

Travel & Tourism News Middle East



www.ttnworldwide.com



2019

Media Information



INTRODUCTION

2019

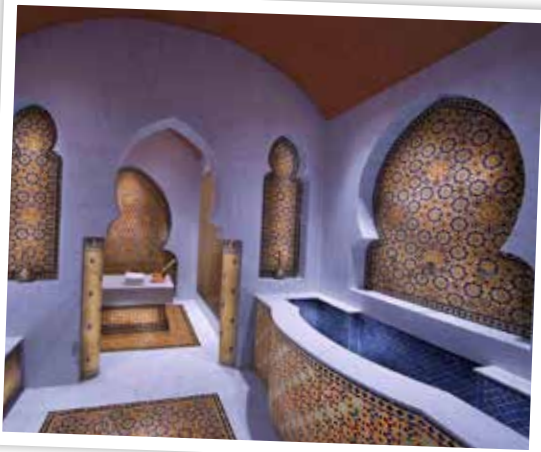
TTN with over 37 years' experience, is the most established trade publication in the Middle East distributed on a controlled circulation basis to members of the travel and tourism industry.

Published monthly by Al Hilal Publishing and Marketing Group, the region's foremost trade publisher, *TTN* is aimed at professionals in the industry, from travel agents to airline and hotel personnel.

TTN provides in-depth and extensive coverage of relevant issues in the Middle East and North Africa as well as in other parts of the world. Travel-related news, analysis, and new appointments together with information on up-coming exhibitions, marketing and promotional campaigns are presented in an innovative and striking colour tabloid.

Every issue also contains a collation of international and regional news and topical features of interest to readers.

TTN is published in both printed and online editions and a daily email newsletter is sent to subscribers, providing a significantly increased readership profile.





TTN EDITORIAL CALENDAR 2019

TTN's focus is firmly on travel agents and industry professionals with monthly pages focusing on hotels, aviation, technology, Mice and news. We look at specific events, including international exhibitions, many of which we are media partners for, and also give insight into industry trends. *TTN* also highlights regional and international destinations, runs features on various issues such as sustainable tourism, based on industry feedback as well as publishing periodic supplements.

JANUARY

Looking ahead at 2019: *TTN's* extensive industry report explores what to expect in hospitality this year, both globally and in the Middle East. We speak to hotels, airlines, car-hire firms, destination-management companies and tourism authorities to get a low-down on upcoming trends, expansion and refurbishment plans, and challenges faced by the industry.

Business Travel: We look at corporate travel facilities offered by regional destinations, hotels and airlines for business travellers to the region.

International Destinations: Spain & Italy.

Regional Travel: Jordan.



FEBRUARY

Sports & Adventure Travel: Bungee jumping, paragliding, quad biking, a jungle safari or a hike up the mountains – sports and adventure enthusiasts will travel to the corners of the planet for that adrenaline rush. *TTN* brings together the top destinations and hotel properties in this category.

Spa Holidays: Travellers today are hankering for a break from their busy everyday lives and looking to be pampered on their travels. *TTN* rides the spa wave and brings the swankiest relaxation and rejuvenation options to the fore, including yoga and meditation holidays, beauty breaks and detox retreats in the region and beyond.

International Destination: Croatia.

Regional Travel: Abu Dhabi.

MARCH

ITB Berlin: We preview what's on offer at one of the world's largest travel shows. One of the Middle East's few travel magazines to have their own stand at ITB Berlin every year, *TTN* provides an unique opportunity to reach out to the world with its extensive distribution within the International Media Pavilion and the Middle East halls.

Middle East MICE Travel: The Middle East boasts a robust inbound and outbound meetings, incentives, conferences and exhibitions (Mice) travel market. We study the strength of our region's Mice offering, while listing the numerous outbound options on land and sea.

Cruising Part I: *TTN* looks at the growing number of cruise operators serving or targeting the region as well as the development of cruise terminals in the first of our two-part series on one of the industry's fast-growing sectors (see October for a second part).

International Destinations: Azerbaijan & Georgia.

Regional Destination: Kingdom of Bahrain.

APRIL

ATM Preview: Our annual Arabian Travel Market preview in support of the region's biggest travel event held in Dubai covers exhibitors and their products or services being featured or launched during the show. *TTN* is a Preferred Media Partner and is the sponsor of the successful travel agents' competition running alongside the event, and benefits from extensive distribution.

Ramadan Offers & Eid Ideas: We round up the best Ramadan packages and deals on offer from hotels, airlines, tour operators and tourism boards in the region. For Eid, *TTN* looks at attractive staycation packages around the GCC to short- and long-haul destinations.

