

Travel & Tourism News Middle East



www.ttnworldwide.com



2012 Media Information



TTN RATES AND DATA

Display Advertising

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 (Process colours)	25% surcharge
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

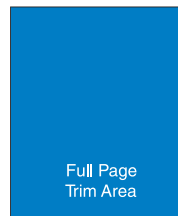
Black & White	3 weeks prior to publication
Colour	4 weeks prior to publication
Cancellations	3 weeks prior to publication

Mechanical Data

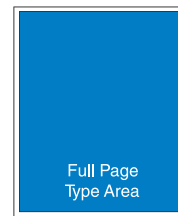
Printed	Sheet Offset
Full Page (trim)	42 cm x 29 cm
Full Page (type area)	40 cm x 27.5 cm
Bleed	Allow 5 mm on each side
Column Width	3.5 cm 7 columns per page

For online advertising, please contact

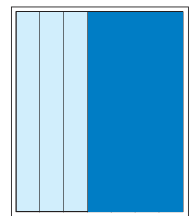
Rana Lababidi on rana.lababidi@trade Arabia.ae



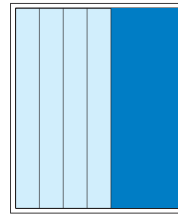
42 cm x 29 cm
Full colour **US\$6,174**
B/W **US\$4,410**



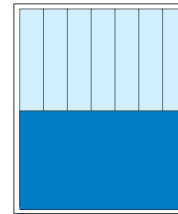
40 cm x 27.5 cm
Full colour **US\$6,174**
B/W **US\$4,410**



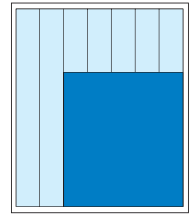
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Full colour **US\$3,528**
B/W **US\$2,520**



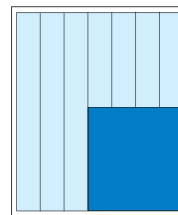
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Full colour **US\$2,646**
B/W **US\$1,890**



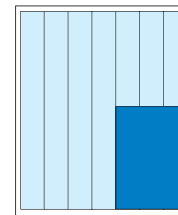
20 cm x 7 col (27.5 cm)
Full colour **US\$3,087**
B/W **US\$2,205**



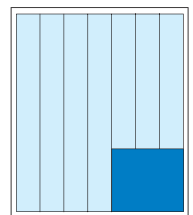
28 cm x 5 col (19.5 cm)
Full colour **US\$3,087**
B/W **US\$2,205**



20 cm x 4 col (15.5 cm)
Full colour **US\$1,764**
B/W **US\$1,260**

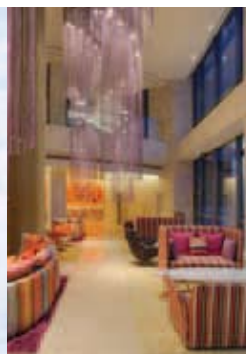


20 cm x 3 col (11.5 cm)
Full colour **US\$1,323**
B/W **US\$945**



10 cm x 3 col (11.5 cm)
Full colour **US\$662**
B/W **US\$472**

Please supply digital artwork as complete EPS or PDF files in high resolution (300 dpi), CMYK, non-compressed format. Other sizes (banner, ear piece, belly band etc) are available on request.



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Luxury by TTN

Published twice yearly



Luxury by TTN published twice-yearly is timed to coincide with ILTM Asia in Shanghai in June and ILTM Cannes in France in December. From exclusive spas to premium-class air travel, from the superluxe hotels, residences and resorts to the most superior limousines, we will be looking at what truly constitutes luxury in terms of travel and tourism and speak with the industry's major decision makers and the visionary investors who set out to make luxury happen. To learn more about *Luxury by TTN*, contact publishing director Kim Thomson on kim.thomson@tradedearabia.ae or sales and marketing manager Fiona McAndrew on fiona@tradedearabia.ae



TTN EDITORIAL CALENDAR 2012

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 issues such as sustainable tourism based on industry feedback as well as publish a biannual luxury supplement.

JANUARY

2011 Industry Round Up: Now an annual feature, *TTN's* Industry round-up speaks to the decision-makers in the hotel and airline sectors. We look at the widening choice of international and local hotel brands and how the Middle Eastern destinations are faring in the global market. On the airline front, we discuss operational and expansion plans.

Airports & Duty Free: As expansion within most Middle Eastern airports continues, *TTN* looks at these developments as well as services offered, from meet and greet facilities to loyalty programmes and new lounge openings. We also look at the duty free outlets that are increasingly becoming elite shopping malls.

International Destination: Hong Kong

Regional Travel: Jordan

FEBRUARY

Sports Tourism: With sport tourism now worth an estimated \$51 billion per year, this is an area of extreme growth potential. From the region's two Formula 1 races, to tennis, golf and other sporting tournaments, we look at the impact of major competitions on regional and international travel and tourism and spotlight some of the best deals for those keen to attend world-class sporting events.

