



Jabal Al Lawz, Credit STA

# 2022 Media Information



Waldorf Astoria Dubai



Tourism Finland



Centara Mirage Beach Resort Dubai

# TTN

## INTRODUCTION

# 2022



Baqages Fathi



Azerbaijan cuisine



Hybrid Weddings. Photo Kempinski



Yes Marina Dubai

**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.*



Australia



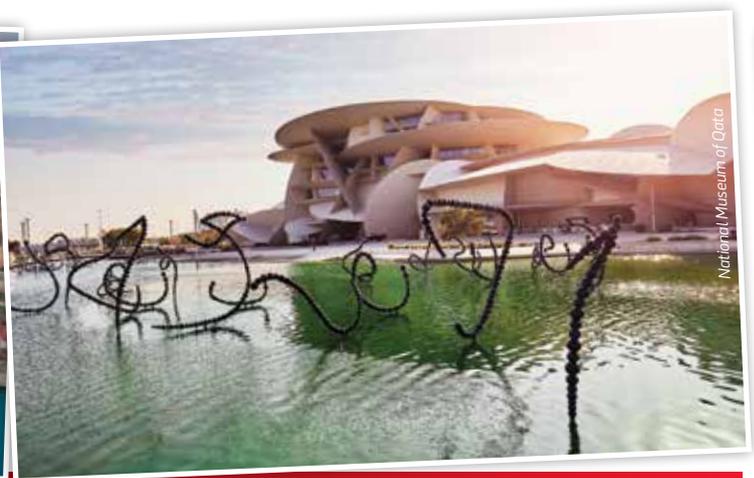
Peru



Canary Islands



Jewel of the Seas in Limassol



National Museum of Qatar



# 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.

## 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

**EuropeRegional Destination:** Dubai



Expo Sustainability Pavilion, 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.

**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.

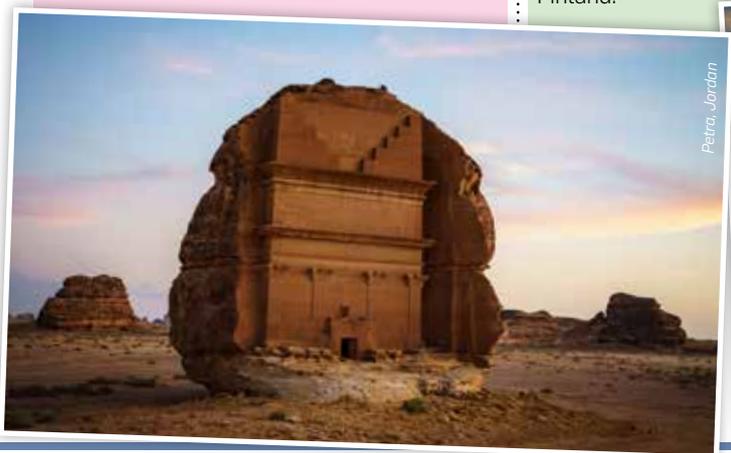
**International Destinations:** Cyprus & Malta

**Regional Destination:** Qatar

## 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.

**ITB Berlin:** TTN provides a unique opportunity to reach out to the world at one of the world's largest travel shows as it returns this year to its physical address in Berlin. We will have exposure and distribution throughout the event at the Media Pavilion and in the Middle East hall.



Petra, Jordan



Moscow



**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 Destinations:** 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



# Geographic Circulation and Online Readership

Travel and Tourism News has a **printed circulation of 7,000 copies** in the Middle East and Africa with a peripheral international circulation.

<b>Daily Newsletters</b> .....	<b>7,800</b>
<b>e-newsletters per year</b> .....	<b>1,872,000</b>
<b>Online Page Views per year</b> .....	<b>244,800</b>
<b>Online EDM – Distributor to dedicated database</b> .....	<b>13,000</b>

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 and Iran.



## 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 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 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 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.

