

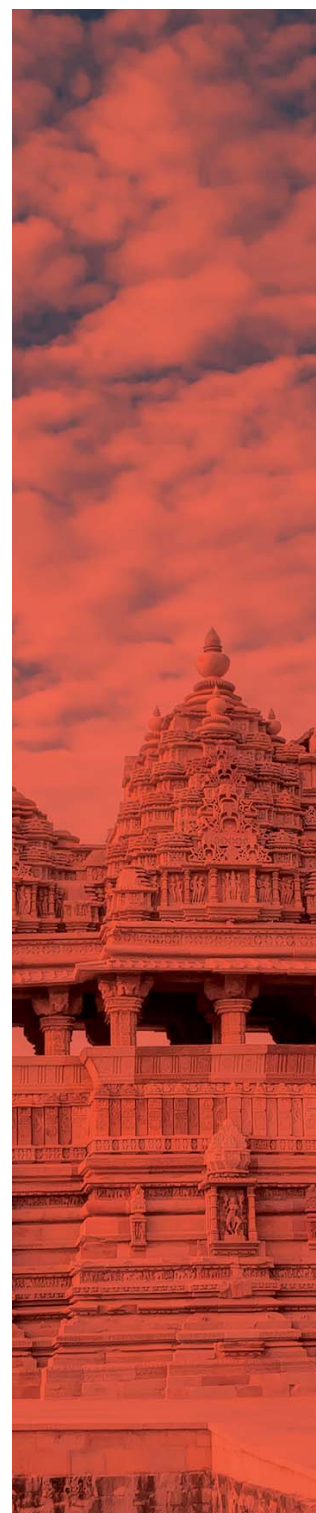


Travel Daily **ASIA**

First with the **NEWS!**

# 2018 MEDIAKIT

TRAVELDAILYMEDIA.COM/**ASIA**



## EDITORIAL & PR

info@traveldailymedia.com

## SALES

Contact | +66 (0) 2630 8915  
advertising@traveldailymedia.com



## ADVERTISERS

IF YOU WOULD LIKE TO  
ADVERTISE WITH US  
GET IN TOUCH!



AIR CANADA



## ABOUT US TRAVEL DAILY ASIA

Travel Daily Asia, part of the travel Daily Media Group, is a digital publisher and event organiser for the Asia Pacific region.

With **41,354 subscribers** to our daily eMagazine and the industry's fastest growing trade website, we have several platforms to help you communicate your message to the Asia Pacific travel trade

including our daily eMagazine, email marketing, website, networking events, bespoke digital agent guides and agent eLearning courses.

**41,354**  
SUBSCRIBERS

## TRAVEL DAILY MEDIA

Travel Daily Media is a global digital publisher and event organiser for the travel trade with marketing platforms across the Asia Pacific, UK., USA, Middle East, China and India regions.

We have **199,602 subscribers** to our daily travel eMagazines, and a fast-growing online audience of more than 153,500 monthly visitors to our website, [www.traveldailymedia.com](http://www.traveldailymedia.com). Our monthly networking events,

Travel Daily Thirsty Thursday, which are hosted in major cities around the world, such as London, Manchester, Singapore and Bangkok.

