

MEDIA PLANNER
2023

Travel And Tour World – A pioneer in the world of global travel industry!

WHO ARE WE?

Travel And Tour World is a daily news portal and e-magazine dedicated to the global travel industry. Its editorial coverage includes airline, hospitality, cruise, railways, meetings, incentive, exhibitions and conference (MICE) industry.

Travel And Tour World has built a unique and trusted platform for the international travel market and a global circulation and committed digital readership.

Highlights

Daily breaking news and latest travel updates



Exclusive Show Highlights and Show Reviews on trade fairs



Readership includes B2B, B2C segment and premium selling channels



Targets and caters to the needs of inbound and outbound travellers



CIRCULATION

5,00,000 + readers

OUR PARTNERS

120 + International
Trade Shows

SOCIAL MEDIA FOLLOWERS

20 K +

NEWSLETTER OPENING

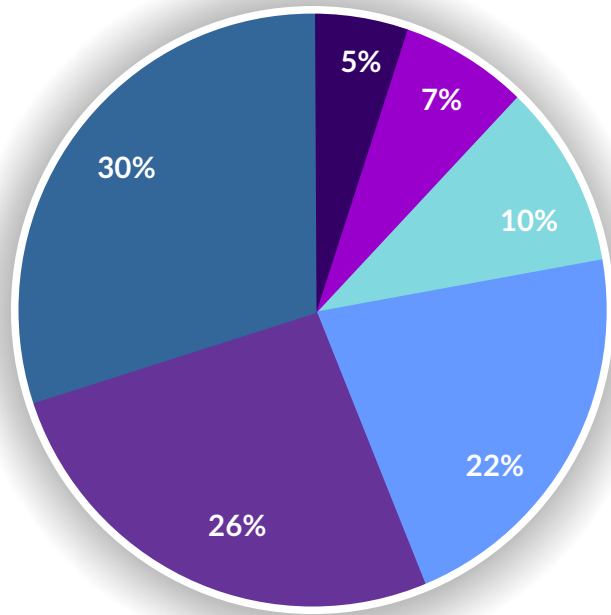
35% to 42%

OUR REACH

- Participation in 120+ trade shows and industry events on the international arena, including FITUR, ITB Berlin, ITB India, CONVENTA, WTM London, WTM Africa, ACE of MICE, IMEX America, IMEX Frankfurt, Tourism Innovation Summit (TIS), IT&CM Asia, IBTM World, Arabian Travel Mart, ITE Hong Kong, AIME, TTF, OTM, ITB Asia, SATTE and many more.
- Social Media Users
- Website Visitors and Magazine Readers
- App Users
- Weekly Newsletter Subscribers