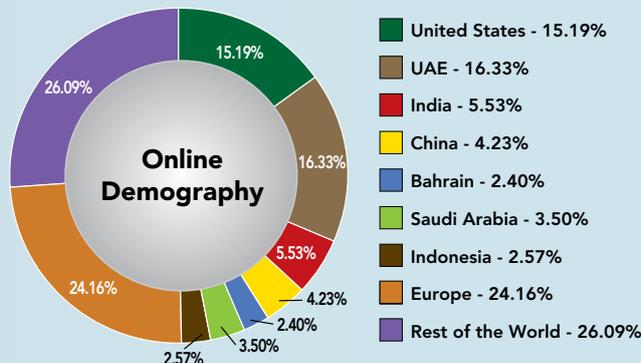
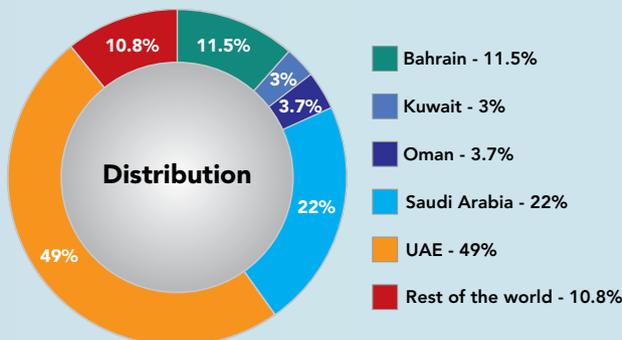
**ITB Asia:** ITB Asia is Asia Pacific's leading trade show. *TTN* as a media partner will highlight the Asian and the Middle East participants and look at the key initiatives in a preview of this three-day event.

**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 and distribution at the event through the Media Pavilion and in the Middle East hall.



## BUSINESS SECTORS

Airlines  
Airport Personnel  
Flight Caterers  
Handling Agencies  
Hotels  
Spas  
Resorts

Accommodation  
Travel Agents  
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

**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.

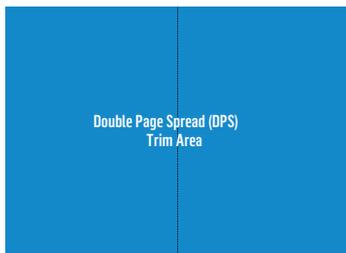
**International Destinations:** France & Monaco

**Regional Destinations:** Abu Dhabi & Ras Al Khaimah

\* Some of our monthly features may change due to travel restrictions

# TTN RATES AND DATA

## PRINTED EDITION



Double Page Spread (DPS)  
Trim Area

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



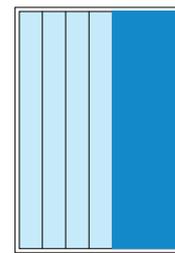
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Trim Area

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Full color US\$ 6,174

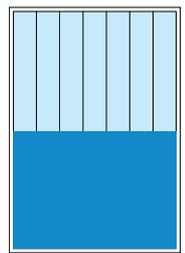


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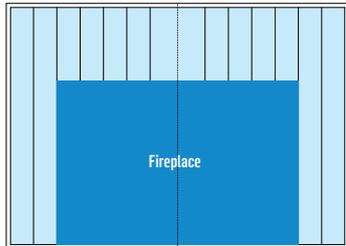
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Full color US\$ 6,174



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Full color US\$ 2,646

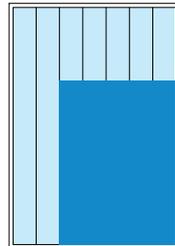


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Full color US\$ 3,087

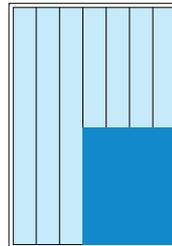


Fireplace

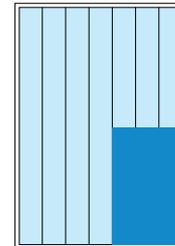
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DPS color US\$ 6,174



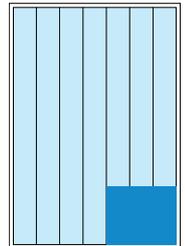
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Full color US\$ 3,087



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

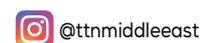
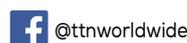
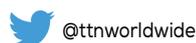
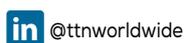
Rates for Print and Online Campaigns
Special add on rates available for a joint print and online campaign. With any print ad booked, receive a standard banner (468 x 60) for only US\$660/net per month. Online campaigns, receive a quarter page (20cm x 15.5cm) print ad for only US\$ 660/net per month.

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

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