Car Hire: A look at the services offered by car hire firms around the region and the increasing challenges in this competitive industry.

International Destinations: Turkey including the EMITT exhibition, Africa

Regional Travel: Fujairah & Umm Al Quwain

MARCH

ITB, Berlin: One of the world's largest travel shows, we preview what's on offer. *TTN* will be represented and distributed at the event.

Spa Holidays: As spa facilities become an increasingly important differential in today's travellers choice of hotel (and airline), we examine facilities around the region and in popular international destinations.

GIBTM: The Gulf Incentive, Business Travel & Meetings Exhibition held in Abu Dhabi is now in its sixth year. It is supported by *TTN* and is the region's only such event highlighting this sector.

International Destinations: Greece, Cyprus & China

Regional Travel: Abu Dhabi & Al Ain

APRIL

Cruising: One of the industry's fastest growing sectors, *TTN* looks at cruise operators and terminals directly serving or targeting the region.

AHIC: *TTN*, as sponsor of the annual Arabian Hotel Investment Conference, will preview AHIC which brings together regional industry leaders, destination managers and investors from all over the world to discuss the performance of the hotel sector to Dubai.

WTTC – Global Tourism Summit: This year the annual WTTC Global Tourism summit goes to Tokyo, Japan. *TTN* is the Middle East media partner at this prestigious annual global event.

Responsible Tourism: The increase in consumer demand for holidays that incorporate all the aspects of sustainable tourism is huge across the globe. *TTN* looks at trends, and talks to industry leaders about this topical issue.

International Destinations: Singapore, Indonesia, Malaysia & Brunei

Regional Travel: Kuwait

MAY

ATM: 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 seminar programme running alongside the event, and is therefore widely distributed. If you can't make it at the exhibition, be there through our pages!

IMEX: Celebrating its tenth year, *TTN* looks at the Middle East participants attending this dedicated Mice exhibition, held in Frankfurt. *TTN* will be distributed at this exhibition.

International Destinations: Great Britain & Ireland

Regional Travel: Muscat, Oman



JUNE

ILTM Asia: ILTM Asia held in Shanghai, is a 'by invitation only' event showcasing the world's most sought after destinations and ultra-unique travel experiences to the most discerning luxury travel buyers from across the Asia Pacific.

Luxury by TTN supplement highlighting a collection of luxury experiences available for today's elite traveller.

Show Reviews: A wrap up of all the shows from the previous month including product launches, latest news, deals and attendance figures.

Summer Break Offers (Part 1): We round up the best packages and deals on offer from hotels, airlines, tour operators and tourism boards, as well as summer events.

Ramadan Offers (Part 1): With the onset of the Holy Month of Ramadan, we round up the special deals and packages offered by hotels and airlines.

Train Travel: Train travel is an exciting alternative to road or air travel. *TTN* explores some of the exciting options available all over the world.

International Destinations: Germany, Austria & Switzerland

Regional Travel: Egypt & North Africa

JULY

Summer Offers (Part 2): We continue our coverage of the special offers the travel industry and tourism boards are extending over the summer.

Ramadan Offers (Part 2) & Eid Breaks: We continue our coverage of special deals and packages during the holy month and highlight short-break deals & offers for the Eid holidays.

International Destinations: Italy, Malta and Spain

Regional Travel: Yemen & Salalah, Oman

AUGUST

Leisure Resorts & Theme Parks: A combination of sun, sea, sand and shopping, together with lush resorts, lures tourists from around the world to the Middle East, while there is a flow of traffic from this region to international destinations offering resorts and theme parks for the whole family. We feature the best ideas from all destinations.

Adventure Tourism: From exploring natural, remote or exotic destinations, pursuing adrenaline pumping activities such as white-water rafting, elephant safaris, bungee jumping, or understanding cultural differences, we bring you what's hot locally and internationally.

International Destinations: The Sub Continent & Indian Ocean Islands

Regional Travel: Lebanon & Syria

SEPTEMBER

Golfing and Golf Holidays: As golfing gets popular and more golf courses are mushrooming everywhere, *TTN* takes a look at new and existing courses around the globe. *TTN* will also focus on golfing packages and special offers available regionally and internationally and preview the International Golf Travel Market held in November.

Budget Holidays: *TTN* takes a look at value for money options offered by low cost carriers,

three-star hotels to services apartment, now emerging in the Middle East.

International Destinations: Thailand & Philippines

Regional Travel: Qatar

OCTOBER

Winter Holidays: Skiing holidays in Europe, North America, Lebanon, Dubai and elsewhere - *TTN* looks at winter holiday options available globally.