AUDIENCE CIRCULATION

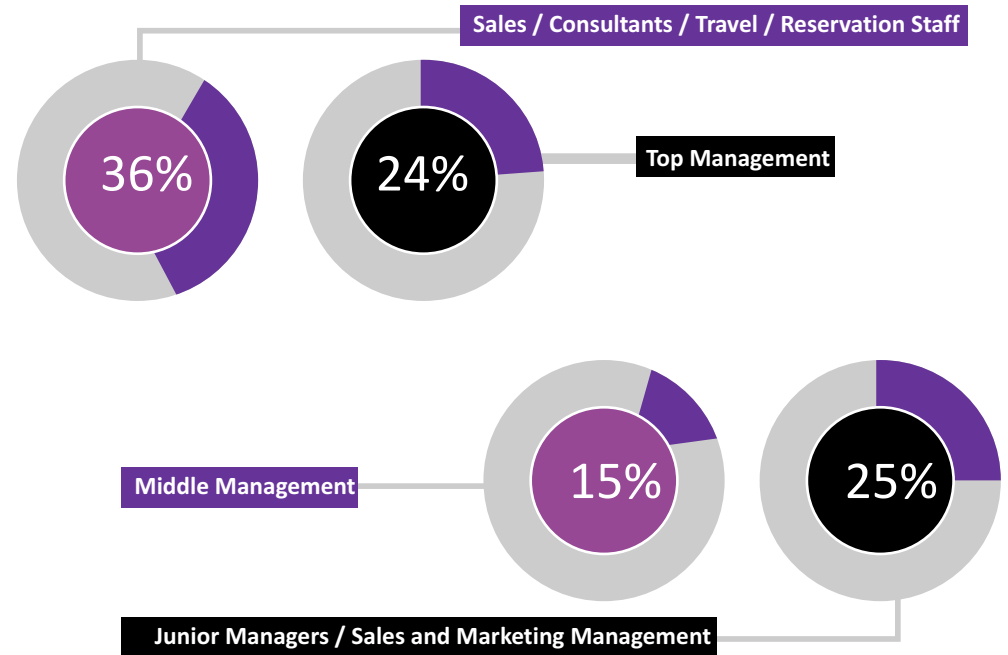


READERS BY CONTINENT

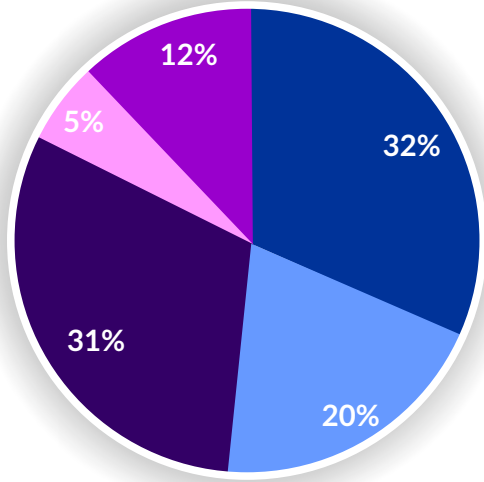
- Europe
- Asia
- N. America
- MENA
- S. America
- Australia

*Europe (United Kingdom, Spain, Germany, Greece etc.) | *Asia (China, South Korea, Japan, Sri Lanka etc.)

READERS BY JOB FUNCTION



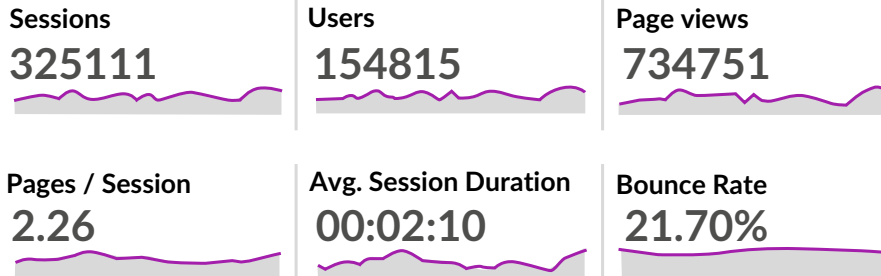
Overall Media Reach 5,00,000 +



CIRCULATION

- Trade Fairs
- Newsletter
- Web+Magazine
- Social Media
- App Users

WEBSITE ANALYTICS



CLIENTS & DISTRIBUTION

MEDIA KIT
2023

WEBSITE ADVERTISEMENT

The screenshot shows the Travel & Tour World website homepage. Key elements include:

- Top Navigation:** News, Interviews, Videos, Shows, Networks, Archive, TTV App, About Us, Contact Us, Favorite.
- App Promotion:** "Introducing our new App" banner with a "DOWNLOAD NOW" button.
- News Pick:** "Dubai records short-term rental boom in months leading up to Qatar World Cup".
- Travel News:** "India focuses on promoting green tourism".
- MICE News:** "IBTM World set for almost successful show than 2019".
- Partners:** "IT&CM Asia" and "CW" logos with event dates for Bangkok (20 to 22 September 2022) and Virtual (20 to 28 September 2022).
- Regional News:** Sections for Europe, America, Middle East, and Asia with various news items.
- Interactions:** Profiles of staff members like Ana Maria Ramon Cardona and Luke Agius Barthe.
- IN FOCUS:** "In an exclusive interview with Travel & Tour World, Stephanie Martin, the Head of Sales, Melbourne Convention and Exhibition Centre (MCEC) shares her view on her experience at AIPC Future."