**150,000**  
WEBSITE VISITORS



27,415  
LIKES



24,733  
FOLLOWERS



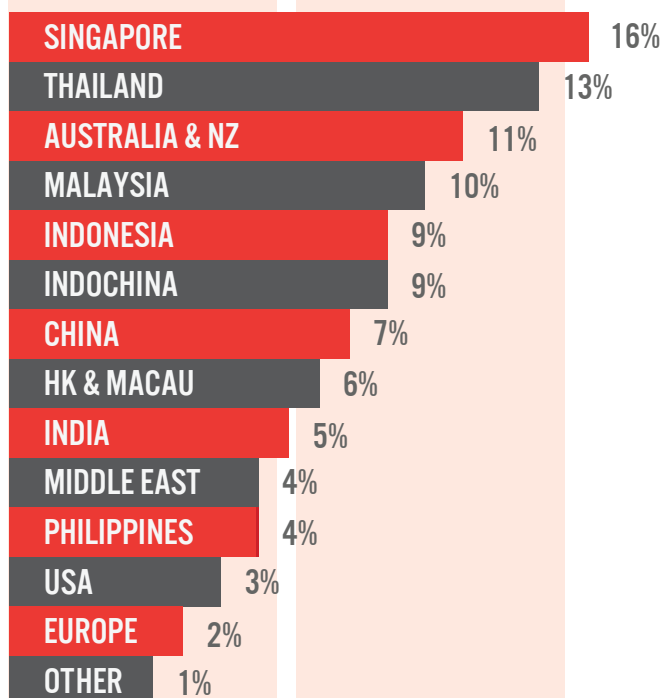
15,568  
FOLLOWERS

# READERSHIP & CIRCULATION

EXCLUDING OUR DISTRIBUTION PARTNERS

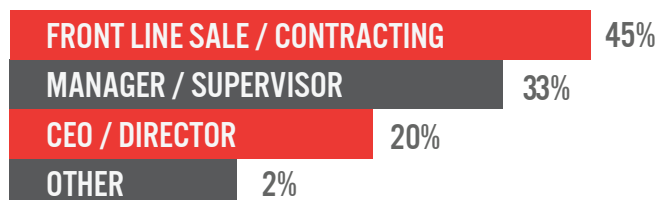
## BY COUNTRY

TOTAL 41,354



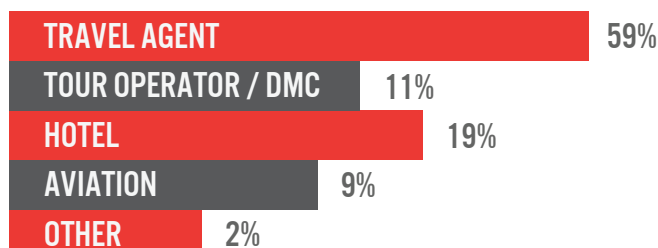
## BY JOB TITLE

TOTAL 41,354

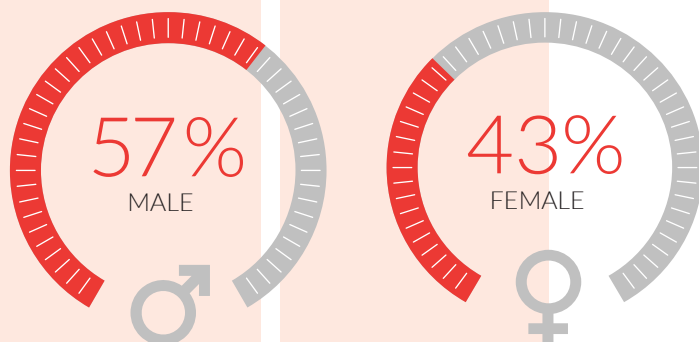


## BY SECTOR

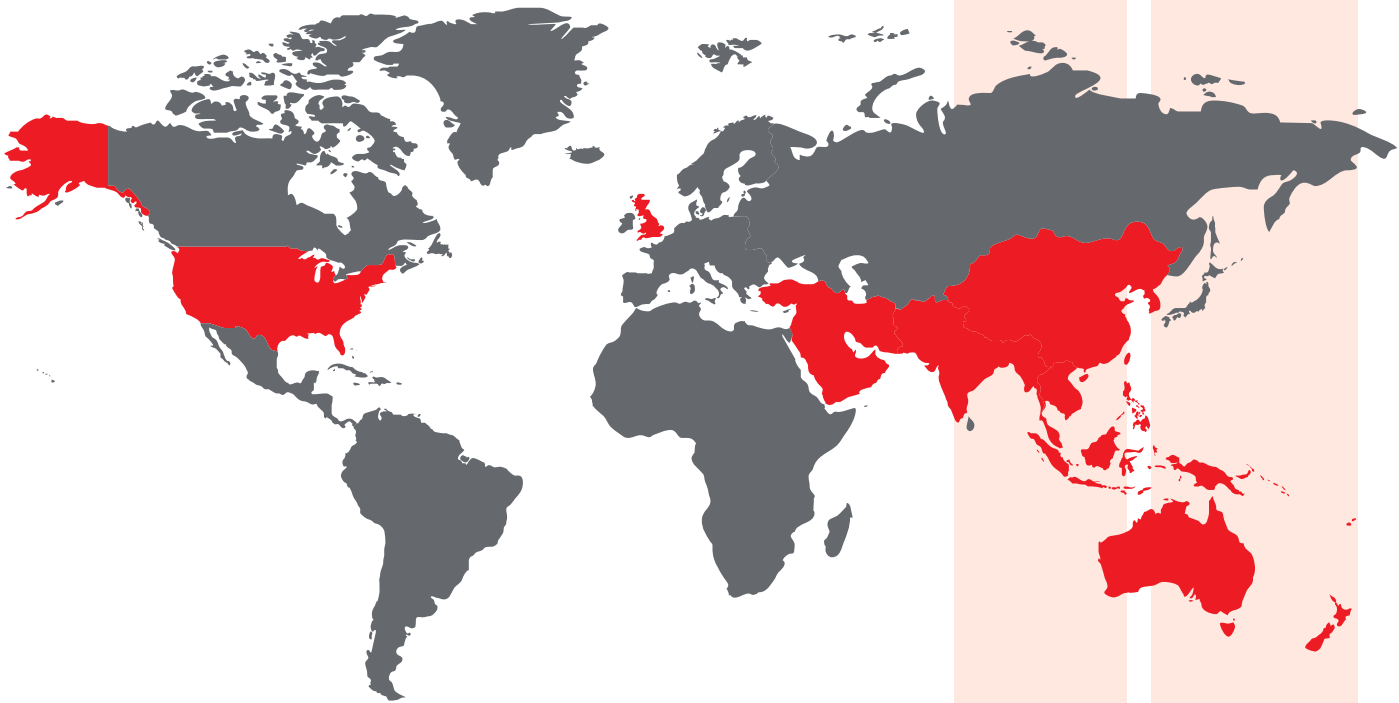
