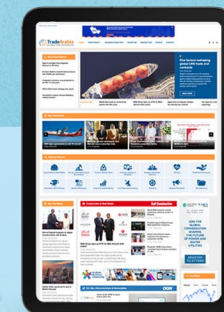
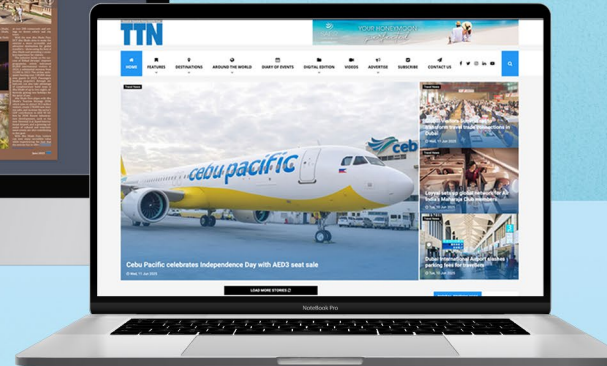


Travel & Tourism News Middle East

TTN

www.ttnworldwide.com



Linked to



A component of



Regional Coverage/Global Reach

A New Digital Standard in **Travel Trade Media**

For over four decades, Travel and Tourism News (**TTN**) has been the Middle East's most trusted voice in the travel trade industry. Established in 1979, it is the region's oldest and most widely recognised travel trade publication – a cornerstone for agents, operators, airlines, hotels, and tourism boards across the GCC and beyond.

Now, this legacy brand has evolved into a cutting-edge multimedia platform – one that is not only informative, but immersive. With dynamic videos, interactive content, and global distribution, Travel and Tourism News (**TTN**) is redefining how the travel industry connects, communicates, and showcases itself to the world.



Read, Listen, Watch and Follow



Pop-up videos featuring the latest news and intriguing stories, all with fully customisable user controls



Adverts and Editorials are now more interactive than ever!. They seamlessly transition into videos, giving users full control over volume, playback (forward/backward), pause, and fullscreen options



Click for Social Media links



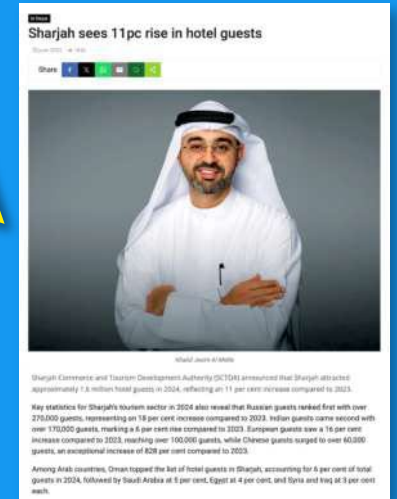
Click for Sample

Click for Sample

Multiple images from news articles are now showcased in a rotating carousel, complete with forward and backward controls for easy navigation



Click on a headline to view the story in a more reader-friendly format, complete with images



When an article features an 'ear' icon, you can choose to have it read aloud to you



A Global Multimedia Platform

Our reimagined digital edition transforms how the travel industry shares its stories. With immersive videos, soundscapes, and clickable features, Travel and Tourism News (TTN) goes beyond print to create full-sensory experiences for its readers.



Scan or click on
QR code to visit
TTN interactive pdf

Global Distribution & Reach

Travel and Tourism News (TTN) Digital edition incorporates multimedia facilities to allow for either multiple imagery or video presentations embedded within any booked advertisement.

The rates also include banner advertising on the Travel and Tourism News (TTN) and Trade Arabia websites as well as on the daily newsletters published within the specific month.

Email distribution to over 100,000 industry professionals throughout the world who have a serious interest in the GCC region with over 120,000 users on the websites each month.

This includes travel agents, hotel groups, tourism boards, airlines, tour operators, DMCs, and MICE entities.



100,000 Email distribution

Email distribution to over 100,000 industry professionals throughout the world who have a serious interest in the GCC region.



120,000 users

Over 120,000 users on TTN & Trade Arabia each month.

Truly Global. Deeply Local.

Travel and Tourism News (**TTN**) is the Middle East's first fully multimedia-enabled travel trade publication.

With embedded video, audio, and interactivity, we connect the region's travel industry with the world — and the world with the region.



