

media pack



TRAVEL TRADE
Publications

A Leader in Global Travel & Tourism News

TRAVEL TRADE PUBLICATIONS (TTP) IS A CYPRUS-BASED PUBLISHING HOUSE
SPECIALISING IN TRAVEL AND TOURISM ONLINE NEWS AROUND THE GLOBE. THE COMPANY
CURRENTLY BRINGS OUT THE BELOW PRODUCTS:





TRAVEL TRADE MENA

Focus

- online news on MENA region
- online featured destination pages

News Coverage 20 countries MENA region

Hits

1.6 M

Page Views

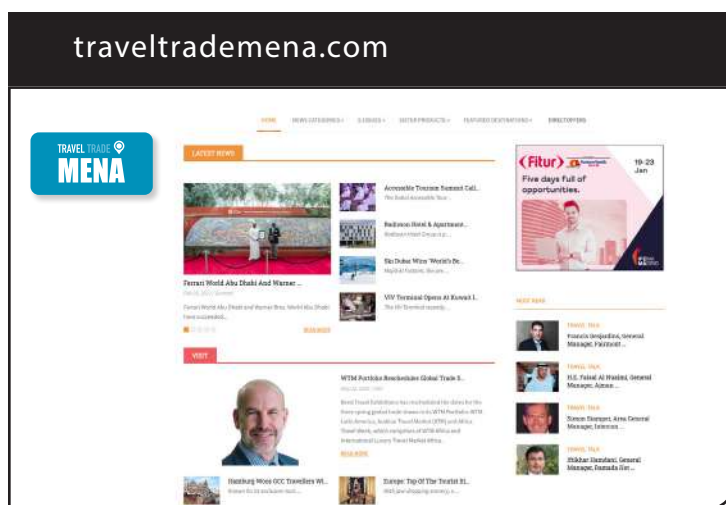
1.4 M

Average Hits per day

4.1 K

Unique Visitors

366 K



SPECIAL EXHIBITION PUBLICATIONS TRAVEL TRADE MENA *

SPECIAL EXHIBITION ISSUES

March ITB special issue

>> MENA Overview

May ATM special issue

>> MENA Overview

November WTM special issue

>> MENA Overview

- the above Travel Trade MENA publications may be in print and / or online form
- the online version will be distributed electrically to all agents worldwide
- when printed, copies will be distributed at each respective show i.e. ITB, ATM, WTM

| ADVERTISEMENT SIZE | PRICE IN EURO | PRICE IN USD |
|--------------------------------------|---------------|--------------|
| Full Page > 340mm x 240mm | €4,500 | \$5,400 |
| Double Full Page > 340mm x 480mm | €8,000 | \$9,600 |
| Half Page Vertical > 330mm x 108mm | €3,200 | \$3,840 |
| Half Page Horizontal > 155mm x 220mm | €3,200 | \$3,840 |
| Junior Page > 230mm x 165mm | €3,500 | \$4,200 |
| Quarter Vertical > 155mm x 108mm | €2,200 | \$2,640 |
| Quarter Horizontal > 108mm x 155mm | €2,700 | \$3,240 |

SIZES ARE HEIGHT x WIDTH

* These special editions are subject to Covid - conditions and exhibition date changes



