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.
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.

REGIONAL DESTINATIONS:
- Cyprus & Malta
- Dubai & Northern Emirates

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.

REGIONAL DESTINATIONS:
- Kingdom of Bahrain & Saudi Arabia
- Abu Dhabi

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.

REGIONAL DESTINATIONS:
- Central Europe
- Qatar & Oman

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

REGIONAL DESTINATIONS:
- Oman

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.
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

**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.

**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
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.*
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@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
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

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 (488 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.

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