

2020 Media Information



TTN

INTRODUCTION

2020



TTN with over 40 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.*





TTN EDITORIAL CALENDAR 2020

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.

SOME FEATURES MAY HAVE CHANGED DUE TO THE CURRENT PANDEMIC

JANUARY

Looking ahead at 2020: 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.

Shopping Tourism: From exploring the fashion capitals of the world to outstanding outlet shopping experiences and VIP access to luxury stores, we share shopping holiday ideas for clients with all kinds of budgets.

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 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: Italy & Central Europe

Regional Destination: Jordan



FEBRUARY

Adventure Travel & Polar Excursions: Ziplining in Ras Al Khaimah, hiking up the Andes, chasing northern lights in Finland or braving a polar expedition, here are some adrenaline-pumping ideas that will click with thrill-seeking travellers.

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: South East Asia

Regional Destination: Kuwait

MARCH

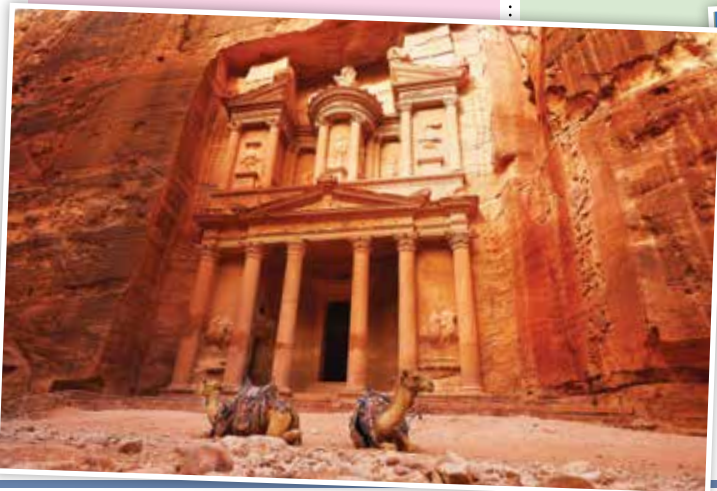
ITB Berlin: One of the Middle East's few travel magazines to have their own stand at ITB Berlin every year, TTN provides a unique opportunity to reach out to the world with its extensive distribution within the International Media Pavilion and the Middle East halls. With Oman being the show's official partner country, this year's event will definitely put a focus on the Middle East.

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.

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 three-part series on one of the industry's fast-growing sectors.

International Destinations: Germany, Austria & Switzerland

Regional Destination: Kingdom of Bahrain





APRIL

ATM Preview: (MOVED TO JUNE) 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.

Be Expo 2020 ready: With millions of visitors and more than 200 participants expected to take part, 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.

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: (MOVED TO JUNE) Our quarterly feature where we explore the Middle East's latest tourism destination, the Kingdom of Saudi Arabia, as it woos tourists with a new leisure tourism visa.

International Destinations: Japan, South Korea & Taiwan

Regional Destinations: Ras Al Khaimah, Ajman & Fujairah

MAY

Family Holidays: With all-inclusive deals and family activities, hotels and resorts continue to innovate to cater to this important segment of tourists.

Staycation deals: Make the most of the deals in your backyard this summer by opting to go on a staycation instead. Our collection of deals will be perfect for the work-from-home professionals, families with kids or a short weekend break.

International Destinations: Russia & Eastern Europe

Regional Destinations: Kenya, Uganda & Rwanda



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 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.

Cruising Part II: *TTN* looks at the growing number of cruise operators serving or targeting the region as well as the development of cruise terminals in the second of our three-part series on one of the industry's fast-growing sector.

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: Egypt



JULY

Summer & Eid Offers: 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: North & South America

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 Destination: South Africa

Regional Destination: The Indian Subcontinent



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 participants expected to take part, 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 III: *TTN* takes a closer look at cruising in the third 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.

Stopover Tourism: Two (or more) destinations for the price of one? What's not to love about that? We discuss stopover tourism ideas from around the world and the region, and why it should be part of your itineraries this year.

International Destination: Australasia

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 hall where we share with the Kingdom of Bahrain.

Mice Travel: *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.

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 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.

Expo 2020 Update: With millions of visitors and more than 200 participants, 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 Destination: Turkey

Regional Destination: Sharjah

DECEMBER

ILTM Cannes: The International Luxury Travel Market is an invitation-only, unique event ideal for buyers and suppliers 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: Indian Ocean Islands



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 *	134,969
Unique Visitors **	14,412

* Based on 12 months
 ** 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.

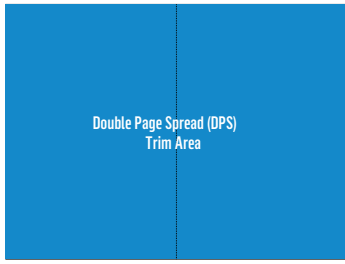
Geographic Circulation and Online Readership: GCC, other Middle East and International

Business Sectors

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

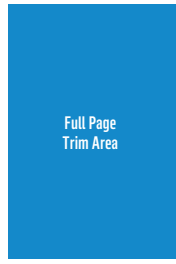
TTN RATES AND DATA

PRINTED EDITION



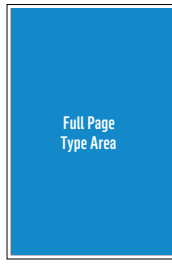
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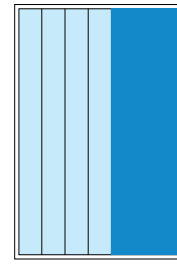
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Full color US\$ 6,174

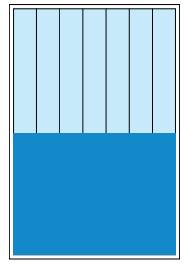


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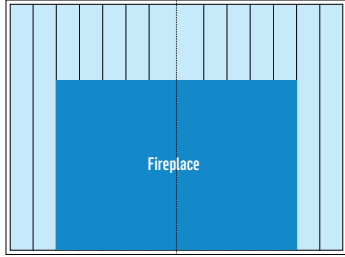
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Full color US\$ 6,174



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Full color US\$ 2,646

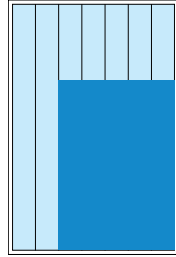


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Full color US\$ 3,087

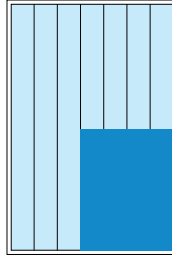


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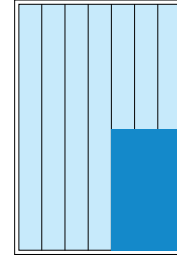
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DPS color US\$ 6,174



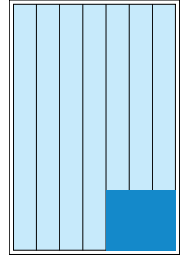
28cm ht x 5col (19.5cm)
Full color US\$ 3,087



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

(other sizes available on request)

Online Banner Advertising Rates		
Advertising Size	Size in pixels	US\$
Leaderboard	728 x 90	3,045
MPU	300 x 250	2,650
Space Banner	220 x 550	2,120
Standard Banner	468 x 60	1,855

Daily Newsletter Banner Advertising Rates		
Advertising Size	Size in pixels	US\$
Leaderboard	728 x 90	3,180
MPU	300 x 250	2,700
Leaderboard (Footer Placement)	728 x 90	2,280

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.

Sponsorship Activity

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

CPM based Online Advertising / Agency Relations

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

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