



2018 Media Information

Images supplied



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TTN

INTRODUCTION

2018

TTN with over 36 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.

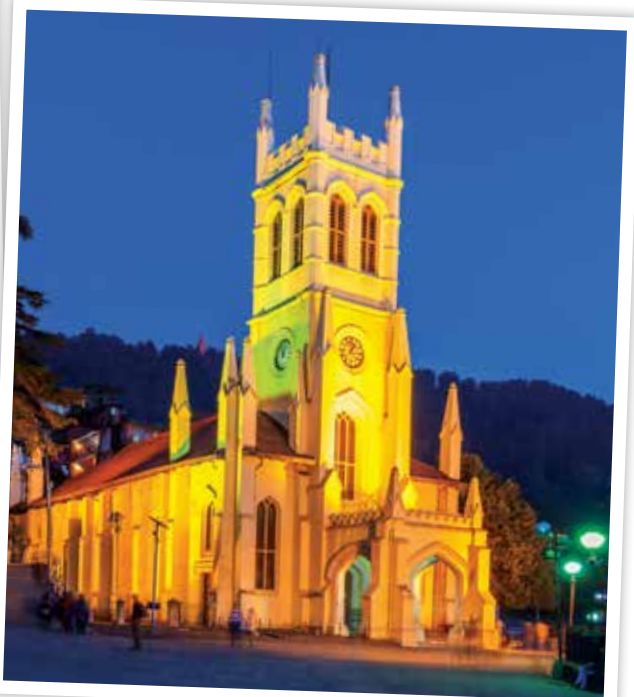




Image credit: Crystal Cruises



Image credit: Six Senses Laamu

TTN EDITORIAL CALENDAR 2018

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 2018: TTN's extensive industry report explores what to expect in hospitality in 2018, 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.

Travel Tech: From website chatbots and delivery drones to trade-targeted tools, a round-up of game-changing technology and upcoming travel tech trends.

Credit Cards and Incentives: Despite a steady growth in the online sector, the days of credit card mistrust are not very far behind us in the Middle East. We examine the travel-specific credit cards available on the market and if their incentives outweigh the perceived risks of using them.

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.

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.

International Destination: Turkey.

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 a unique opportunity to reach out to the world with its extensive distribution within the International Media Pavilion and the Middle East halls.

Spa Holidays: 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 Destinations: Germany, Austria & Switzerland.

Regional Destination: Kingdom of Bahrain.

APRIL

ATM: 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.

Cruising: One of the industry's fastest-growing sectors, TTN looks at the growing number of cruise operators serving or targeting the region as well as the development of cruise terminals.

Ramadan Offers: We round up the best Ramadan packages and deals on offer from hotels, airlines, tour operators and tourism boards in the region.

International Destination: Great Britain and Ireland.

Regional Travel: Kuwait & Kingdom of Saudi Arabia.



Image credit: First Central Hotel Suites

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.

Eid Ideas: From attractive staycation packages around the GCC to short- and long-haul destinations, Eid ideas to spark wanderlust.

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: Croatia, Azerbaijan & Georgia.

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.

Summer Offers Part I : 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.

Group Travel: Be it a trip to Disneyland Paris with school students or a ladies-only hiking itinerary in the Himalayas, group travel entails complicated logistics and challenges. Here's our guide to supervising and conducting successful group travel and some destination ideas.

International Destinations: North & South America.

Regional Travel: Oman.

JULY

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.

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

International Destinations: South Korea & Japan.

Regional Travel: Egypt.



AUGUST

Health and Wellness Tourism: Medical and alternative solutions to health matters will be discussed as more and more resorts are designed to pamper or improve the body and relax the mind. *TTN* will also provide information on what regional and overseas countries are currently offering.

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.

Continuing Education: No matter which stage of our career we may be in, a little extra education doesn't harm anyone. From hospitality-focused MBAs and aviation-specific degrees to a little bit of specialist travel agent training, our lowdown on some of the best places to learn a new skill.

International Destinations: The Sub Continent & Indian Ocean Islands.

