

# TTN

[www.ttnworldwide.com](http://www.ttnworldwide.com)



Al Ula's Hot Air Balloon Festival, Saudi Arabia

# 2021 Media Information



Water Villa with Pool Bathroom View VARU by Atmosphere



Waldorf Astoria Dubai



Tourism Finland



Etihad Airways

# TTN

## INTRODUCTION

# 2021

**TTN** with over 41 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.

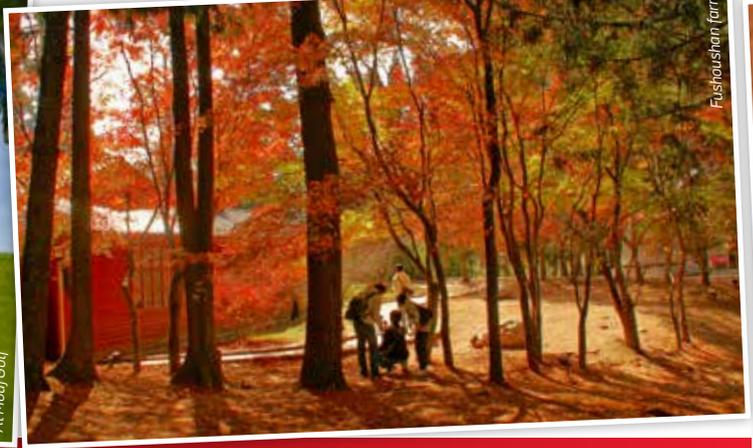
**TTN** is published in both printed and online editions and a daily email newsletter is sent to subscribers, providing a significantly increased readership profile.

*\*TTN was launched as Gulf Travel Magazine in June 1979.*





Al Mady Golf



Fushoushan Farm



## EDITORIAL CALENDAR 2021

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 2021:** 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, while putting the spotlight on Expo 2020, the 173-day World Expo event hosted by Dubai.

**Cruising Part I:** TTN looks at the growing number of cruise operators serving and targeting the region as well as the development of cruise terminals in the first of our four-part series dedicated to cruising. Read on for expert insights on the when, how, why and which of cruising.

**Saudi Arabia Focus:** Our quarterly feature where we explore the Middle East's latest tourism destination, the Kingdom of Saudi Arabia, as it prepares itself to woo tourists with a flurry of hospitality developments and a growing number of Unesco World Heritage Sites being open to the public. Expect in-depth features, keynote interviews and fresh news stories.

**International Destinations:** Central Europe.

**Regional Destination:** Jordan.



Northern Lights in Finland

### FEBRUARY

**Sports and Adventure Tourism:** The 2020 Summer Olympics, scheduled for July 23 to August 8 in Tokyo, Japan, will be the sporting event of 2021. Learn all you need to know about booking the perfect Tokyo Olympics break for your clients, while also checking out the latest adrenaline-pumping ideas for thrill-seeking travellers such as ziplining in Ras Al Khaimah, hiking up the Andes or chasing northern lights in Finland.

**Middle East MICE Travel:** We study the strength of our region's meetings, incentives, conferences and exhibitions (Mice) offering, while listing the numerous outbound options on land and sea, all the while throwing light on hybrid events, which are all the rage now.

**Shopping Tourism:** The charm of online shopping, much like online meetings, is waning fast and passionate shoppers cannot wait to get on a plane to swipe their credit cards around the world. From exploring the fashion capitals of the world to outstanding outlet shopping experiences and VIP access to luxury stores, we share the best shopping holiday ideas.

**International Destinations:** Cyprus & Malta.

**Regional Destination:** Kuwait.

### MARCH

**ITB Berlin:** 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 at ITB Berlin, one of the world's largest travel shows.

**Wellness & Medical Tourism:** Wellness retreats boasting innovative spa treatments, yoga programmes and Wi-Fi free vacations will be discussed in this feature hand in hand with specialised medical travel ideas: think plastic surgery and body contouring clinics, dental consulting to specialised weight-loss therapy.