Leader Board
728x90 px

Big Banner
468x60 px

Medium Banner
300x250 px

Video
on home page

Interview

NEWSLETTER

The screenshot shows a "WEEKLY TRAVEL NEWS UPDATE" newsletter. Key elements include:

- App Promotion:** "Introducing our new App" banner with a "DOWNLOAD NOW" button.
- Headline:** "Queen Elizabeth dies at 96; King Charles pays tribute".
- Image:** A photograph of Queen Elizabeth II.
- Text:** "Britain's longest reigning monarch, Queen Elizabeth II, died on September 8 at the age of 96 at her Scottish castle." Below it is a "Read More" button.
- Video:** "Exclusive Interview of Kasia Pankoeaska" with a video player showing a woman speaking.
- Text:** "In an exclusive interview with our editor at TIS 2022, Kasia Pankowska, CEO, Hotel Treats explains how the company is working in the hospitality industry." Below it is a "Read More" button.
- Square Banner:** "IT&CM Asia" and "CW" logos with event dates for Bangkok (20 to 22 September 2022) and Virtual (20 to 28 September 2022). Text: "Established in 1993, Incentive Travel & Conventions, Meetings Asia (IT&CMA) is at the forefront of fostering MICE growth opportunities for the Asia-Pacific and beyond."

Big Banner
468x60 px

Video
on Newsletter

Square Banner
with write-up
200x200 px

EDM SERVICES

PACKAGES

No. of E-mails

PLATINUM :1,50,000 & above

GOLD : 50,000 - 1,50,000

SILVER : Minimum 50,000

Traditional Marketing

Fatal Flaws

- ☑ Way more expensive
- ☑ Interrupts your clients
- ☑ Holds attention for a shorter span

Online Marketing

Rewarding Returns

- ☑ Adds value with loyalty
- ☑ Blogs and Videos educate and inspire future buys
- ☑ Encourages reciprocation and gratitude
- ☑ Attracts potential clients with viral content

SOCIAL MEDIA

Followers

 10,701+

 3661 +

 7200 + LinkedIn Newsletter:
2100 + Subscribers

Web + Social Media

4 Featured News

1 Trending

2 Video Promotion

1 Banner (1 Month)

Social Media Marketing for all posts

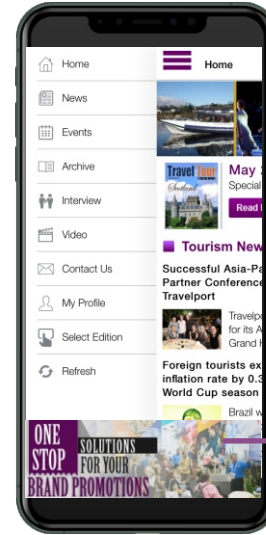
To know more feel free to contact
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APPLICATIONS

- 1 Current and past issues of Travel And Tour World absolutely free
- 2 Realtime news, updates, travel warnings, alerts
- 3 Exclusive Interviews from Industry leaders
- 4 Updates from Events Calendar

Travel And Tour World APP!



Your Ad Here
(Rotating Banner Ad)



Your Ad will look like this
(Interstitial Ad)

Advertising Options:

- **Rotating Banner Ad** throughout the Travel And Tour World app on iPad, Smartphones and Tablet.
- **Interstitial Ad** While opening the Travel And Tour World app on iPad, Smartphones and Tablet.
- **Push Notifications:** Promote your company's news and innovations directly to your target audience' mobile and tablets.

One of the largest circulated online travel magazines and news portal, offering on-demand access to a huge network of travel and tourism professionals of the world.

