

Roam

MEDIA KIT 2027

Meaningful travel, beautifully collected.

The annual travel edition from the team behind Wellbeing Magazine - created for readers who want to travel well, feel better and discover places with purpose.

NEXT EDITION: JANUARY 2027

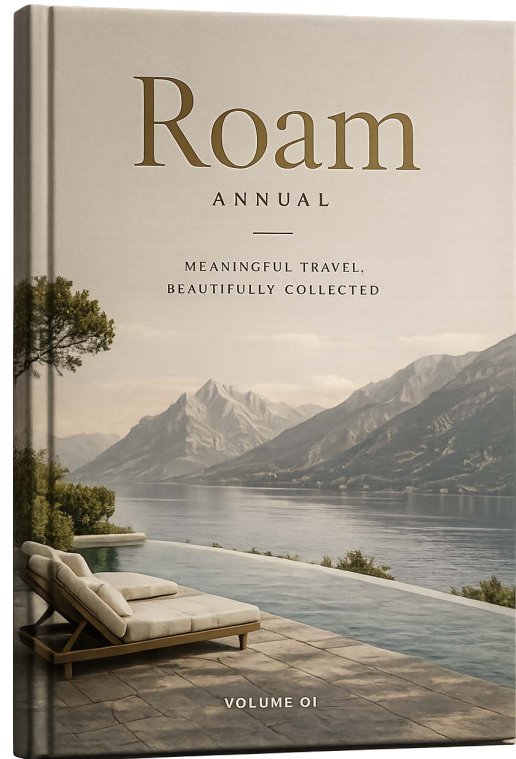
A collectible annual for the modern traveller

Roam is the special travel edition of Wellbeing Magazine, bringing together thoughtful travel journalism, restorative destinations and design-led inspiration in a premium annual format.

Designed to be kept, revisited and travelled with.

Roam is not a disposable monthly magazine. It is an annual, A4 portrait publication designed with the feel of a luxury travel book - a considered collection of places, people and ideas that support healthier, more meaningful ways to travel.

Distributed throughout the year across key travel environments, Roam reaches readers when they are already in a travel mindset: looking for inspiration, planning future journeys and considering where to spend their time.



80%

TIMELESS EDITORIAL

Limited advertising protects the reading experience and gives every commercial partner greater visibility.

20%

CAREFULLY CURATED COMMERCIAL CONTENT

Travel-ready readers, year round

A focused print run placed in premium travel environments, supported by Roam and the wider Wellbeing Magazine ecosystem.