**International Destinations:** Germany, Austria & Switzerland.

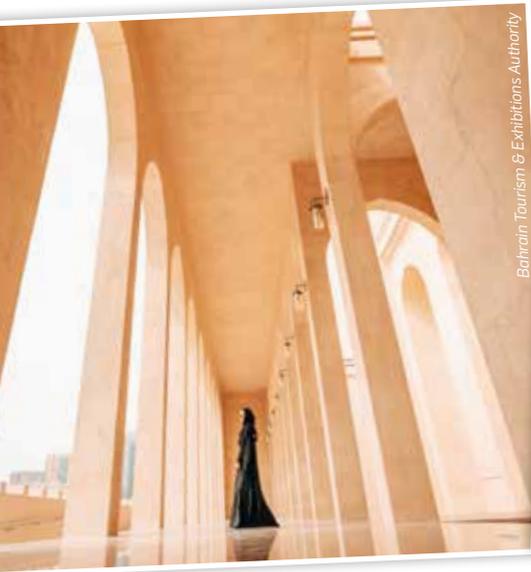
**Regional Destination:** Kingdom of Bahrain.



Petra, Jordan



Ziplining in Ras Al Khaimah



Bahrain Tourism & Exhibitions Authority



## APRIL

**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.

**International Destinations:** Russia, Turkey & Eastern Europe.

## MAY

**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.

**Saudi Arabia Focus:** Our quarterly feature where we explore the Middle East's latest tourism destination, the Kingdom of Saudi Arabia, as it prepares itself to woo tourists with a flurry of hospitality developments and a growing number of Unesco World Heritage Sites being open to the public. Expect in-depth features, keynote interviews and fresh news stories.

**Be Expo 2020 ready:** With millions of visitors and more than 200 participating countries, Expo 2020 Dubai represents an extraordinary opportunity for the entire tourism industry. Learn how you can work with Expo 2020 by selling tickets with value-added travel and visitor services as an Authorised Ticket Reseller.

**Cruising Part II:** *TTN* looks at the growing number of cruise operators serving and targeting the region as well as the development of cruise terminals in the second of our four-part series dedicated to cruising. Read on for expert insights on the when, how, why and which of cruising.

**International Destinations:** Japan, South Korea & Taiwan.

**Regional Destinations:** Qatar.

**Regional Travel:** Ras Al Khaimah, Ajman & Fujairah.



Gorilla trek

## JUNE

### Destination Weddings & Honeymoons:

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

**Cruising Part III:** *TTN* looks at the growing number of cruise operators serving and targeting the region as well as the development of cruise terminals in the third of our four-part series dedicated to cruising. Read on for expert insights on the when, how, why and which of cruising.

**Eid Holidays:** From staycations to short-haul destinations, we list out some of the coolest Eid Holiday ideas for this summer.

**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:** Great Britain & Ireland.

**Regional Destination:** North Africa.

## 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.

### Sustainable Travel & Accessible Tourism:

Travellers in the region are slowly looking to patronise destinations and hotels that focus on sustainability and inclusion. Our round up of travel ideas includes eco-conscious and community-aware destinations, while highlighting holiday ideas for groups with people of determination.

**International Destinations:** Indian Ocean Islands.

**Regional Destination:** Oman.

## AUGUST

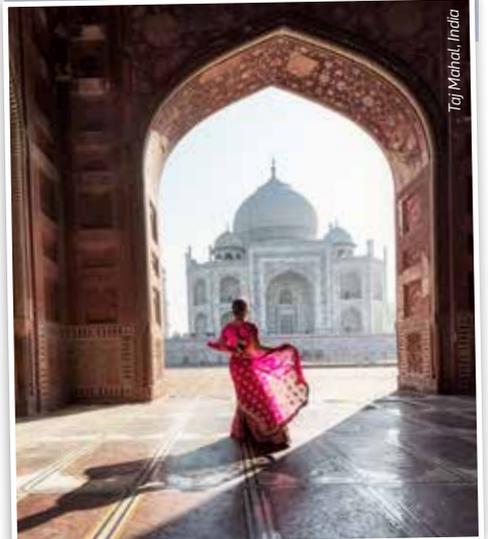
**Medical & Wellness Tourism:** Medical and alternative solutions to health matters will be discussed as specialised sensitivity training and medical knowledge is increasingly expected from agents and operators who book these services for their clients. As countries around the world take interest in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

**Summer Offers Part II:** The 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.

**Train Travel:** What are the options when the journey itself becomes the destination? *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:** North & South America.

