

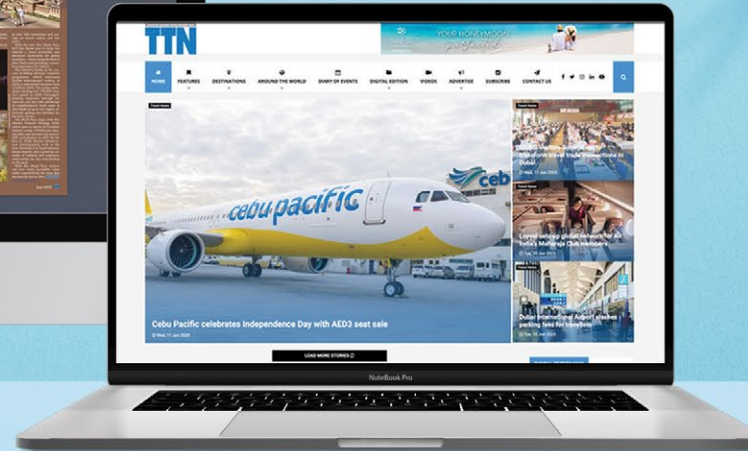


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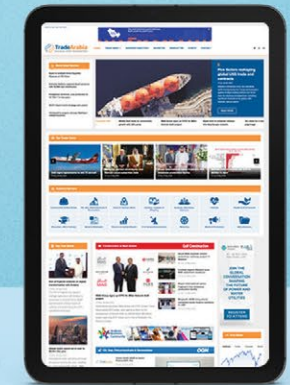
www.ttnworldwide.com

Travel & Tourism News Middle East

TTN



A component of
 **TradeArabia**
BUSINESS NEWS INFORMATION



Truly Global, Deeply Local

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.



Our **Audience**

Over 100,000 travel and hospitality professionals across the GCC and worldwide.

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

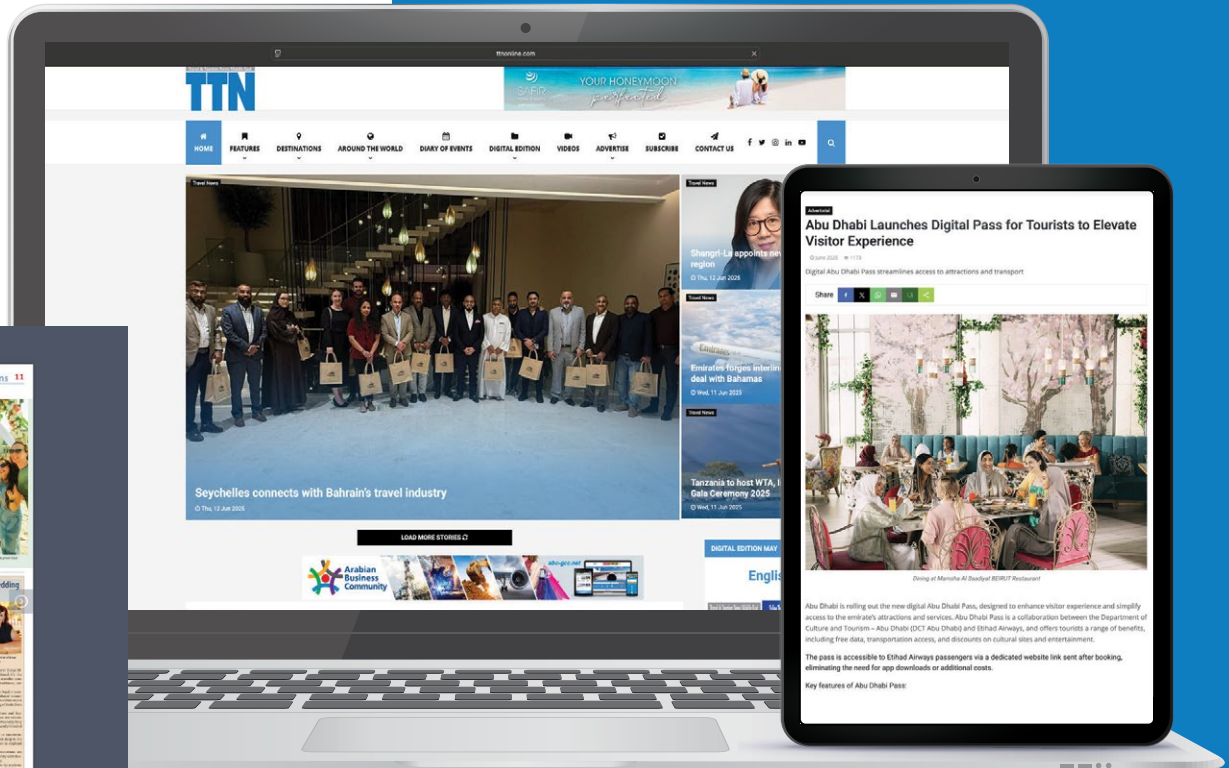
Our **Embedded Content**

- Destination promotional videos
- Hotel and resort walkthroughs
- Airline cabin previews
- Interviews with travel leaders
- Interactive brochures and booking tools



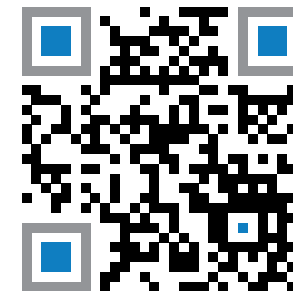
Our Advertising Formats

- Full-page and double-page spreads with video
- Sponsored editorial with multimedia
- Clickable banner ads



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.