TRAVEL TRADE WEEKLY

www.traveltradeweekly.com

TRAVEL TRADE WEEKLY

Focus

- online international news
- MENA region news

News Coverage Worldwide

Hits



5.9M

Page Views



5.1M

Average Hits per day

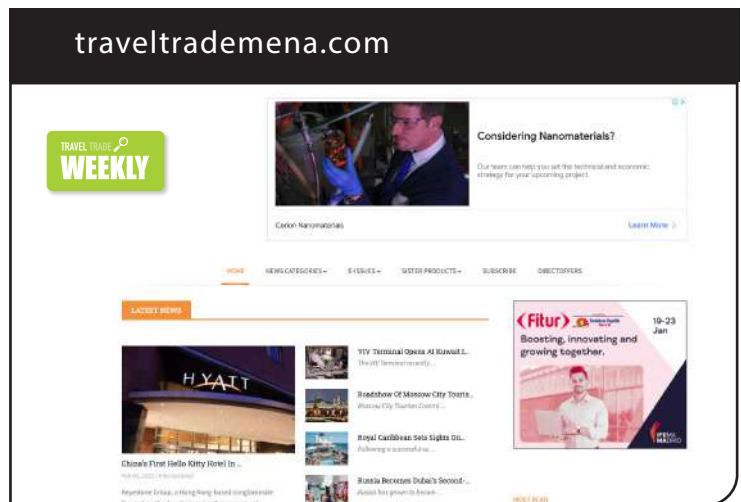


15.6K

Unique Visitors



1.1M





TRAVEL TRADE EUROPE

Focus • news on the European region
• online featured destination pages

News Coverage 49 countries in the European continent

Hits



1.8 M

Page Views



1.1 M

Average Hits per day

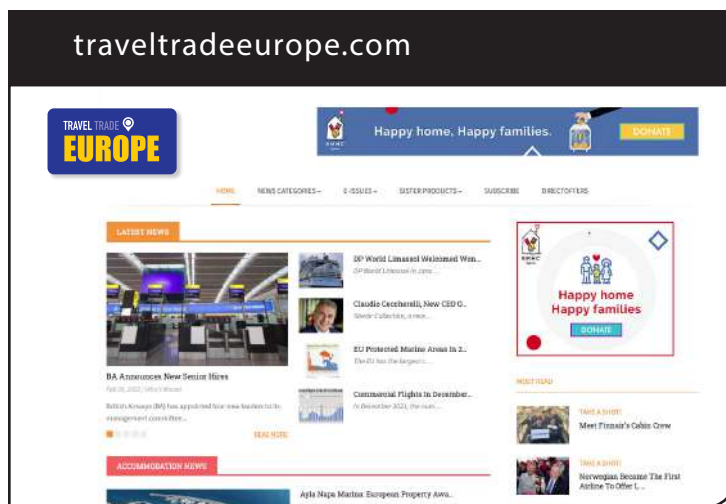


4.8 k

Unique Visitors



520 k





TRAVEL TRADE LUXURY

www.traveltradeluxury.com

TRAVEL TRADE LUXURY

- Focus**
- online news on luxury products and services
 - online featured destination pages

