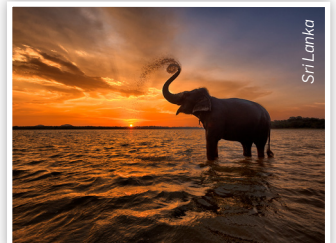
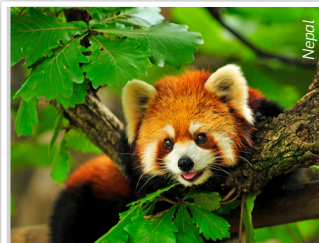


Travel & Tourism News Middle East

TTN

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

# 2024 Media Information







## INTRODUCTION

# 2024

**TTN** is the leading trade publication for the travel and tourism industry in the Middle East, with a history of over 45 years\*. It reaches out to travel professionals, from travel advisors to airline and hotel staff, who want to stay updated on the latest news and trends in the region and beyond.

*TTN* is published by Al Hilal Publishing and Marketing Group, the region's top trade publisher, in a colourful and eye-catching tabloid format. It covers a wide range of topics, such as travel-related news, analysis, new appointments, exhibitions, marketing and promotional campaigns, and more. It also features regional and international news and stories that interest readers.

*TTN* has both printed and online editions, as well as a daily email newsletter that subscribers receive. This ensures a high and diverse readership profile for *TTN*.

\**TTN* started as Gulf Travel Magazine in June 1979.



Quechua women, Peru



Gateway of India, Mumbai, India



New York City, USA



Shanghai Yuyuan Garden China



Leaning Tower of Pisa, Italy



Loreto, Mexico



Bhutan





## EDITORIAL CALENDAR 2024

**TTN** is the ultimate source of information and inspiration for travel advisors and industry professionals. Every month, it features sections on hotels, aviation, technology, Mice and news. It also covers specific events, such as international exhibitions, where it has long-term media partnerships. Moreover, it explores industry trends and insights, based on feedback from the industry. **TTN** also showcases regional and international destinations, runs features on various topics such as sustainable tourism, and publishes supplements on demand.

### JANUARY

**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. Expert share insights on selling cruises and cruises that are selling – in the first of our four-part series dedicated to cruising.

**Shopping Tourism:** From exploring the fashion capitals of the world to outstanding outlet shopping experiences and VIP access to luxury stores, retail tourism is officially back with the Chinese market. Passionate shoppers cannot wait to get on a plane to swipe their credit cards around the world, so we share the latest developments and insights on shopping tourism.

**International Destinations:** Cyprus & Malta

**Regional Destination:** Dubai & Northern Emirates

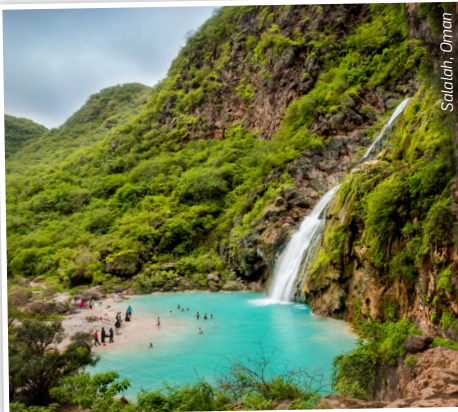
### FEBRUARY

**Wellness & Medical Tourism:** As health and wellbeing become one of the top five motivators for travel, we showcase wellness retreats boasting innovative spa treatments, yoga programmes and Wi-Fi free vacations hand in hand with specialised medical travel ideas: think plastic surgery and body contouring clinics, dental consulting to specialised weight-loss therapy.

**Sports and Adventure Travel:** With an increasing interest in all things outdoors, learn all you need to know about adrenaline-pumping ideas for thrill-seeking adventurers.

**International Destination:** Central Europe

**Regional Destination:** Qatar & Oman



### MARCH

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

**ITB Berlin:** TTN provides a unique opportunity to reach out to the world at one of the world's largest travel shows – ITB Berlin. With Oman as Official Host Country of ITB Berlin 2024, the spotlight is once again on the region.

**Sustainable Tourism:** Travellers are shifting gears to focus on sustainability and inclusion. Our round up of travel ideas includes eco-conscious and community-aware destinations and hotels, zero-carbon travel, biofuels in airlines and green certifications, both private and public.

**International Destinations:** Spain

**Regional Destinations:** Kingdom of Bahrain & Saudi Arabia

### 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 second 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.

**International Destination:** Austria, Germany & Switzerland

**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 at the event.

**IMEX:** TTN looks at the Middle East







Chureito Pagoda and Mount Fuji

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 Destinations:** Japan, South Korea & Taiwan

**Regional Destinations:** Saudi Arabia, Ras Al Khaimah, Ajman & 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 Destination:** Great Britain & Ireland

**Regional Destination:** Jordan



Underground, London, UK

## JULY

**Summer 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.

**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 summer sailings.

**International Destination:** Central Europe

**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 people around the world take interest in the health tourism market, TTN will provide information on what regional and overseas countries are offering.