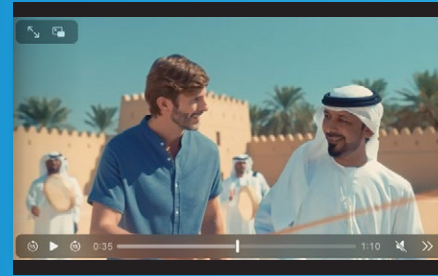
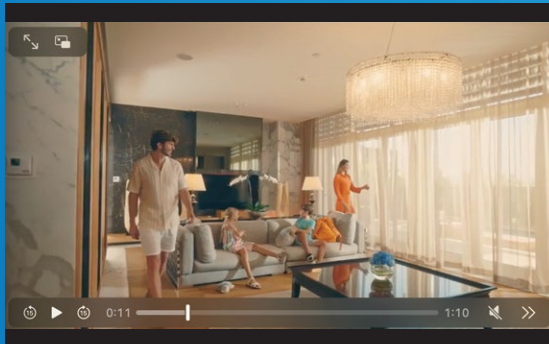
Scan or click on
QR code to visit
TTN interactive pdf



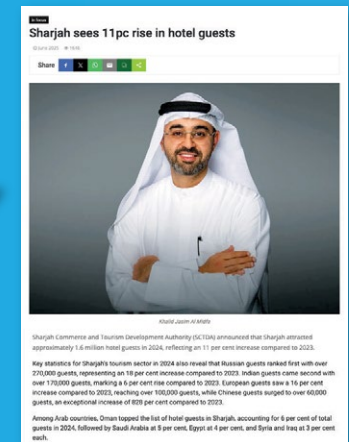
Pop-up videos featuring the latest news and intriguing stories, all with fully customisable user controls



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



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

Multimedia Facilities

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 55,000 users on the websites each month.



100,000 Email distribution

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



55,000 users

Over 55,000 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

Online: 1,225,250 page views per year | Users 635,581



268,921
page views per year

136,805
users



ttnworldwide.com



956,329
page views per year

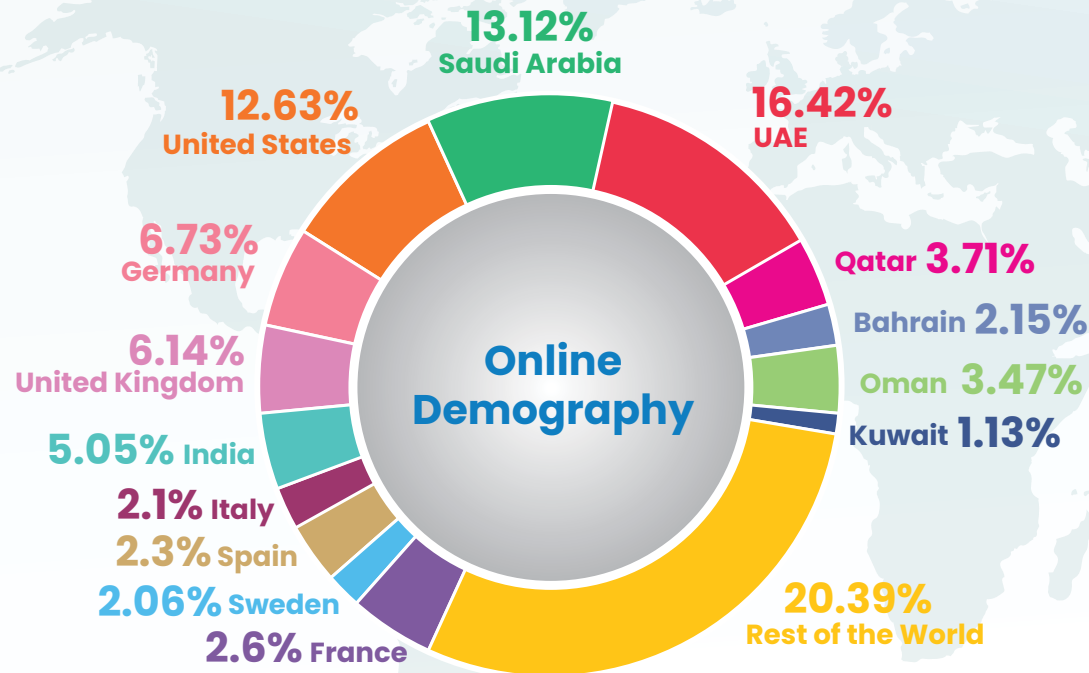
498,776
users



TradeArabia.com

Geographic Circulation and Online Readership

Travel and Tourism News (TTN) has an average print and online circulation of over 100,000 throughout the world.