25,000

PRINT COPIES

Annual print run

62,500

POTENTIAL READERSHIP

Based on 2.5 readers per copy

Annual

FREQUENCY

Next edition: January 2027

Distribution

Heathrow

Gatwick

Eurostar

Reader profile

35-65

CORE AGE

Established, experience-led travellers

55% / 45%

FEMALE / MALE

Balanced lifestyle audience

6

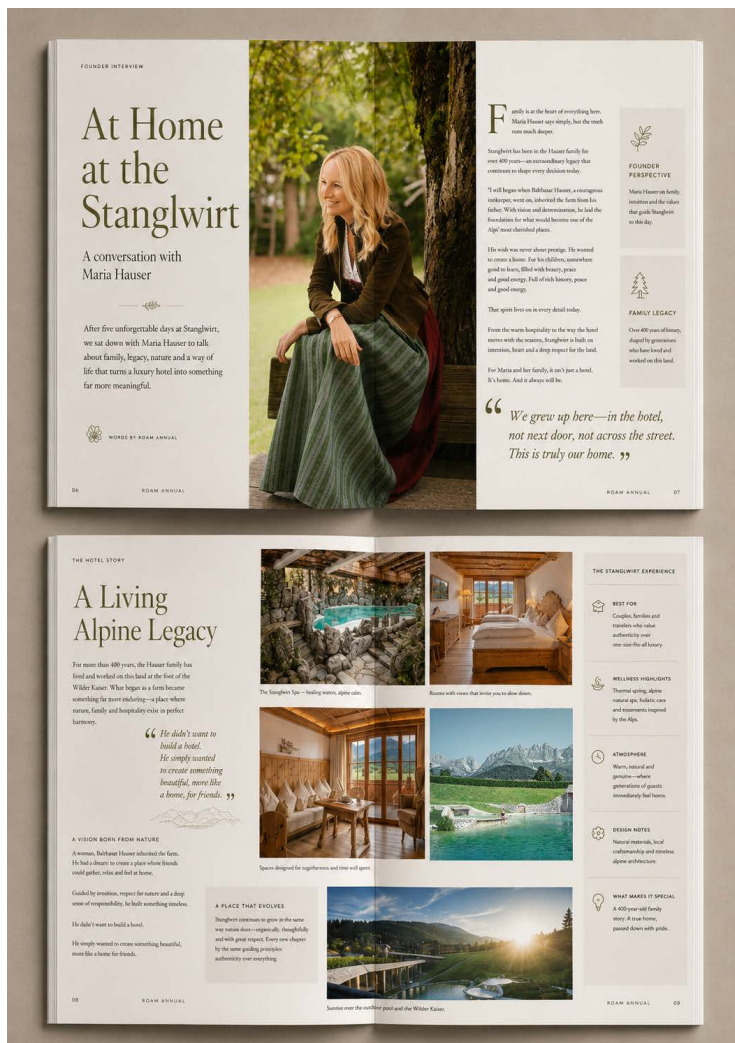
CORE INTERESTS

Health, travel, family, lifestyle, beauty, fashion



Premium context matters

Roam places brand messages inside an editorial world built around trust, usefulness and beautiful storytelling.



What readers will find inside

RESTORATIVE ESCAPES

Places designed for rest, reset and reconnection.

MINDFUL LUXURY

Beautiful hospitality with depth, values and a sense of place.

ACTIVE WELLBEING

Ski, hike, swim, move and recover in extraordinary landscapes.

SPA & LONGEVITY

Thermal traditions, modern wellness and preventative health.

FOUNDER STORIES

The people, purpose and family stories behind remarkable places.

CURATED GUIDES

Practical inspiration to help readers build their own journeys.

Limited spaces. Stronger presence.

Approximately 20% of each annual is reserved for carefully selected advertising and commercial partnerships.

FULL PAGE

£2,500

1ST RIGHT-HAND PAGE

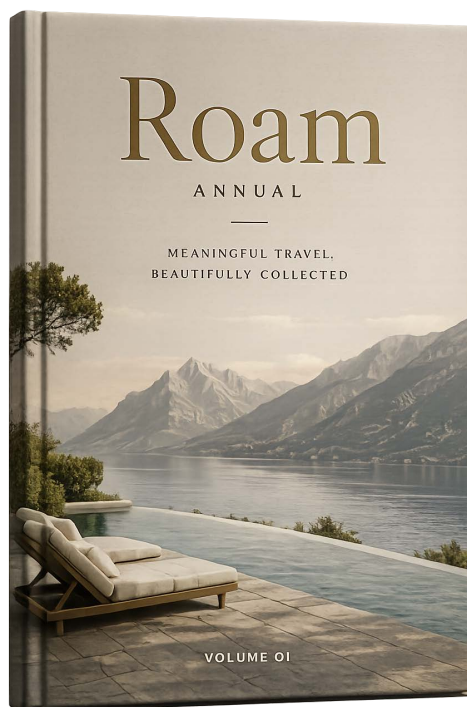
£2,850

DOUBLE-PAGE SPREAD

£4,000

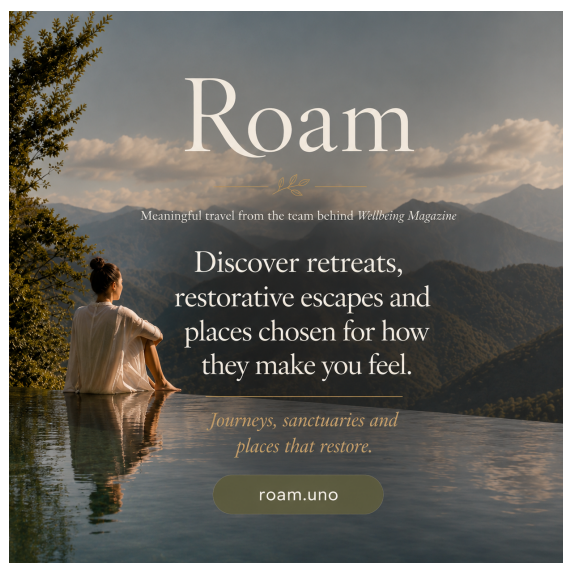
1ST DOUBLE-PAGE SPREAD

£4,500



A premium environment for aligned brands

Advertising is deliberately limited so every placement has room to breathe. We work with travel, wellness, health, lifestyle and luxury brands whose products and services feel relevant to the Roam reader.



Tell the story behind the brand

For partners who want more than a display advert, Roam creates structured editorial that is useful to readers and true to our visual and editorial standards.