Saudi Arabia Focus: We explore the Middle East's latest tourism destination, the Kingdom of Saudi Arabia, as it prepares itself to woo tourists with a new leisure tourism visa, an abundance of theme parks, a flurry of hospitality developments and a growing number of Unesco World Heritage Sites. Expect in-depth features, keynote interviews and fresh news stories.

International Destination: Germany and Switzerland.

Regional Travel: Kuwait.





MAY

Family Holidays: With all-inclusive deals and family activities, hotels and resorts continue to innovate to cater to this important segment of tourists. *TTN* looks at the various offerings by leisure resorts and theme parks for the whole family in time for the summer and Eid Holidays.

IMEX: *TTN* looks at the Middle East participants attending this dedicated MICE exhibition, held in Frankfurt. *TTN* is a media partner at this key event and will be distributed from the Media Café.

International Destination: Hong Kong & China.

Regional Destination: Africa.

JUNE

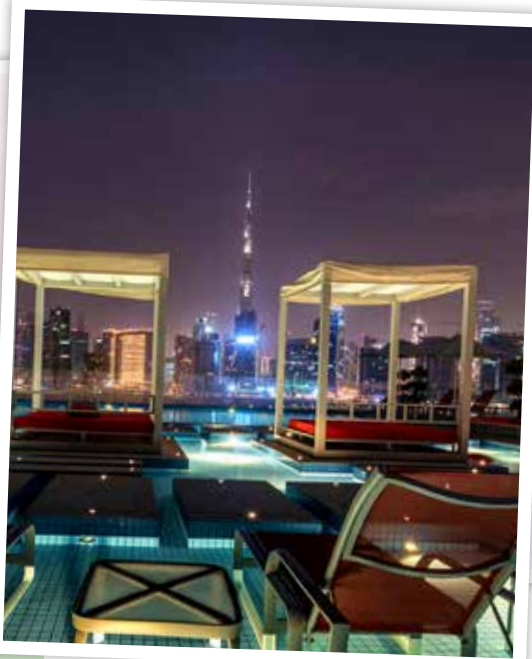
Destination Weddings and Honeymoons: Be it a private wedding in a small village somewhere in the South of France or a huge affair in the Seychelles, tying the knot out of one's home town requires a lot of planning. *TTN* puts together a list of wedding vacations and hot honeymoon holidays in time for a perfect spring wedding.

Car Hire & Alternative Transport: Have your clients take the wheel with our selection of top car-hire firms and the top destinations for going on a self-drive or advise them to stick to chauffeur-driven cars or even the coach, depending on where they are headed.

Travel Agent Training: No matter which stage of our career we may be in, a little extra knowledge always helps. Here's our lowdown on some of the best travel agent education programmes out there, from IATA diplomas to certificates issued by tourism bodies around the world.

International Destinations: The Sub Continent & Indian Ocean Islands, Great Britain & Ireland.

Regional Travel: Oman.



JULY

Summer Offers Part I: School's out! Make the best of hot summer discounts and all-inclusive packages across the hospitality board from car-hire and destination management wholesalers to hotels and airlines.

Eid Al Adha: It's that time of the year when most people can't help but book a quick getaway. We help you plan their holidays for them with deals you just cannot ignore.

International Destinations: North & South America.

Regional Travel: Egypt.



AUGUST

Medical & Wellness Tourism: Medical and alternative solutions to health matters will be discussed as specialised sensitivity training and medical knowledge is increasingly expected from agents and operators who book these services for their clients. As countries around the world take interest in the health tourism market, *TTN* will provide information on what regional and overseas countries are offering.

Summer Offers Part II: Our second part to our summer offer series. Take the clients to cooler climes! Make the best of these hot summer packages across the region and beyond.

International Destinations: Turkey.

Regional Travel: Lebanon.



SEPTEMBER

Golf Holidays: As golfing gets popular and more golf courses are mushrooming everywhere, *TTN* takes a look at new and existing courses around the globe. *TTN* will also focus on golfing packages and special offers available regionally and internationally and preview the **International Golf Travel Market** held in November.

Train Travel: What are the options when the journey becomes the destination itself? *TTN* looks at amazing train journeys around the world, from narrow gauge heritage rides and scenic trips up snow-capped mountains to high-tech sky trains and everything in between.

International Destinations: South Korea & Japan.

Regional Destination: Fujairah.

OCTOBER

Winter Holidays: Skiing holidays in Europe, North America, Lebanon, Dubai and elsewhere – *TTN* looks at the winter holiday options available globally.

