

The background of the entire page is a photograph of a misty forest. Tall, dark tree trunks are visible on either side of a path that leads into the distance. In the center of the path, a person wearing a dark jacket and blue jeans is walking away from the viewer. The air is thick with mist, creating a soft, ethereal atmosphere. The ground is covered in moss and fallen leaves.

Media Kit

A world less travelled

SecondSight

Hello World

First Issue 2027

Introduction



Second Sight takes a fresh look at travel. We believe in the overwhelmingly positive force of responsible travel initiatives. Our aim is to promote slow travel and secondary destinations. We want to get our readers to take a second look at travel, to create an enriching experience both for visitor and host. Through our extensive network of travel writers, we will provide insight into the most inspirational tourism initiatives around the globe, as well as highlight off-the-beaten-track destinations traditionally neglected by tourism. When we do feature more conventional tourism hotspots, we will reveal an alternative way to explore them, where you can experience a more local form of tourism. Follow us as we explore a world less travelled.

A person with a large orange backpack is walking away from the camera on a sandy beach. The beach is wet and reflective, with some footprints visible. In the background, there is a dense forest with green foliage and trees. The overall scene is bright and natural.

Contents

A Life Less Ordinary

The main thrust of the magazine will be to inspire travellers to reach new destinations. As such our team of award-winning travel writers will take readers to places they never expected.

Slow, Local & Secondary – Throughout this we will emphasise the importance of taking your time while in a destination rather than just in getting there, of participating in local practices and produce, as well as visiting non-traditional secondary destinations, or how to visit traditional destinations in a new and more rewarding way.

Health, Wellness & Food – Travel is only part of our journey, as we will provide our readers with inspiration on sustainable health, wellness and culinary choices.

Regional Perspective – Each issue we will have a close look at a region of the UK guided by the voices of local people.



Contents

It's all in the Planning

Events – We will highlight off-the-beaten track festivals and events each issue.

Openings – We will also provide readers with inspiration on new places, resorts and projects they can visit.

Listings – From sustainable travel companies, to apps you can use to ensure your footprint is as light as possible, we will list companies and organisations that are doing their bit to make travel a force for good.

Opinion and Reviews – We are not afraid to have our own opinions on travel, but in this section we will open our book to travel experts and local people to share their views on the direction travel should take, as well as reviewing travel books, apps and accessories ourselves.

Back of the book – We all want a happy ending, so at the end of our magazine we will have regular quizzes, competitions and photo spreads to keep you guessing and leave happy.

Distribution

Second Sight prints 15,000 copies six times a year. Both print run and distribution will be verified by an auditing company.

Controlled
Delivered direct to door through our ever-growing mailing list.

Our key outlets
Available in international and boutique hotel groups, executive lounges and airports.



In the Hands
of Readers

Online

More Than Just a Website



Second Sight website supports our print, featuring up-to-date news, events and articles.

In addition to our printed magazines and website, we also will make Second Sight readable in a digital format, vastly increasing our reach. Flip books are outdated and not readable on a smart phone platform, which is how most people read. Second Sight publishes online through Touchtree Digital Platform. This transforms our editions into a beautifully designed, feature-rich digital platform — that executes perfectly on any device from desktop to mobile, complete with responsive HTML, text-to-speech and multi-media capabilities. We believe this is the future of digital delivery of magazines.

Hairy Traveller



Hairy Traveller is our sister YouTube Channel and Instagram. Hairy Traveller is a throwback. We believe the positive force of tourism is embedded in the community. It belongs to a time when the pub used to be the heart of the community, when food was locally sourced and travel was slow and meaningful. Hairy Traveller is then. Hairy Traveller is now. Hairy Traveller is our future – caring, responsible and fun!

www.youtube.com/@HairyTraveller



The Team



Editor-in-Chief

Mark Bibby Jackson has more than 20 years editing both print and online travel and lifestyle magazines and websites. He is the former Director of Communications of the British Guild of Travel Writers (BGTW). This has enabled him to develop an extensive network of award-winning travel writers, which he will lead in delivering Second Sight, wherever possible using local writers or those with vast experience of the destination.

Together with Jonny Edbrooke he founded AsiaLIFE Magazines. He is committed to sustainable travel writing having a diploma in climate-friendly travel

Publisher

Jonny Edbrooke has over 40 years of experience in the creative industry, beginning in Hong Kong as a magazine Art Director with Epicure Magazine and The South China Morning Post Sunday Magazine. He later founded Aardvark Design, a marketing agency that created magazines for clients such as Apple Asia and Hong Kong Cable. He moved to Vietnam as Art Director for Ringier Vietnam before taking on Creative Director roles at several advertising agencies, launching his own agency and publishing house, where he founded AsiaLIFE Magazines.



A photograph of two young women in a European city street. The woman on the left, wearing a green polka-dot dress, is laughing and looking up. The woman on the right, wearing a white blouse, is looking at a map they are holding together. In the background, there are historic European buildings with arched windows and a church spire.

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