Circulation and Readership



Annual Users 1.4M+

Travel & Tourism News Middle East
TTN

612K+
Page views

454K+
Users



ttnworldwide.com

 **TradeArabia**
BUSINESS NEWS INFORMATION

1.9M+
Page views

1M+
Users



TradeArabia.com

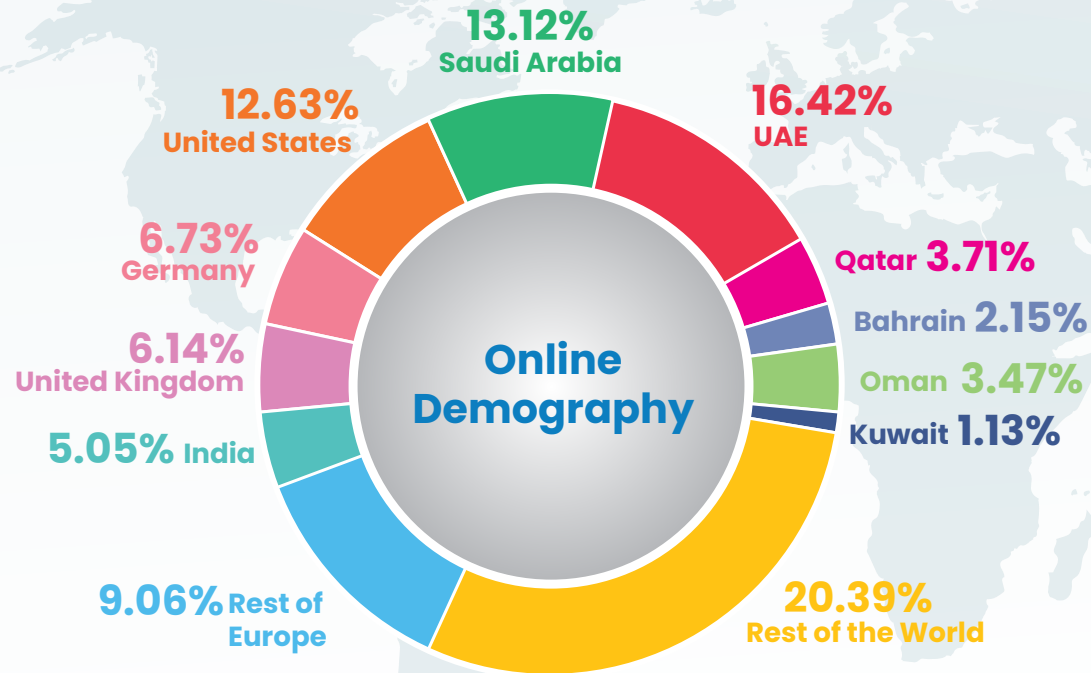
Reader Profile

- Travel Agency Owners & Managers
- Travel Consultants & Travel Professionals
- Airline Management & Aviation Professionals
- Hotel Owners, General Managers & Senior Management
- Hospitality Management
- Tour Operators & Destination Management Companies
- Tourism Boards & Destination Marketing Organisations
- Government Tourism Authorities
- Airlines & Airport Management
- Cruise & Travel Companies
- Corporate Travel Managers
- MICE & Business Travel Professionals
- Luxury Travel Specialists
- Online Travel & Travel Technology Companies
- Tourism Investment & Development Professionals
- Tourism Associations & Industry Bodies
- Travel Media & Trade Professionals

*Monthly average print: 5,500 copies

Continued **Circulation and Readership**

Travel and Tourism News (**TTN**) has an average print and online circulation of over 100K throughout the world.



7K+

Daily Newsletters
Subscribers

22K+

Social Media
Followers

345K+

ABC Travel & Tourism
Sector Referrals



The inclusion of the Arabian Business Community (ABC), the region's fastest growing interactive business resource will also enable companies to promote themselves across a multitude of sub-sectors of the market, ensuring top-of-mind positioning in hundreds of business referrals – a total of over 15 million in a year.



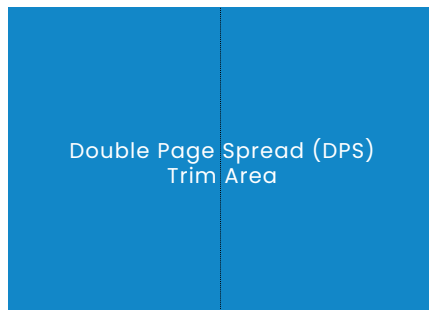
Scan QR
code or visit
abc-gcc.net



Tourism Categories

Travel Blogs & Vlogs **Water Sports** Historical & Heritage Sites **Travel Apps & Guides**
Health Tourism **Airlines & Aviation** Ferries & Water Transport Travel Financing
Museums & Art Galleries **Online Travel Booking Platforms** Beaches & Coastal Attractions
Visa & Immigration Services **Theme Parks & Amusement Parks** Cruises & Yachts
Business Hotels **Travel Agencies & Tour Operators** Cultural Events & Festivals
Airports Hostels & Guesthouses Bed & Breakfasts Public Transport **Mountains & Trekking Trails**
Digital Travel Media & Publications **Car Rentals & Leasing** Eco-Lodges & Nature Stays
Camping & Glamping Sites **Travel Insurance Providers** Vacation Rentals **Banks & ATMs**
Leisure & Family Entertainment Centers **Luxury Cruises** Incentive Travel Planners
Boutique Hotels High-End Resorts & Villas **Spas & Wellness Retreats** **Trade Fairs & Exhibitions**
Malls & Shopping Centers **Luxury Brands & Boutiques** Corporate Travel Services **Convention Centers**
Private Jet & Yacht Charters Adventure Sports **Guided City Tours & Sightseeing** **Hotels & Resorts**