**Regional Destination:** Israel.



Taj Mahal, India



## SEPTEMBER

**Golf Holidays:** Golf holidays do not have to be torture for those who don't know a golf club from a caddy. *TTN* takes a look at new and existing golf courses around the globe, while sharing interesting activities for the rest of the group.

**Expo 2020 Update:** Only a month to go. With millions of visitors and more than 200 participating countries, Expo 2020 Dubai represents an extraordinary opportunity for the entire tourism industry. Read on for our update on participants, visitor services and holiday ideas around the 173-day event.

**International Destinations:** Portugal & Spain.

**Regional Destination:** Dubai.

## OCTOBER

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

**Cruising Part IV:** *TTN* looks at the growing number of cruise operators serving and targeting the region as well as the development of cruise terminals in the final of our four-part series dedicated to cruising. Read on for expert insights on the when, how, why and which of cruising.

**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.

**International Destination:** Italy.

**Regional Destination:** Abu Dhabi.

## NOVEMBER

**WTM London:** *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 East hall.

**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 demand generated by Expo 2020.

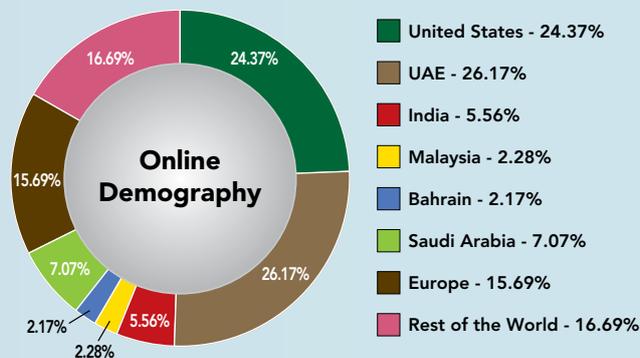
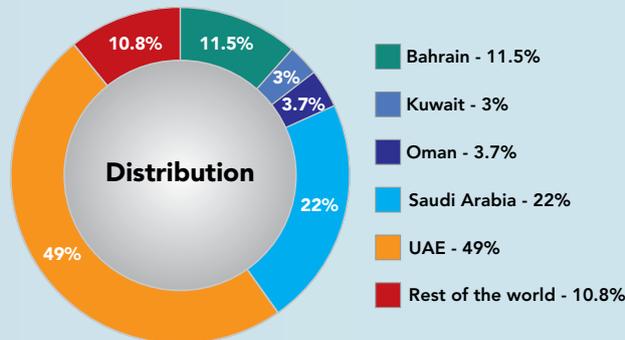
# Geographic Circulation and Online Readership

Travel and Tourism News has a **printed circulation of 8,600 copies** in the Middle East and Africa with a peripheral international circulation.

<b>Daily Newsletters</b> .....	<b>7,700</b>
<b>e-newsletters per year</b> .....	<b>1,848,000</b>
<b>Online Page Views per year</b> .....	<b>240,410</b>
<b>Online EDM – Distributor to dedicated database</b> .....	<b>13,000</b>

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.



## BUSINESS SECTORS

Airlines  
Airport Personnel  
Flight Caterers  
Handling Agencies  
Hotels  
Spas  
Resorts

Accommodation  
Travel Agents  
Tour Operators  
Car Hire  
Media Professionals  
Consultants  
Government Ministries

Tourism Authorities  
Travel Trade Organisations  
Diplomatic Service  
Corporate Incentive Personnel  
In-House Travel Division  
MICE and Events  
PR Consultants

**Saudi Arabia Focus:** Our quarterly feature where we explore the Middle East's latest tourism destination, the Kingdom of Saudi Arabia, as it prepares itself to woo tourists with a flurry of hospitality developments and a growing number of Unesco World Heritage Sites being open to the public. Expect in-depth features, keynote interviews and fresh news stories.

