

# 2017

## Media Information

Maddin Saleh, Saudi Arabia



Brooklyn Bridge Park, New York, USA



Bohol-Chocolate Mountains, Philippines



# TTN

## INTRODUCTION



# 2017



**TTN** with over 35 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.



Aqaba, Jordan



Paris, France



Coral divers



Golf



Zayed Port New Cruise Terminal, Abu Dhabi, UAE

## TTN EDITORIAL CALENDAR 2017

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

**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.

**Hotel Serviced Apartments and Residences:** Fast gaining traction in the region as the go-to option for both family and corporate travellers, hotel apartments and serviced residences benefit owners, operators and end-users alike. We examine the rising popularity of this genre in the region and dig up further insights and upcoming projects.

**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:** Spain and Portugal.

**Regional Travel:** Jordan and Qatar.

### FEBRUARY

**Sports and 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.

**IBTM Arabia:** The region's Incentive, Business Travel & Meetings Exhibition held in Abu Dhabi is supported by TTN and is the region's only such event highlighting this growing sector.

**International Destination:** Turkey.

**Regional Travel:** Oman.

### 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:** 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 Destinations:** Germany, Austria and Switzerland.

**Regional Destination:** Kingdom of Bahrain.

### APRIL

**ATM:** Our annual Arabian Travel Market (ATM) 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.

**WTTC – Global Tourism Summit:** This year, World Travel & Tourism Council's Global Tourism Summit goes to Bangkok, Thailand. TTN is the Middle East media partner at this prestigious annual global event.



Arabian Travel Market

**International Destination:** North & South America.

**Regional Travel:** Kuwait and Kingdom of Saudi Arabia.

### 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.

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

**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 and within the Middle East hall.

**International Destination:** Central and Eastern Europe.

**Regional Destination:** Abu Dhabi and Al Ain.





Azerbaijani dancers



Tea estates in Hatton, Sri Lanka

**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.

**Premium Travel:** We examine premium travel options, from cabins at the front of the aircraft to the highest suite category of hotels, and provide an update on new luxury products in the pipeline.

**Summer Breaks and Eid Offers:** Make the most of hot summer and Eid discounts and all-inclusive packages across the hospitality board from car-hire and destination management wholesalers to hotels and airlines.

**International Destinations:** Great Britain and Ireland.

**Regional Travel:** Africa.

**JULY**

**Summer Offers Part II:** 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.

**Concept Hotels:** From an extreme sports hotel in an old Chinese quarry to luxurious hotels recycled out of historic banks and abandoned factories, *TTN* travels high and low to spot the most unique concept hotels in the region and around the world.

**International Destinations:** Thailand and Vietnam.

**Regional Travel:** Egypt.



Relaxing spas



**AUGUST**

**Medical 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.

**Eid Al Adha Holidays:** It's that time of the year when everyone wants a quick getaway. We help you plan their holidays for them with deals you just cannot ignore.

**International Destinations:** The Sub Continent and Indian Ocean Islands.

**Regional Travel:** Lebanon.

**SEPTEMBER**

**Golf Holidays:** As golfing becomes increasingly popular and more golf courses mushroom 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.

**Value Travel:** *TTN* takes a look at value for money options offered by low cost carriers, three-star hotels and serviced apartments, now fast-emerging in the Middle East.

**International Destinations:** Singapore, Malaysia and Indonesia.

**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:** Hong Kong, China and South Korea.

**Regional Travel:** Dubai.

**NOVEMBER**

**WTM:** *TTN* is an Official Middle East Media Network partner for the prestigious World Travel Market (WTM) 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 where we share with the Kingdom of Bahrain.

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

**Women Travellers:** Hotels in the region and around the world increasingly offer special services for women travellers, from single women to those who travel in groups. We look at a variety of destinations and hotels, while sharing unique insights from tour operators and travel agencies.

**International Destinations:** Australia and New Zealand.

**Regional Destination:** Sharjah and Ajman.





Jordan



Sports & Adventure Travel



Sheikh Zayed Grand Mosque, Abu Dhabi, UAE

## CIRCULATION

### Printed Circulation and Online Page Views

*Travel and Tourism News* has a printed circulation of 7,900 copies in the Middle East and Africa with a peripheral international circulation. Also, *TTN e-newsletter* is received by more than 8,000 individual subscribers daily.

Average Circulation*	6,108
Extra Promotional Copies	1,823
Total Printed Circulation	7,931
Online Page Views**	39,019
Unique visitors**	8,233

\* Average 12-Month Period

\*\* June 2016

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, 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.

**Cultural and Entertainment Centres:** With the debut of major theme parks in the UAE and the much-anticipated openings of multi-million-dollar museums, opera and theatre facilities in the region, *TTN* looks at a round-up of cultural and entertainment centres.

**International Destinations:** France (including Monaco).

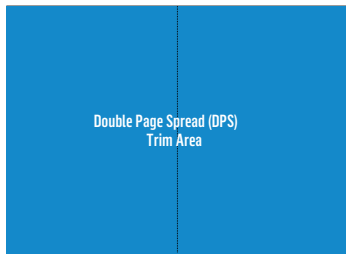
**Regional Travel:** Ras Al Khaimah and Umm Al Quwain.



Singapore

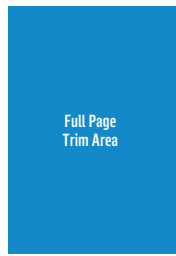
# TTN RATES AND DATA

## PRINTED EDITION



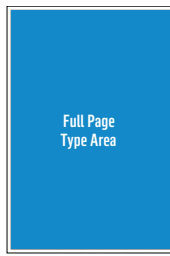
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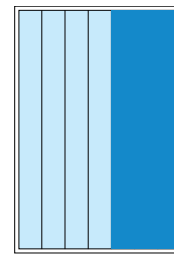
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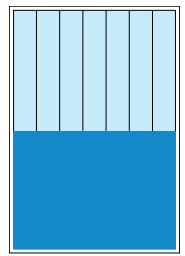


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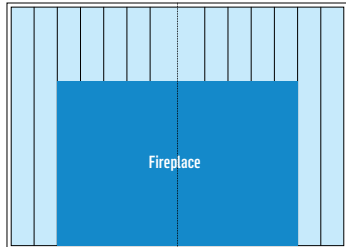
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Full color US\$ 6,174



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

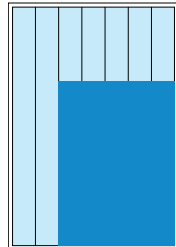


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Full color US\$ 3,087

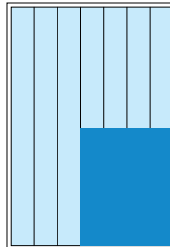


Fireplace

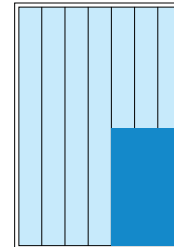
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DPS color US\$ 6,174



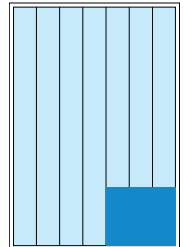
28cm ht x 5col (19.5cm)  
Full color US\$ 3,087



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 or fiona@tradedearabia.ae

### CPM based Online Advertising / Agency Relations

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

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