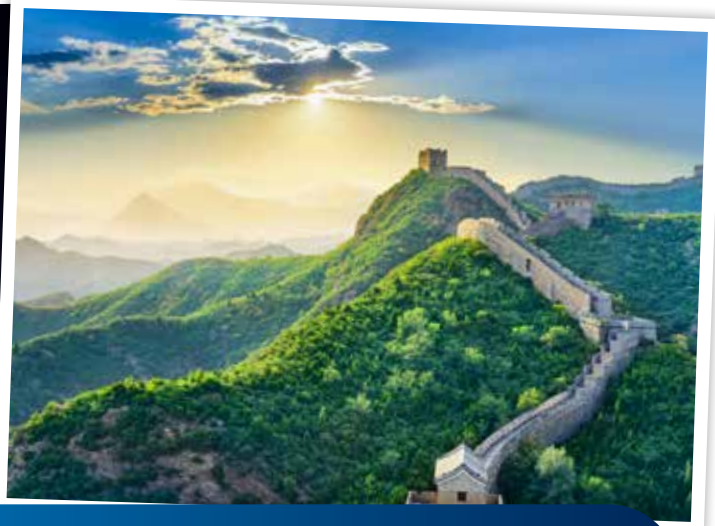
Cruising Part II: *TTN* takes a bi-annual look at cruising in the second part of our series to recognise the growing popularity of cruises in the region both in the leisure and MICE segments. We also share key winter deployments that may impress your clients.

ITB Asia: ITB Asia is Asia Pacific's leading trade show. *TTN* as a media partner will highlight the Asian and the Middle East participants and look at the key initiatives in a preview of this three-day event.

Halal Travel: Halal tourism is growing 100 per cent faster than any other travel niche and is forecast to grow to by \$230 billion in 2020. *TTN* rounds-up Muslim-friendly travel options featured in and around the region.

International Destinations: Australasia.

Regional Travel: Dubai.



NOVEMBER

WTM: TTN is an Official Middle East Media Network partner for the prestigious World Travel Market held in London and will showcase industry products and services particularly those from the Middle East. We will have excellent exposure and distribution at the event through the Media Pavilion and in the Middle hall where we share with the Kingdom of Bahrain.

Mice Tourism: TTN previews IBTM World, the leading annual Mice exhibition held in Barcelona and is widely distributed at this event. We also explore the fast-rising meetings, incentives, conferences and exhibitions offerings in the region to meet the 2020 demand.

Saudi Arabia Focus: We explore the Middle East's latest tourism destination, the Kingdom of Saudi Arabia, as it prepares itself to woo tourists with a new leisure tourism visa, an abundance of theme parks, a flurry of hospitality developments and a growing number of Unesco World Heritage Sites. Expect in-depth features, keynote interviews and fresh news stories.

International Destinations: Morocco.

Regional Destination: Sharjah & Ajman.

DECEMBER

ILTM: The International Luxury Travel Market is an invitation-only, unique event ideal for buyers and suppliers working within the international luxury travel sector who strive to provide guests with the ultimate customised luxury experience. TTN is the Middle East Media partner at this exclusive event.

Luxury by TTN, a special annual supplement highlights a collection of luxury experiences available for today's elite traveller.

Safari Holidays: Get your clients packing with these wonderful safari ideas scattered around the world from the usual suspects in Africa and the Indian Subcontinent to the more exotic Galapagos.

International Destinations: France (including Monaco).

Regional Travel: Ras Al Khaimah.

CIRCULATION

Printed Circulation and Online Page Views

Travel and Tourism News has a printed circulation of 8,600 copies in the Middle East and Africa with a peripheral international circulation. Also, *TTN e-newsletter* is received by more than 7,700 individual subscribers daily.

Average Circulation	6,600
Extra Promotional Copies	2,000
Total Printed Circulation	8,600
Online Page Views *	59,642
Unique Visitors **	9,317

* Based on 2nd Quarter 2018
 ** Based on average 12 months

Top 5 country Online visitors: UAE, USA, India, UK and Bahrain.

Top 10 GCC and MENA Online Visitors: UAE, Bahrain, Saudi Arabia, Egypt, Lebanon, Qatar, Jordan, Oman, Kuwait and Iran.

