2022 Media Information
TTN, with over 43 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.
**JANUARY**

**Expo 2020 Dubai Update:** With 192 countries flourishing side by side, Expo 2020 Dubai aims to build a better world, ‘Connecting Minds and Creating the Future’ through sustainability, mobility and opportunity. We provide updates on The World’s Greatest Show: it’s lively F&B scenario, national day activities at the various pavilions and exclusive interviews.

**Cruising Part I:** Cruising is well on its way to becoming mainstream in our region: 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:** A comprehensive feature on the Middle East’s latest tourism destination, the Kingdom of Saudi Arabia, as it opens up to tourists with a flurry of hospitality developments, hidden gems and Unesco World Heritage Sites. Expect in-depth features, keynote interviews and fresh news stories.

**International Destination:** Central Europe

**Regional Destination:** Dubai

**FEBRUARY**

**Expo 2020 Dubai Update:** With 192 countries flourishing side by side, Expo 2020 Dubai aims to build a better world, ‘Connecting Minds and Creating the Future’ through sustainability, mobility and opportunity. We provide updates on The World’s Greatest Show: it’s lively F&B scenario, national day activities at the various pavilions and exclusive interviews.

**Sports and Adventure Tourism:** With an increasing interest in all things outdoors, learn all you need to know about adrenaline-pumping ideas for thrill-seeking travellers from ziplining in our very own Ras Al Khaimah to out there in the world: hiking up the Andes or chasing northern lights in Finland.

**MARCH**

**Expo 2020 Dubai Update:** With 192 countries flourishing side by side, Expo 2020 Dubai aims to build a better world, ‘Connecting Minds and Creating the Future’ through sustainability, mobility and opportunity. We provide updates and interviews on the conclusion of The World’s Greatest Show and what comes afterwards.

**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:** Qatar

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**EDITORIAL CALENDAR 2022**

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.
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 Destination: Germany, Austria and Switzerland
Regional Destination: Kingdom of Bahrain

APRIL
Cruising Part II: Cruising is well on its way to becoming mainstream in our region. 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.

Family Holidays: With all-inclusive deals and family activities, hotels and resorts continue to innovate for 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.

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, while talking about hybrid events, which are all the rage now.

Regional Destination: Abu Dhabi

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.

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.

Saudi Arabia Focus: A comprehensive feature on the Middle East’s latest tourism destination, the Kingdom of Saudi Arabia, as it opens up to tourists with a flurry of hospitality developments, hidden gems and Unesco World Heritage Sites. Expect in-depth features, keynote interviews and fresh news stories.

International Destinations: Japan, South Korea and Taiwan
Regional Destinations: Ras Al Khaimah, Ajman and Fujairah

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.

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

International Destinations: Great Britain & Ireland
Regional Destination: Sharjah

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.

Cruising Part III: Cruising is well on its way to becoming mainstream in our region. 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.

International Destination: Portugal & Spain
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: 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.

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: Indian Ocean Islands, North & South America
Regional Destination: North Africa
MEDIA PAVILION and in the Middle East hall.
and distribution at the event through the
Middle East. We will have excellent exposure
and services particularly those from the
London and will showcase industry products
prestigious World Travel Market held in
East Media Network partner for the
TTN is an Official Middle
WTM London:
NOVEMBER
Regional Destination:
Qatar
International Destination:
Italy

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
determination.

International Destinations: Eastern Europe
Regional Destination: Dubai

OCTOBER
Winter Holidays: Whether your client loves
to ski or is completely content just to watch:
Courchevel, France and Aspen, Colorado are
just the tip of the iceberg when it comes to
our snowy winter holiday itineraries across
Japan, Europe, North America, Lebanon,
Dubai and elsewhere.

Cruising Part IV: Cruising is well on its
way to becoming mainstream in our region:
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 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: Qatar

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
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.

Saudi Arabia Focus: A comprehensive
feature on the Middle East’s latest tourism
destination, the Kingdom of Saudi Arabia,
as it opens up to tourists with a flurry of
hospitality developments, hidden gems and
Unesco World Heritage Sites. Expect in-
depth features, keynote interviews and fresh
news stories.

International Destination: South East Asia
Regional Destinations: Sharjah & Kingdom
of Bahrain

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 and the
only trade media to be hosted by them annually.

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

International Destinations: France & Monaco
Regional Destinations: Abu Dhabi & Ras Al
Khaimah

* Some of our monthly features
may change due to travel restrictions
OTHER ONLINE PRODUCTS

Social Media Package
1 month US$1,325
1 post on Facebook + Twitter + LinkedIn each week plus 1 online news article (subject to editorial approval)

Online Video Promotion
2 weeks US$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@tradearabia.ae

CPM based Online Advertising / Agency Relations
Agencies and businesses looking forward to CPM based advertising. Please contact kim@tradearabia.ae

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

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.

ONLINE ADVERTISING

Online Banner Advertising Rates

<table>
<thead>
<tr>
<th>Advertising Size</th>
<th>Size in pixels</th>
<th>US$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page peel</td>
<td>800 x 600</td>
<td>4,240</td>
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<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>3,045</td>
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<tr>
<td>MPU</td>
<td>300 x 250</td>
<td>2,645</td>
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<tr>
<td>Space Banner</td>
<td>220 x 550</td>
<td>2,120</td>
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<tr>
<td>Standard Banner</td>
<td>468 x 60</td>
<td>1,850</td>
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<tr>
<td>Expandable Banner</td>
<td>Small - closed state 728x90</td>
<td>3,840</td>
</tr>
<tr>
<td></td>
<td>Large - opened state 728x400</td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Advertising Size</th>
<th>Size in pixels</th>
<th>US$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>3,182</td>
</tr>
<tr>
<td>MPU</td>
<td>300 x 250</td>
<td>1,854</td>
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<tr>
<td>Leaderboard (Footer Placement)</td>
<td>728 x 90</td>
<td>2,383</td>
</tr>
</tbody>
</table>

OTHER ONLINE PRODUCTS

Social Media Package 1 month US$1,325
1 post on Facebook + Twitter + LinkedIn each week plus 1 online news article (subject to editorial approval)

Online Video Promotion 2 weeks US$1,100
[Hosted on home page with promotion through social media and online marketing and archived for 12 months on Video page]

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

CPM based Online Advertising / Agency Relations
Agencies and businesses looking forward to CPM based advertising. Please contact kim@tradearabia.ae

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