1,620,480
Newsletters read
per year

6,752
Daily Newsletters
Subscribers

11,702
Social Media
Followers

269,842
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 7 million in a year.



Scan QR
code or visit
abc-gcc.net



Tourism Categories

1,383,568 VISITS

376,232 USERS

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**

Digital Marketing Opportunities



Online Video Promotion

Hosted on home page with promotion through social media and online marketing and archived for 12 months on video page



Sponsored Article (Editorial) / New Product announcements

Article hosted initially on news pages and thereafter archived for 12 months. Limit article to 700 words plus 1 photo.

Technical content on products and services. A description of the content on homepage with link to the article. Promotion on e-newsletters and social media. TechTalk allows companies to post up to 1 (one) article per month. Hosted under the Tech-Talk Section for 12 months



Email Marketing Campaign

Per e-mail campaign delivered. Campaign is one e-mail to selected database

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 + 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@tradeearabia.ae

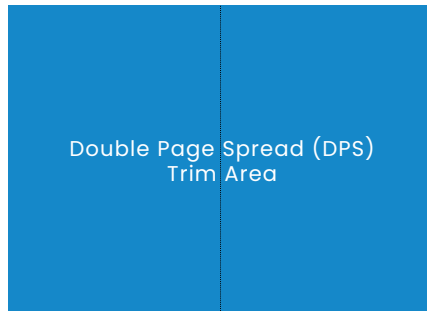
CPM based Online Advertising / Agency Relations

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

TTN Media Programmes

	Sponsorship	Partnership	Associate
Media Sponsors	Limited Number of Companies	Limited Number of Companies	Limited Number of Companies
Masthead Logo	Website and Social Media + Newsletters	—	—
Adverts	5 Full Pages (per month)	3 Full Pages Adverts (per month)	2 Full Pages Adverts (per month)
Editorial	Across all of Hilal Media Platforms	Across all of Hilal Media Platforms	TTN Media Platform
Social Media Post	1 Daily	3 Weekly	1 Weekly
Dedicated Editorial Executive	✓	—	—
Videography/Photography	Monthly	Quarterly	2 per Annum
Hilal's Media Mailing Lists	Weekly Access	Monthly Access	Quarterly Access
Creative Services (copy generation)	✓	✓	—
ABC Premium Listings	Unlimited Premium Listings	6 Premium Listings	3 Premium Listings
Price per Annum	US\$ 80,000	US\$ 64,000	US\$ 32,000

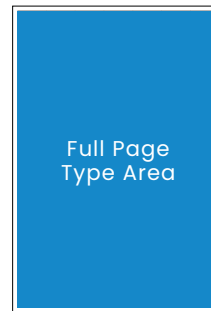
Print with Multimedia Rates and Specifications



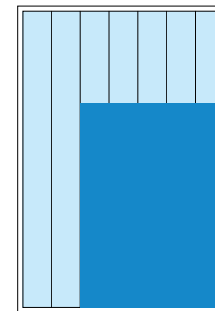
42cm height x 58cm wide
DPS color US\$ 10,500



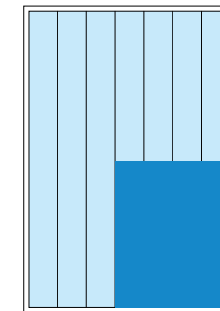
42cm height x 29cm wide
Full color US\$ 6,174



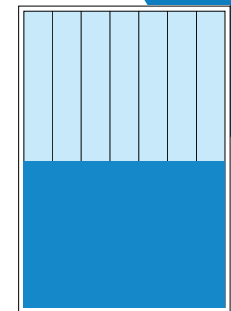
40cm ht x 7col (27.5cm)
Full color US\$ 6,174



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.*

2025/2026 Editorial Calendar

JULY 2025

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

AUGUST 2025

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

SEPTEMBER 2025

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

OCTOBER 2025

- Winter Holidays
- Cruising
- International Destination: The Americas
- Regional Destination: Qatar, Saudi Arabia

NOVEMBER 2025

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

DECEMBER 2025

- ILTM Cannes
- Luxury by TTN
- International Destinations: France
- Regional Destinations: Abu Dhabi

JANUARY 2026

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

FEBRUARY 2026

- Health & Wellness Tourism
- Sports and Adventure Travel
- International Destination: Japan & South Korea
- Regional Destination: Qatar & Oman

MARCH 2026

- ITB Berlin
- Rail Travel
- Eid Holidays
- International Destination: Italy
- Regional Destination: Kingdom of Bahrain

APRIL 2026

- Shopping Tourism
- Cruising
- International Destinations: Cyprus & Malta
- Regional Destination: Northern Emirates

MAY 2026

- ATM Preview
- IMEX
- Eid Holidays
- International Destinations: Austria, Germany & Switzerland
- Regional Destination: Saudi Arabia

JUNE 2026

- Destination Weddings & Honeymoons
- ATM Round Up
- International Destination: South East Asia
- Regional Destination: Oman

**Monthly features are subject to change due to demand*

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BUSINESS NEWS INFORMATION



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

Travel & Tourism News Middle East

TTN