Online Only

ONLINE ARTICLE AS GUEST POSTING

£295

Online article exposure across our platforms and channels, including Roam, Wellbeing Magazine, Apple News & MSN. We shape supplied information into a concise, curated feature positioned alongside premium travel and wellbeing content.

In Print & Online

PRODUCT & BRAND SPOTLIGHT

£750

Elegant editorial exposure for products and brands that naturally belong in the Roam world. We shape supplied information into a concise, curated feature positioned alongside premium travel and wellbeing content.

FOUNDER STORY & INTERVIEW

£1,250

A deeper narrative around the founder journey, purpose and values behind the business. Created by our editorial team and distributed across Wellbeing Magazine, Storii and Roam Annual where appropriate.

WELLNESS TRAVEL FEATURE

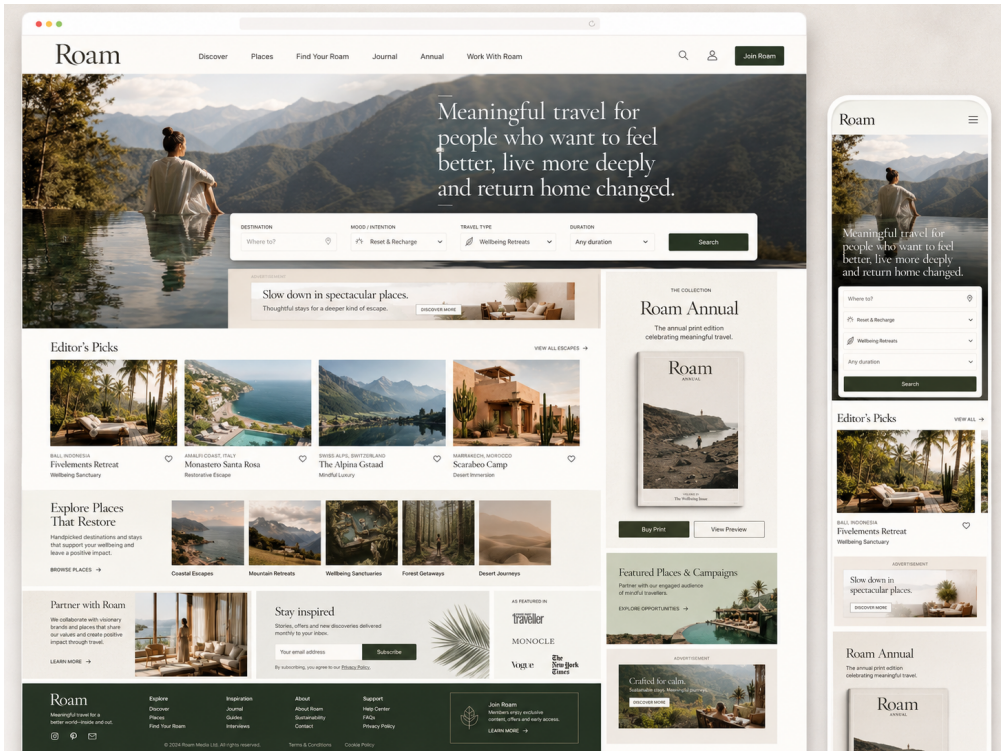
£1,850

Multi-layered storytelling for hotels, retreats and destinations. We capture the atmosphere, wellbeing experience, practical details and story of the place so readers can imagine - and plan - a real stay.

All commercial editorial is subject to editorial suitability, factual checks and clear disclosure.

One story. Multiple touchpoints.

Roam sits within a connected editorial network, allowing selected partnerships to travel beyond a single print placement.



WELLBEING MAGAZINE

Long-form editorial authority and established wellness audience.

ROAM

Travel discovery, destination planning and the collectible annual.

STORII

Founder and brand storytelling focused on the people behind the idea.

WELLBEING CIRCLE

A contributor and expert ecosystem supporting original content and authority.

Wellness Travel Feature includes

Print feature in Wellbeing Magazine & Roam Annual | Editorial feature across our network | Two natural contextual backlinks | Apple News & MSN distribution | Instagram reel & static post | LinkedIn feature or article

Roam

Partner with Roam

We collaborate with visionary brands, hotels, retreats and destinations that share our values and believe travel can create a positive impact - on how we feel, how we live and how we connect with place.

NEXT EDITION

January 2027

25,000 copies • Heathrow • Gatwick • Eurostar

Advertising and partnership enquiries

roam.uno

Limited commercial inventory available