News Coverage Worldwide

Hits



1.5 M

Page Views



1.3 M

Average Hits per day

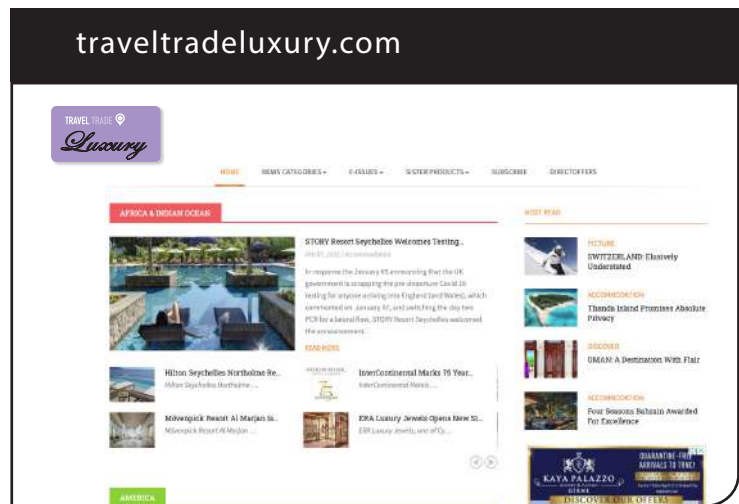


3.9 K

Unique Visitors



246 K





TRAVEL TRADE CYPRUS

Focus • online news on Cyprus
• online featured destination pages

News Coverage Cyprus

Hits



1.2 M

Page Views



1.1 M

Average Hits per day



3.1 K

Unique Visitors



257 K



SPECIAL EXHIBITION PUBLICATIONS TRAVEL TRADE CYPRUS ✨

SPECIAL EXHIBITION ISSUES

March ITB special issue

>> Cyprus Overview

May ATM special issue

>> Cyprus Overview

November WTM special issue

>> Cyprus Overview

- the above Travel Trade Cyprus publications may be in print and / or online form
- the online version will be distributed electrically to all agents worldwide
- the printed copies will be distributed at each respective show i.e. ITB, ATM, WTM

ADVERTISEMENT SIZE

- Full Page** > 340mm x 240mm
- Double Full Page** > 340mm x 480mm
- Half Page Vertical** > 330mm x 108mm
- Half Page Horizontal** > 155mm x 220mm
- Junior Page** > 230mm x 165mm
- Quarter Vertical** > 155mm x 108mm
- Quarter Horizontal** > 108mm x 155mm

PRICE IN EURO

- € 900
- € 1,620
- € 650
- € 650
- € 750
- € 450
- € 550

SIZES ARE HEIGHT x WIDTH

✨ These special editions are subject to Covid - conditions and exhibition date changes



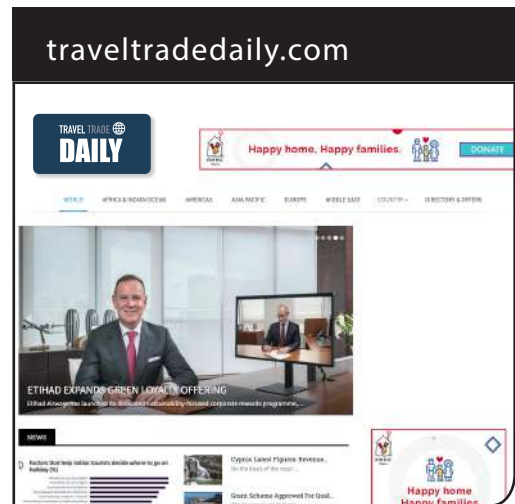
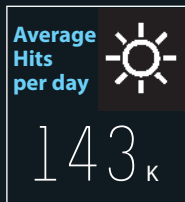
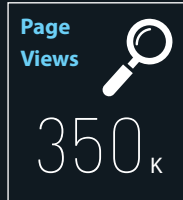
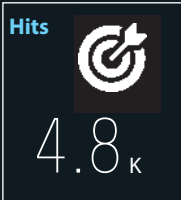
TRAVEL TRADE DAILY

www.traveltradedaily.com

TRAVEL TRADE DAILY

- Focus**
- online news on all international regions
 - online featured destination pages

- News Coverage**
- *worldwide news *Asia Pacific *Americas
 - *Africa and Indian Ocean *Europe *Middle East



BANNERS ADVERTISING SPECIFICATIONS

BANNERS SPECIFICATIONS

90 x 728
pixels

250 x 300
pixels

For advertisements
larger than specified height,
please contact sales@traveltradeweekly.travel

BANNER REQUIREMENTS

- > All artwork must be the correct size in PIXELS with resolution no lower than 72 dpi
- > Accepted formats include JPEG, GIF, PNG
- > Available sizes are shown above

PUBLICATIONS ADVERTISING SPECIFICATIONS



DOUBLE FULL PAGE
Trim: 340mm x 480mm
Bleed: 350mm x 490mm



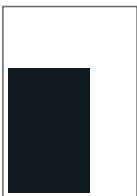
FULL PAGE
Trim: 340mm x 240mm
Bleed: 350mm x 250mm