Business Travel: In our popular annual feature, *TTN* reviews what specific facilities hospitality and travel providers are offering the business traveller, whether spa deals or in-flight VOIP services.

ITB Asia: Now in its fifth year, ITB Asia is Asia Pacific's leading trade show held in Singapore. *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 Destinations: North and South America

Regional Travel: Dubai, Sharjah & Ajman

NOVEMBER

WTM: *TTN* is the only Middle East Global Media Network partner at the prestigious World Travel Market held in London, and accordingly, will showcase industry products and services particularly those from the Middle East. We will have excellent exposure and distribution at the event.





TTN

CIRCULATION

EIBTM: *TTN* previews this leading Mice exhibition, held in Barcelona and will look at corporate and incentive travel into the region. *TTN* is distributed at this event.

Health Tourism: Medical and alternative solutions to health matters will be discussed as more and more resorts are designed to pamper or improve the body and relax the mind. *TTN* will also provide information on what regional and overseas countries are currently offering.

International Destinations: Australia & New Zealand

Regional Travel: Kingdom of Bahrain & Kingdom of Saudi Arabia

DECEMBER

ILTM: The International Luxury Travel Mart held in Cannes, 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.

Luxury by TTN supplement highlighting a collection of luxury experiences available for today's elite traveller.

World Green Tourism: World Green Tourism (WGT) supported by ADTA and held in Abu Dhabi is the only event in the region dedicated to the promotion of sustainable tourism. The inaugural World Green Tourism summit ran in 2010 and proved to be a landmark event paving the way for the development of a greener tourism industry in the region. *TTN* will preview this year's event.

Tourism Boards/Offices: *TTN* finds out what's new among tourism boards or offices in the region and what developments or plans are afoot to promote their destinations in order to boost revenue.

Shopping Tourism: Entire holidays are being constructed around shopping or retail therapy and *TTN* looks at the many offerings available worldwide.

International Destination: France

Regional Travel: Ras Al Khaimah

Looking Back at 2012: An analysis of topical issues from the travel industry in 2012.

PRINTED EDITION

Travel & Tourism News has a printed circulation over 6,400 copies in Algeria, Bahrain, Cyprus, Egypt, Greece, Jordan, Kenya, Kuwait, Lebanon, Libya, Morocco, Nigeria, Oman, Qatar, Saudi Arabia, South Africa, Sudan, Syria, Tanzania, Tunisia, Turkey, United Arab Emirates and Yemen. Plus, peripheral international circulation.

GEOGRAPHIC CIRCULATION & ONLINE READERSHIP

Saudi Arabia.....	1,685
Kuwait.....	337
Bahrain.....	643
UAE.....	2,978
Qatar.....	472
Oman.....	573
Other Middle East Countries/Levant.....	1,004
Rest of the world/international/promotional.....	735
Total Geographic Circulation.....	8,427
Online Readership-Unique Visitors*.....	42,246
Total.....	41,329

READERSHIP PROFILE

Airlines and airport personnel, including flight caterers and handling agencies.....	570
Hoteliers including spas and resorts and accommodation.....	2,650
Travel agents, tour operators and car hire personnel, plus other travel related and media professionals and consultants.....	3,623
Government ministries, tourism authorities, travel trade organisations, diplomatic service.....	257
Corporate Incentive personnel including in-house travel division, Mice, events and PR consultants.....	1,327
Total.....	8,427
Online Readership*.....	42,246
Total.....	41,329

* Figures for June 2011

Geographical location of online visitors include Algeria, Australia, Bahrain, Belgium, Brunei, Canada, China, France, Greece, Hong Kong, Indonesia, India, Italy, Japan, Jordan, Kenya, Korea, Kuwait, Libya, Malaysia, Morocco, Netherlands, Nigeria, Norway, Oman, Philippines, Qatar, Saudi Arabia, Singapore, South Africa, Sudan, Switzerland, Taiwan, Tanzania, Turkey, UAE, UK and USA.

Applied for BPA membership March 2011





INTRODUCTION

TTN is the leading trade publication distributed on a controlled circulation basis to members of the travel and tourism industry in the Middle East.

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.

Celebrating 30 years this year, the publication 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 an email newsletter is dispatched mid-month to subscribers, providing a significantly increased readership profile.



2012



TTN Yearbook 2012

Published in Q1 2012



The *TTN Yearbook*, published annually at the beginning of the year, gives a detailed overview of the issues facing travel and tourism in the region. From car hire to hotels, airlines and cruising, we speak to industry leaders and governmental tourism bodies as well as offer a country-by-country overview of the position of the industry and what is expected for the future. The yearbook also includes a comprehensive industry events calendar, details of new hotel openings and a range of informative, thought-provoking articles from industry experts.

To learn more about the yearbook contact publishing director Kim Thomson on kim.thomson@tradedarabia.ae or sales and marketing manager Fiona McAndrew on fiona@tradedarabia.ae