TOTAL 41,354



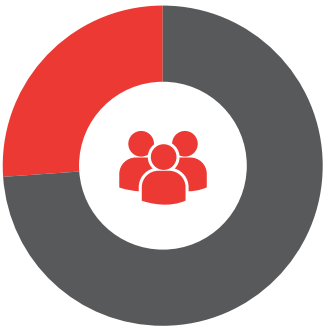
## GENDER & AGE BREAKDOWN



ONLINE READERSHIP

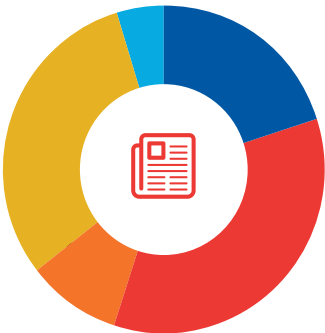


NEW vs RETURNING  
AVG PER MONTH



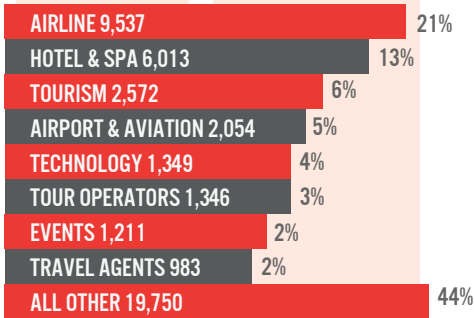
■ New Visitors  
■ Returning Visitors

NEW ARTICLES  
AVG PER MONTH



■ TRAVEL DAILY ASIA 200  
■ TRAVEL DAILY INDIA 120  
■ TRAVEL DAILY MIDDLE EAST 130  
■ TRAVEL DAILY UK 130  
■ CRUISE NEWS UK 60

