so Travelista.sk is now available in languages:

- 🇸🇰 Slovak, 🇨🇪 Czech, 🇺🇸 English, 🇩🇪 German,
- 🇵🇱 Polish, 🇭🇺 Hungarian, 🇫🇷 French,
- 🇪🇸 Spanish, 🇮🇹 Italian, 🇺🇦 Ukrainian.

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# TRAVELISTA TRAVELER

*Travel Magazine*

## STATISTICS

The following statistics are from Google Analytics for a period of 10 months from 1 January 2024 - 31 October 2024

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**2.74 MILLION**

UNIQUE VISITORS

**41.3 MILLION**

PAGEVIEWS

**17<sup>MIN</sup> 30<sup>SEC</sup>**

TIME SPENT ON THE PAGE

**704 000+**

SUBSCRIBERS  
OF THE MAGAZINE

**5.32 MILLION**

ONLINE OPENING  
OF THE MAGAZINE

**5.85 MILLION**

DOWNLOAD THE MAGAZINE  
IN PDF



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# TRAVELISTA TRAVELER TRAVELISTA

*Janis Mackay*

## PROJECT PARTNERS

With us, you are on the eyes of several million people a year.

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GENERAL PARTNER

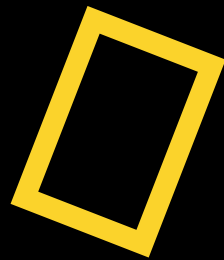


3x SPECIAL PARTNERS



PARTNERS





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# TRAVELISTA TRAVELER

*Janis Maris*

## IF YOU WANT MORE THAN OTHERS...

If you want to take full advantage of the fact that we are a strong brand, TOP #1 in Central Europe among travel portals and magazines with 41 million viewed articles, 2.7 million unique visitors and more than 704 000 subscribers of Travelista magazine, then the

**PARTNER** program is for you.

It's an annual program with complete marketing support you won't find elsewhere. And we guarantee it.

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After each review, the partner receives a set of prestigious gold stickers to place in their facility. They will also be sent an electronic version of the stickers for your site.



### PARTNER GETS:

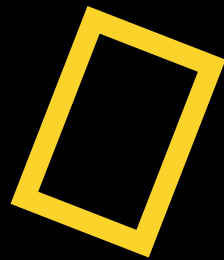
1. Partner logo on the website with a link to your website - Display on all pages
2. Display of the partner's logo on the 2nd and 4th cover page of the magazine with a link to your website (26 issues per year)
3. Partner logo in every newsletter sent
4. Partner logo in every work email sent from the editorial office
5. Introducing a new partner on social media
6. 1/1 A4 advertising space in the magazine once a month ( 13 times a year )
7. 3 times a year PR article with photos in the magazine and on the website

Standard price: 8.990 € / year

**YOUR PRICE:  
2.000 €\***

\* Your price is valid only **until December 30, 2024** or until places are exhausted. The price shown may differ from the price shown on the website. For **Special** and **General Partner** terms and conditions, please inquire by email.





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# TRAVELISTA TRAVELER

*True. Never?*



## IF YOU ARE A HOTEL MANAGER,

you definitely care about quality reviews from well-known brands. One of them is our brand associated with National Geographic, under which we prepare high quality and exclusive reviews. We not only focus on the functional basics of the services provided, but also add sensory content. This differentiates our reviews from the competition. Preto práve Vám je určený **program**

## HOTEL REVIEW

Reviews are free of charge in exchange for your stay and services during the review itself.

SVET ČAKÁ NA VÁŠ PRÍBEH

## RECENZENT ZÍSKAVA:

- 1. We process real review of your hotel** (own evaluation of accommodation, catering and services, photos)
- 2. Within 1 month we will publish** the review in Travelista magazine (704 thousand subscribers) and then on the website (3 million visitors per year).
- 3. We will send the review via newsletter**
- 4. We will include the hotel logo among the portal partners** for 3 months

## WHAT WE ASK:

**Accommodation:** 2 adults + 2 children (7 and 12 years old)

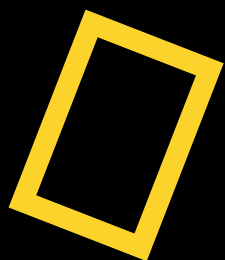
**Date:** by agreement

**Number of nights:** 3 (for Slovakia and Czech Republic) / 4 (for Austria, Hungary, Poland) / other countries by agreement

**Parking:** 1 car

**Meals:** Full board (or All Inclusive advantage) + **Free soft drinks and coffee** (if no All Inclusive program is provided)

**Extra:** Entrance fees to wellness, spa, activities in the surroundings, etc. (if available)



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*Juraj, Marek &*  
**TRAVELISTA**  
TRAVELER  
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**GET IN TOUCH WITH US:**

Travelista.sk

ILAVSKÝ Juraj

+421 907 31 88 00

juraj@travelista.sk

LET THE WORLD <sup>NOT</sup> WAIT FOR YOUR STORY