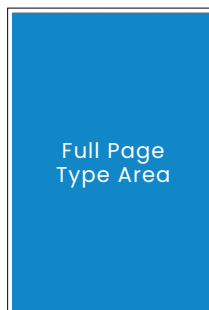
Print with Multimedia Digital Rates and Specifications



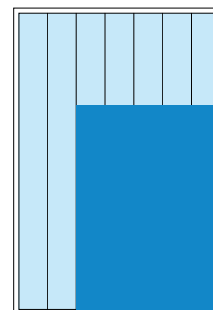
42cm height x 58cm wide
DPS color **US\$ 10,500**



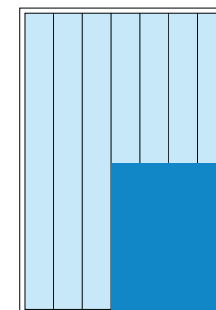
42cm height x 29cm wide
Full color **US\$ 6,174**



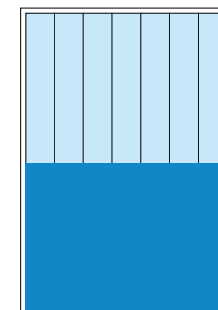
40cm ht x 7col (27.5cm)
Full color **US\$ 6,174**



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 7col (27.5cm)
Full color **US\$ 3,087**

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.*

TTN Media Programmes

	Sponsorship <i>Premium Brand Leadership</i>	Partnership <i>Integrated Brand Presence</i>	Associate <i>Essential Brand Visibility</i>
Media Sponsors	Limited Number of Companies	Limited Number of Companies	Limited Number of Companies
Masthead Logo	Website and Social Media + Newsletters	—	—
Promotional/Branded Content	5 Full Pages (per month)	3 Full Pages (per month)	2 Full Pages (per month)
Editorial Coverage	Across all of Hilal Media Platforms	Across all of Hilal Media Platforms	TTN Media Platform
Social Media Post	1 Post/Day	3 Posts/Week	1 Post/Week
Dedicated Editorial Executive	✓	—	—
Videography/Photography	Monthly	Quarterly	2 per Annum
Email Campaigns	Weekly	Monthly	Quarterly
Creative Services (copy generation)	✓	✓	—
ABC Premium Listings	Unlimited Premium Listings	6 Premium Listings	3 Premium Listings
Annual Investment	US\$ 80,000	US\$ 64,000	US\$ 32,000
Best For	Major Brands seeking year-round market leadership	Established companies seeking consistent visibility	Companies seeking targeted brand exposure

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 728 x 90 Large - opened state 728 x 400	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 + X + 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@tradeearabia.ae

CPM based Online Advertising / Agency Relations

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

2027 Editorial Calendar

JANUARY

- Sustainable Tourism
- Cruising
- International Destinations: Cyprus & Malta
- Regional Destination: North Africa

FEBRUARY

- EID HOLIDAYS
- Sports and Adventure Travel
- International Destination: Czechia
- Regional Destinations: Qatar & Oman

MARCH

- ITB Berlin
- Tourise Preview
- International Destination: Italy
- Regional Destinations: Kingdom of Bahrain & Kingdom of Saudi Arabia

APRIL

- EID & Family Holidays
- Shopping Tourism
- Cruising
- International Destination: Spain
- Regional Destination: Northern Emirates

MAY

- ATM Preview
- MICE & IMEX Preview
- Rail Travel
- International Destinations: Austria, Germany & Switzerland
- Regional Destination: Abu Dhabi, Saudi Arabia & Kuwait

JUNE

- Destination Weddings & Honeymoons
- ATM 2027 Round-Up
- International Destinations: Great Britain & Ireland
- Regional Destination: Türkiye

JULY

- Summer Offers
- Cruising
- International Destination: Central Europe
- Regional Destination: UAE

AUGUST

- Health & Wellness Tourism
- Train Travel
- International Destination: Indian Ocean Islands
- Regional Destination: Oman

SEPTEMBER

- Golf Holidays
- Sustainable Travel & Accessible Tourism
- International Destination: Eastern Europe
- Regional Destination: Dubai

OCTOBER

- Winter Holidays
- Cruising
- International Destination: The Americas
- Regional Destination: Abu Dhabi, Saudi Arabia & Kuwait

NOVEMBER

- WTM London
- MICE Tourism and IBTM World
- International Destination: South East Asia
- Regional Destinations: Northern Emirates & Kingdom of Bahrain

DECEMBER

- Luxury by TTN at ILM Cannes
- Qatar Travel Mart (QTM)
- International Destination: France
- Regional Destination: Qatar

Follow our social media profiles



Follow Us!    @ttnworldwide  travelandtourismnews



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When it comes to travel, we go to all the right places!

Travel & Tourism News Middle East

TTN

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