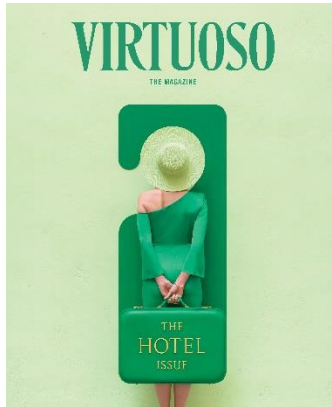




***VIRTUOSO, THE MAGAZINE* WINS DUAL HONORS FROM THE AMERICAN SOCIETY OF MAGAZINE EDITORS**

NEW YORK (May 22, 2025) - [Virtuoso](#), luxury and experiential travel, was recently the American Society of Magazine Editors July/August 2024 “[Hotel Issue](#),” Daniel Rueda, took top honors in both the **Readers’ Choice, Best Lifestyle Cover**



the leading global network specializing in recognized with two major awards from (ASME). Virtuoso, The Magazine’s featuring photography by Anna Devís and **ASME Best Lifestyle Cover** and categories.

Virtuoso, The Magazine, continues to set the reinforcing the exceptional quality of its recognitions highlight the magazine’s use of world-class photography and sophisticated design to enhance its immersive storytelling. Created to inspire, the magazine serves as a reflection of Virtuoso’s role in shaping the future of luxury travel.

benchmark in luxury travel journalism, content and editorial team. These

Prized for reaching some of the most discerning travelers across the world, the magazine is only available to the ultra-high-net-worth and high-net-worth clients of Virtuoso travel advisors. For this readership, travel is an essential part of their luxury lifestyle. Four out of five are willing to pay more for top-quality travel experiences. The average length of their trips is more than double that of other luxury travelers and their median annual travel spend is 56 percent higher.

“For our 2024 Hotels Issue, we wanted a showstopping cover that telegraphed the fun side of luxury. We knew Anna and Daniel were the perfect photography team to execute our vision,” says Marika Cain, Virtuoso’s Editorial Director. “They really delivered, and we’re thrilled to have been recognized with a prestigious ASME honor for this cover.”

Widely regarded as the magazine industry’s highest honor, the ASME Awards celebrate the highest achievements in editorial and design. This year, 186 covers were entered by 58 publications. The ASME Best Cover Contest was judged by 170 editors, art directors, photo editors and educators. Covers were also posted on Facebook and Instagram, where people were able to “like” their favorites in each category. The most popular cover overall is recognized with the Readers’ Choice Award. All covers were published in 2024. *Virtuoso, The Magazine* earned top distinction among an elite group of finalists, rising above standout entries such as the *New York Magazine*, *Food & Wine*, *Travel + Leisure* and *SAVEUR*.

“I’m incredibly proud of our editorial and design team whose creativity, commitment and passion continue to elevate *Virtuoso, The Magazine*, and the influential voice of the Virtuoso network,” said Virtuoso Senior Vice President, Global Marketing Helen McCabe-Young. “As we expand globally, so does our opportunity to deliver meaningful, forward-thinking content across both print and digital formats that inspires, informs and reflects the discerning standards of

Virtuoso travelers, members and partners. I'm thrilled to see the tremendous efforts of our editorial team acknowledged by peers and readers, alike."

Print editions of *Virtuoso, The Magazine* are published bimonthly in the United States and Canada, quarterly in Australia and New Zealand and bi-annually through its recent expansion into the United Kingdom and Ireland, while its digital format ensures global readership. The magazine reaches a highly curated audience, making it one of the most targeted consumer magazines for influencing the luxury leisure traveler.

Virtuoso produces fresh content weekly that is distributed and made available through various channels, including social media, Virtuoso.com and Virtuoso's content center. Virtuoso's network of influential travel agencies and advisors have access to these ready-to-use articles and posts to inspire and elevate engagement with clients and new prospects across all markets.

For more information on Virtuoso, visit www.virtuoso.com.

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About Virtuoso

Virtuoso comprises over 1,200 travel agency locations with more than 20,000 travel advisors in 58 countries throughout North America, Latin America, the Caribbean, Europe, Asia-Pacific, Africa and the Middle East. Drawing upon its preferred relationships with 2,300 of the world's best hotels and resorts, cruise lines, airlines, tour companies and premier destinations, the network provides its upscale clientele with exclusive amenities, rare experiences and privileged access. Normalized annual sales of (U.S.) \$35 billion make Virtuoso a powerhouse in the luxury travel industry. For more information, visit www.virtuoso.com.

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