**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:** Indian Ocean Islands

**Regional Destination:** North Africa

## 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.

### Sustainable Travel & Accessible Tourism:

Travellers in the region are increasingly 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:** 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



Budapest, Lion statue decorating the Chain bridge



Museum of the Future, Dubai



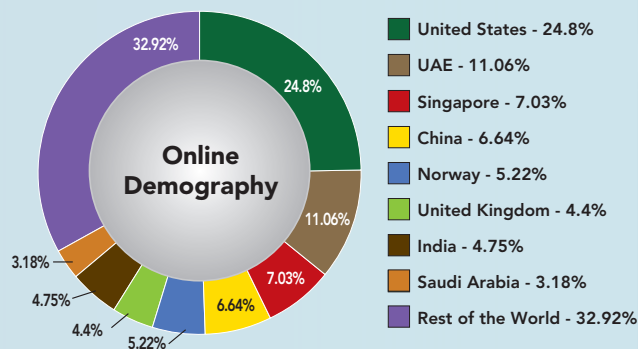
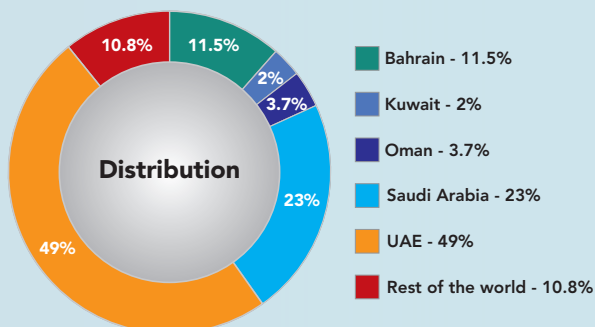
## Geographic Circulation and Online Readership

Travel and Tourism News has a **printed circulation of 5,500 copies** in the Middle East and Africa with a peripheral international circulation.

<b>Daily Newsletters</b> .....	<b>7,150</b>
<b>Online page views per year</b> .....	<b>209,903</b>
<b>The average newsletter open rate is</b> .....	<b>9.28%</b>
<b>Unique visitors (monthly basis)</b> .....	<b>10,600</b>
<b>Unique page views (monthly basis)</b> .....	<b>16,950</b>

Top 5 country Online Visitors: UAE, USA, India, UK and Singapore.

Top 10 GCC and MENA Online Visitors: UAE, Bahrain, Saudi Arabia, Egypt, Lebanon, Qatar, Jordan, Oman, Kuwait and Iran.



Maldives



AlUla, Saudi Arabia



Petra, Jordan

of cruise operators serving and targeting the region as well as the development of cruise terminals in the last of our four-part series dedicated to cruising. Read on for expert insights on the when, how, why and which of cruising.

**International Destination:** The Americas

**Regional Destination:** Qatar & Jordan

### 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.

**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.

**International Destination:** South East Asia

**Regional Destinations:** Northern Emirates & 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. Get additional exposure in Cannes storied luxury event that hosts some of the most exclusive – and elusive – buyers.



Manama, Bahrain

## BUSINESS SECTORS

Airlines  
Airport Personnel  
Flight Caterers  
Handling Agencies  
Hotels  
Spas  
Resorts

Accommodation  
Travel Advisors  
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



Parthenon temple, Athens, Greece

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

**International Destinations:** Greece & Italy

**Regional Destinations:** Abu Dhabi

\* Monthly features are subject to change due to demand

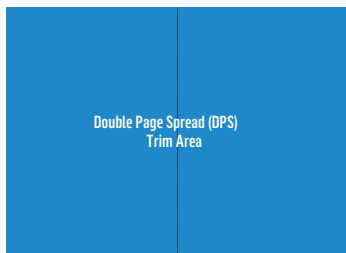


Wat Phra Kaew temple, Bangkok, Thailand

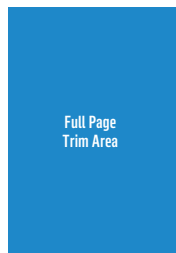


# TTN RATES AND DATA

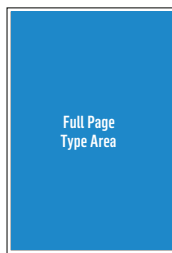
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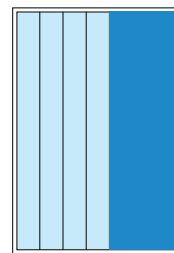
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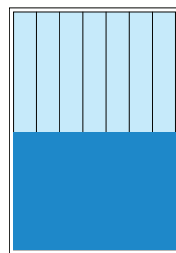
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Full color US\$ 6,174



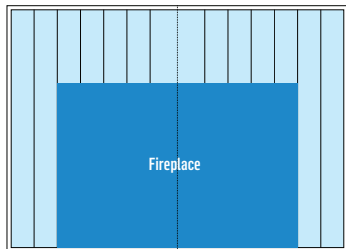
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Full color US\$ 6,174



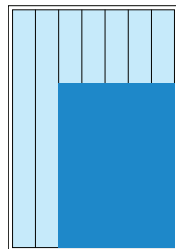
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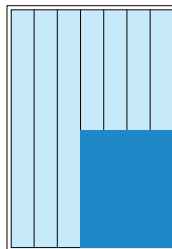
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Full color US\$ 3,087



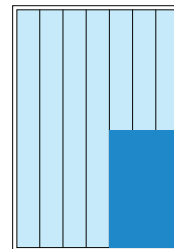
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DPS color US\$ 6,174



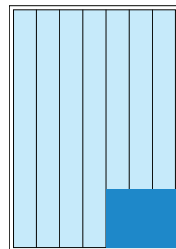
28cm ht x 5col (19.5cm)  
Full color US\$ 3,087



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\$
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	Small - closed state 728x90 Large - opened state 728x400	3,840

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@trade Arabia.ae

### CPM based Online Advertising / Agency Relations

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

## Follow our postings on:



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