HALF PAGE HORIZONTAL
155mm x 220mm



HALF PAGE VERTICAL
330mm x 108mm



JUNIOR PAGE
230mm x 165mm



QUARTER PAGE HORIZONTAL
108mm x 155mm



QUARTER PAGE VERTICAL
155mm x 108mm



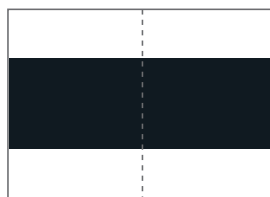
EARPIECE
55mm x 80mm



STRIP
51mm x 220mm



FULL WRAP
Trim: 340mm x 480mm
Bleed: 350mm x 490mm

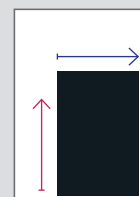


HALF WRAP
Trim: 170mm x 480mm
Bleed: 180mm x 490mm

ARTWORK REQUIREMENTS

- > All artwork must be high resolution. TIFF and JPEG at 300 dpi PDF at 2400 dpi
- > Fonts must be embedded in the following programmes: Illustrator, InDesign, and Freehand. Illustrator and InDesign fonts must be created to outlines and Freehand fonts must be converted to paths.
- > Colour breakdown must be CMYK.
- > Artwork must be exact size as specified at time of booking.

SIZES ARE HEIGHT x WIDTH



ONLINE ADVERTISING RATES

| HOME PAGE | |
|--|--------------------------|
| Banner size 90 height x 728 width pixels | |
| x1 month | €1000 |
| x2 months | €1800 €900 per banner |
| x3 months | €2550 €850 per banner |
| x4 months | €3200 €800 per banner |
| x5 months | €3750 €750 per banner |
| x6 months | €4200 €700 per banner |
| x7 months | €4550 €650 per banner |
| x8 months | €4800 €600 per banner |
| x9 months | €4950 €550 per banner |
| x10 months | €5300 €530 per banner |
| x11 months | €5500 €500 per banner |
| x12 months | €5760 €480 per banner |
| Prices in Euro | |

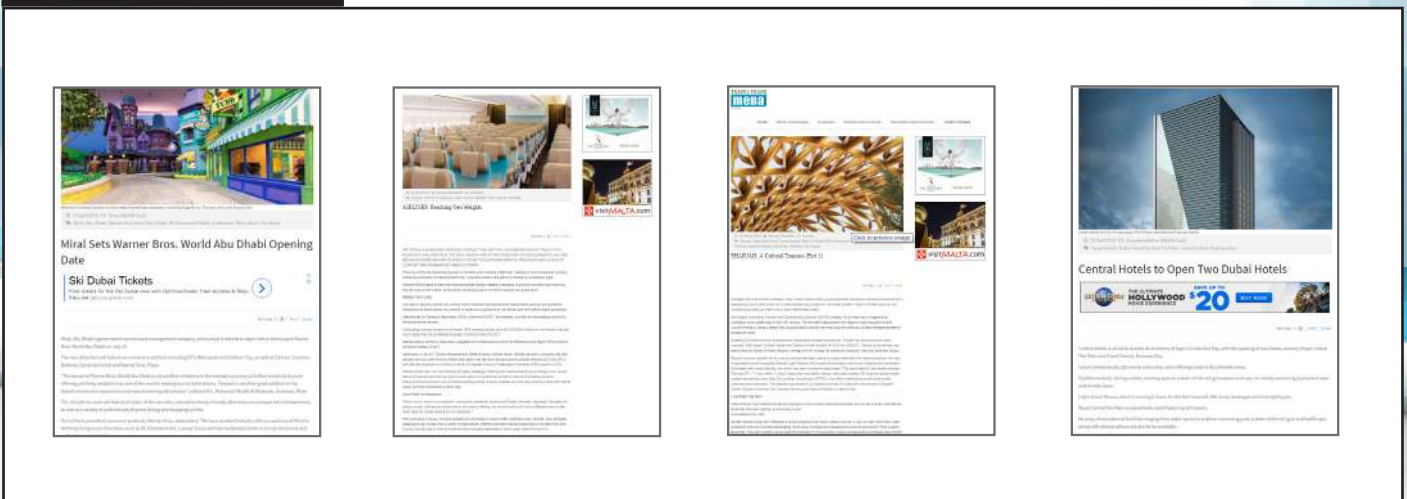
| HOME PAGE | |
|---|--------------------------|
| Banner size 250 height x 300 width pixels | |
| x1 month | €500 |
| x2 months | €900 €450 per banner |
| x3 months | €1275 €425 per banner |
| x4 months | €1600 €400 per banner |
| x5 months | €1875 €375 per banner |
| x6 months | €2100 €350 per banner |
| x7 months | €2275 €325 per banner |
| x8 months | €2400 €300 per banner |
| x9 months | €2475 €275 per banner |
| x10 months | €2650 €265 per banner |
| x11 months | €2750 €250 per banner |
| x12 months | €2880 €240 per banner |
| Prices in Euro | |