**Expo 2020 Update:** With millions of visitors and more than 200 participating countries, Expo 2020 Dubai is a great opportunity for the clever travel seller. We share some ideas about how to upsell, value-add and bulk-sell during the Expo, and make the most of the ongoing promotions.

**International Destinations:** South East Asia.

**Regional Destination:** Sharjah.

## DECEMBER

**ILTM Cannes:** 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.

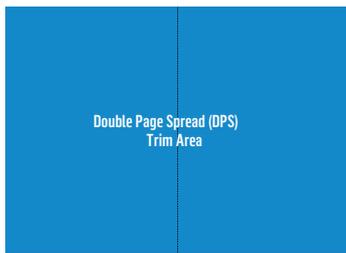
**International Destinations:** France & Monaco.

**Regional Destination:** AlUla, Saudi Arabia.

**\* Some of our monthly features may change due to current travel restrictions**

# TTN RATES AND DATA

## PRINTED EDITION



Double Page Spread (DPS)  
Trim Area

42cm height x 58cm wide  
DPS color US\$ 10,500



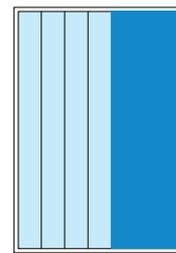
Full Page  
Trim Area

42cm height x 29cm wide  
Full color US\$ 6,174

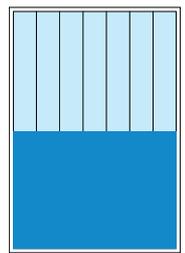


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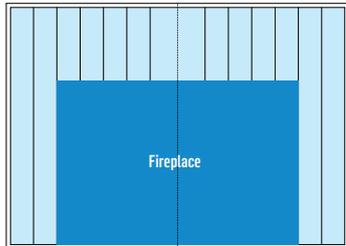
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Full color US\$ 6,174



40cm ht x 3col (11.5cm)  
Full color US\$ 2,646

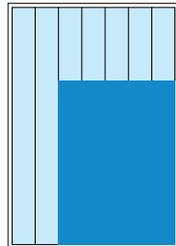


20cm ht x 7col (27.5cm)  
Full color US\$ 3,087

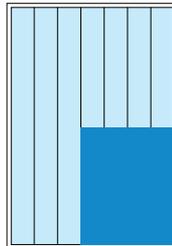


Fireplace

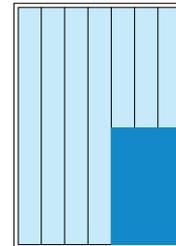
28cm height x 40.4cm wide  
DPS color US\$ 6,174



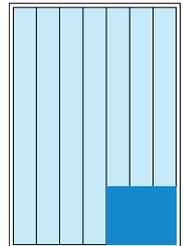
28cm ht x 5col (19.5cm)  
Full color US\$ 3,087



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\$
Page peel	800 x 600	4,240
Leaderboard	728 x 90	3,045
MPU	300 x 250	2,645
Space Banner	220 x 550	2,120
Standard Banner	468 x 60	1,850
Expandable Banner	468 x 60	1,850

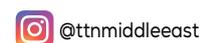
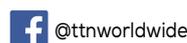
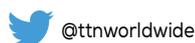
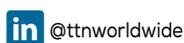
Rates for Print and Online Campaigns	
Special add on rates available for a joint print and online campaign. With any print ad booked, receive a standard banner (468 x 60) for only US\$660/net per month. Online campaigns, receive a quarter page (20cm x 15.5cm) print ad for only US\$ 660/net per month.	

Daily Newsletter Banner Advertising Rates		
Advertising Size	Size in pixels	US\$
Leaderboard	728 x 90	3,182
MPU	300 x 250	1,854
Leaderboard (Footer Placement)	728 x 90	2,383

**OTHER ONLINE PRODUCTS**  
**Social Media Package** 1 month \$1,325  
 1 post on Facebook + Twitter + LinkedIn each week plus 1 online news article (subject to editorial approval)  
**Online Video Promotion** 2 weeks \$1,100  
 [Hosted on home page with promotion through social media and online marketing and archived for 12 months on Video page]

**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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