Geographic Circulation and Online Readership: GCC, other Middle East and International

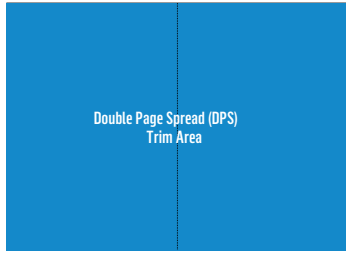
Business Sectors

Airlines	Travel Agents	Diplomatic Service
Airport Personnel	Tour Operators	Corporate Incentive Personnel
Flight Caterers	Car Hire	In-House Travel Division
Handling Agencies	Media Professionals	MICE and Events
Hotels	Consultants	PR Consultants
Spas	Government Ministries	
Resorts	Tourism Authorities	
Accommodation	Travel Trade Organisations	



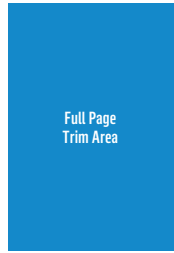
TTN RATES AND DATA

PRINTED EDITION



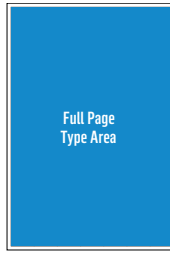
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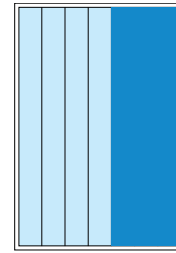
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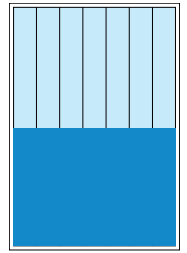


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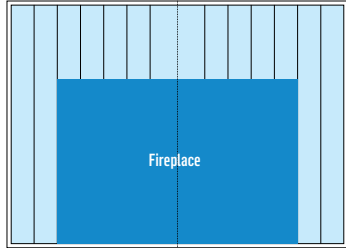
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Full color US\$ 6,174



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Full color US\$ 2,646

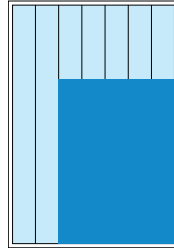


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Full color US\$ 3,087

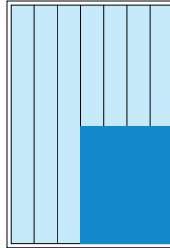


Fireplace

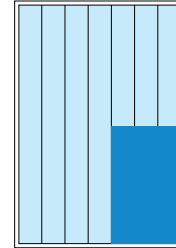
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DPS color US\$ 6,174



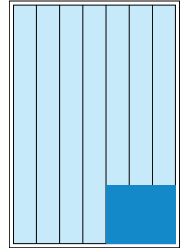
28cm ht x 5col (19.5cm)
Full color US\$ 3,087



20cm ht x 4col (15.5cm)
Full color US\$ 1,764



20cm ht x 3col (11.5cm)
Full color US\$ 1,323



10cm ht x 3col (11.5cm)
Full color US\$ 662

Please supply digital artwork as press-ready PDF files (300 dpi), in CMYK, non-compressed format.
Other sizes (false covers, wrap arounds, belly bands, strip ads, bookmarks, earpieces etc) are available on request.

Display Advertising: US\$22.05
per single column centimetre
Front Page: 100% premium
Back Page: 50% premium
Requested Position: 25% premium
Earpieces: By arrangement
Series Discount: Five consecutive ads, sixth free

Minimum Size: 30 column centimetres
Spot Colour: 25% surcharge (Process colours)
Four Colours: 40% surcharge
Inserts: By arrangement
Four-page profile: US\$17,000 inclusive of 2,000
reprints of the profile

Agency Commission: 15%

Deadlines: 4 weeks prior to publication
Cancellations: 3 weeks prior to publication

Mechanical Data

Printed: Sheet Offset
Full Page (trim): 42cm x 29cm
Full Page (type area): 40cm x 27.5cm
Bleed: Allow 5mm on each side
Column Width: 3.5cm and 7 columns per page

ONLINE ADVERTISING

Online Banner Advertising Rates		
Advertising Size	Size in pixels	US\$
Leaderboard	728 x 90	4,098
MPU	300 x 250	3,718
Space Banner	220 x 550	3,183
Standard Banner	468 x 60	2,652

Rates for Print and Online Campaigns	
Special add on rates available for a joint print and online campaign. With any print ad booked, receive a standard banner (468 x 60) for only US\$660/net per month. For Online campaigns, receive a quarter page (20cm x 15.5cm) print ad for only US\$ 660/net per month.	

Daily Newsletter Banner Advertising Rates		
Advertising Size	Size in pixels	US\$
Leaderboard	728 x 90	6,630
MPU	300 x 250	3,978
Leaderboard (Footer Placement)	728 x 90	2,652

Sponsorship Activity

Various sponsorship options are available throughout a network of websites and portals. Please contact kim@tradedearabia.ae

CPM based Online Advertising / Agency Relations

Agencies and businesses looking forward to CPM based advertising. Please contact kim@tradedearabia.ae

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