MAGAZINE

COVER STORY
of 6 pages
with picture
in Front Cover

**INSIDE COVER
ADVERTISEMENT**

**FULL PAGE
ADVERTISEMENT**

**HORIZONTAL
STRIP
ADVERTISEMENT**

**VERTICAL STRIP
ADVERTISEMENT**

**HORIZONTAL
STRIP
ADVERTISEMENT**

**VERTICAL STRIP
ADVERTISEMENT**

Content
page

DOUBLE SPREAD

E-MAGAZINE BACKGROUND

**BACK COVER
Advertisement**

new

**CONTENT
PAGE
FOOTER**

**Video
Insertion**

Video Promotion

- 30 sec
- 60 sec
- 120 sec
- 180 sec

**EDITOR'S PICK
(CONTENT BASED)**

**SPECIAL
FEATURE
2 Pages
+
Logo on
cover page**

HALF PAGE

Specification

Cover Story, Inside/Back Cover, Full Page	: 22x25cm
Content Page Horizontal and vertical strip	: 22x7cm/7x22cm
Content Page Footer strip	: 22x3.5cm
Inside Page Horizontal and vertical strip	: 22x7cm/7x22cm
Half page strip	: 11x25cm
Double Spread	: 44x25cm
Editor's call	: 11x12.5cms

**Files in jpeg/pdf with High res images are accepted.*

Contact for Ad Space
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	Cover Story	Destination Diary	Meeting Points	Tech iT	Special Feature	Travel Tendency
JAN	Best Places to Travel in 2023	Guam	Madrid	Travel Tech Trends to look at in 2023	Bahrain	New Tourism Trends in 2023
FEB	Europe by rail	Guatemala: Revisiting Mayan Civilization	Istanbul	Contactless Border Crossing in UK	Volcano Hiking Around the world	Air Travel Hacks
MAR	Airlines for a Luxurious Travel Experience	Brighton, the city of the Brighton Festival	Berlin	Aviation technology to support sustainability	Desert Safari Around the World	Travelling through Easter Markets
APR	Honeymoon Cruises in Baltics	Off-The-Beaten-Path In Central Portugal	Dubai	Drone/ Aerial Photography	Amusement Parks around the world	Travelling with Rental Cars
MAY	Importance of Travel Credit Cards	Wine Regions in Europe	Brussels	Digitization of Rail Transport	Best Places for Staycation	Travelling to Egypt: Pyramid Paradise
JUN	Astro-Tourism	Guyana: A Destination for Eco tourism	New York	Sustainable Fuel Flights	Travel Insurance: Must Buy for Luxury Travel	Cycling Tours in Vietnam
JUL	Bolivian Community Culture	Culinary offerings in Barbados	Adelaide	IoT in the hotel industry	Best Premium Luggage for Traveling in Style	Luxury Airport Lounges
AUG	Budget Travel Destinations	Green Journey to Slovakia	Jönköping	Cybersecurity in travel business	Charming Cafés in Spain	Sustainable Venues in England
SEP	Travel recovery hints at profitability in 2023	Underrated Cities in Europe	Riyadh	Facial recognition technology in airports	International Sim Cards	Cruises in Budapest
OCT	Climate Change and Tourism Scenario	Best Countries to Visit for Ecotourism	Cairo	Tech Lounges & Digital Conference Facilities	Halal Friendly Destinations	Robotics: Future of Travel Industry
NOV	Travelling to Atacama Desert	Danube Island	London	Big Data	Sports Tourism	Trip to Caribbean Islands
DEC	Honeymoon Destinations in USA	El Salvador	Baku	Mobile Check-in via hotel App	Christmas Markets Around the world	48 hours in Italy

Editorial Calendar may subject to change

Group Media Profile



Catering to the MICE industry



B2B digital publication catering to travel industry of Americas



B2B digital publication catering to travel industry of Europe



B2B & B2C digital publication catering to travel industry of Asia



B2B digital publication catering to travel industry of India



Catering to European woodworking industry



Serving the woodworking industry of the Americas

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