| INSIDE PAGE | |
|--|--------------------------|
| Banner size 90 height x 728 width pixels | |
| x1 month | €800 |
| x2 months | €1440 €720 per banner |
| x3 months | €2040 €680 per banner |
| x4 months | €2560 €640 per banner |
| x5 months | €3000 €600 per banner |
| x6 months | €3360 €560 per banner |
| x7 months | €3640 €520 per banner |
| x8 months | €3840 €480 per banner |
| x9 months | €3960 €440 per banner |
| x10 months | €4240 €424 per banner |
| x11 months | €4400 €400 per banner |
| x12 months | €4608 €384 per banner |
| Prices in Euro | |

| INSIDE PAGE | |
|---|--------------------------|
| Banner size 250 height x 300 width pixels | |
| x1 month | €400 |
| x2 months | €720 €360 per banner |
| x3 months | €1020 €340 per banner |
| x4 months | €1280 €320 per banner |
| x5 months | €1500 €300 per banner |
| x6 months | €1680 €280 per banner |
| x7 months | €1820 €260 per banner |
| x8 months | €1920 €240 per banner |
| x9 months | €1980 €220 per banner |
| x10 months | €2120 €212 per banner |
| x11 months | €2200 €200 per banner |
| x12 months | €2304 €192 per banner |
| Prices in Euro | |

ONLINE CONTENT RATES

ONLINE CONTENT SAMPLES



ONLINE CONTENT

| 200 words | 400 words | 600 words | 800 words | 1000 words | 1200 words |
|---|---|--|--|--|--|
| <ul style="list-style-type: none"> ● 1 picture | <ul style="list-style-type: none"> ● 1 picture ● 1 logo | <ul style="list-style-type: none"> ● 2 pictures | <ul style="list-style-type: none"> ● 2 pictures ● 1 logo | <ul style="list-style-type: none"> ● 3 pictures | <ul style="list-style-type: none"> ● 3 pictures ● 1 logo |
| €150 | €300 | €450 | €600 | €750 | €900 |

Prices per article

Prices in Euro

ONLINE CONTENT

| 1400 words | 1600 words | 1800 words | 2000 words | 2500 words | 3000 words |
|--|--|--|--|--|--|
| <ul style="list-style-type: none"> ● 4 pictures | <ul style="list-style-type: none"> ● 4 pictures ● 1 logo | <ul style="list-style-type: none"> ● 5 pictures ● 1 logo | <ul style="list-style-type: none"> ● 6 pictures ● 1 logo | <ul style="list-style-type: none"> ● 7 pictures ● 1 logo | <ul style="list-style-type: none"> ● 8 pictures ● 1 logo |
| €1050 | €1200 | €1350 | €1500 | €1800 | €2100 |

Prices per article

Prices in Euro



www.traveltradepublications.com

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