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.

Hotel Serviced Apartments: We examine the fast-expanding world of branded hotel serviced apartments in the region and beyond.

International Destinations: Hong Kong, China.

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.

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: Singapore, Malaysia, Indonesia, Thailand & Philippines.

Regional Travel: Qatar.

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 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.

Shopping Tourism: From the fashion capital of the world to outlet shopping and curated experiences in luxury stores, we share shopping holiday ideas for clients with all kinds of budgets.

International Destinations: Australia & New Zealand.

Regional Destination: Sharjah & Ajman, Ras Al Khaimah.



CIRCULATION

Printed Circulation and Online Page Views

Travel and Tourism News has a printed circulation of 8,400 copies in the Middle East and Africa with a peripheral international circulation. Also, *TTN e-newsletter* is received by more than 10,000 individual subscribers daily.

| | |
|---------------------------------|--------|
| Average Circulation | 6,500 |
| Extra Promotional Copies | 1,950 |
| Total Printed Circulation | 8,450 |
| Online Page Views * | 58,594 |
| Unique Visitors ** | 8,500 |

* Based on 2nd Quarter 2017

** 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 | |

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.

Theme Parks and Entertainment Centres: With the debut of major theme parks in the UAE and the much-anticipated openings and refresh of multi-million-dollar Universal Studios, Disney and Six Flags parks around the world, *TTN* looks at a round-up of cultural and entertainment centres.

International Destinations: France (including Monaco).

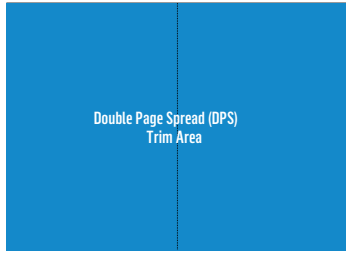
Regional Travel: Dubai.



Image credit: Kimpton Hotels

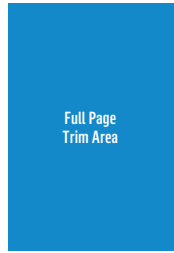
TTN RATES AND DATA

PRINTED EDITION



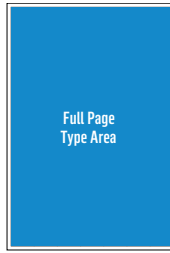
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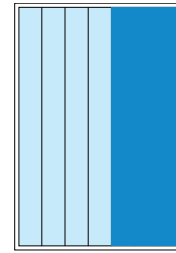
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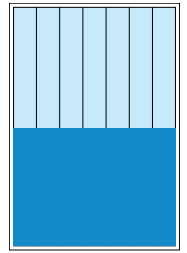


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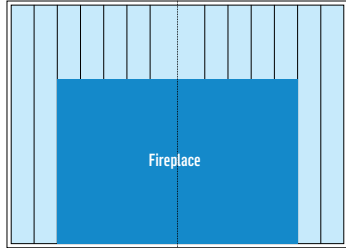
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Full color US\$ 6,174



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Full color US\$ 2,646

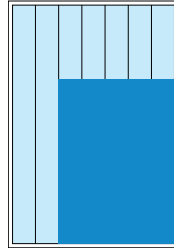


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Full color US\$ 3,087

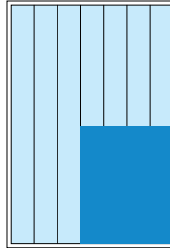


Fireplace

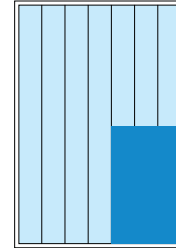
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DPS color US\$ 6,174



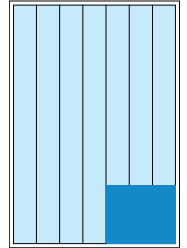
28cm ht x 5col (19.5cm)
Full color US\$ 3,087



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 | 6,630 |
| MPU | 300 x 250 | 5,304 |
| Space Banner | 220 x 550 | 4,774 |
| Standard Banner | 468 x 60 | 3,978 |

| 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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