ARTICLE CATEGORIES  
TOTAL 44,770 ARTICLES

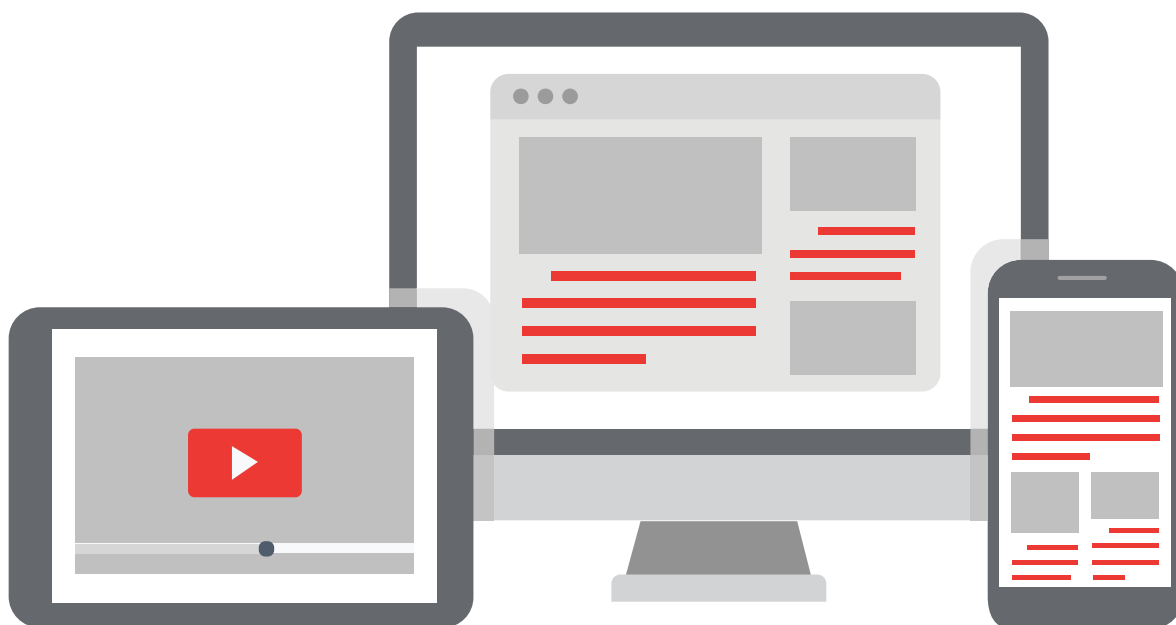


# NATIVE CONTENT ARTICLES

## Native Advertising Evolution

**Travel Daily Media** will create unique Native content that will be featured on the Travel Daily website, Social Channels, Campaign Specific Landing Pages and HTML.

**Native is used to drive traffic and qualified leads.**



**Pricing customised based on client campaign objectives and content production requirements.**

# DEDICATED EMAIL MARKETING

With an extensive travel trade database in the region, your brand, products and promotions will be showcased to the travel professionals you need to reach.

1 EDM	3 EDMS	6 EDMS	12 EDMS
	15% Discount	20% Discount	30% Discount
\$1,500	\$1,350 EACH	\$1,200 EACH	\$1,050 EACH

## SPECIFICATION

600PX (W) X UNLIMITED (H)  
HTML WITH SEPARATED IMAGES AND TEXT



**41,354**  
SUBSCRIBERS



**50,120**  
SUBSCRIBERS



**35,274**  
SUBSCRIBERS



**25,711**  
SUBSCRIBERS



**25,458**  
SUBSCRIBERS



**21,805**  
SUBSCRIBERS

***“Travel Daily Asia is a fantastic source of information for travel trade professionals. For professionals like me with limited time, Travel Daily provides a fast, easy-to-read round-up of the key issues, with insightful and informed commentary. It is one of my preferred travel trade magazines.*”**

Glenn de Souza - Vice President of International Operations  
Asia & Middle East, Best Western

# TRAVEL DAILY

## HTML EMAIL SPONSORSHIP



These can be  
spread over a 12  
month period

	1 ISSUE	24 ISSUES	52 ISSUES
Insertion Rate US\$		10% Discount	25% Discount
EMAIL SPONSORSHIP	\$559	\$504	\$420
RECTANGLE	\$454	\$410	\$341
SKYSCRAPER	\$524	\$473	\$393

# TRAVEL DAILY WEBSITE

150K

UNIQUE VISITORS  
MONTHLY AVERAGE

15%

VISITOR GROWTH  
MONTHLY AVERAGE

5

PAGES READ  
AVERAGE PER VISITOR

Type of banner	RATE PER MONTH	DIMENSION
LEADERBOARD	\$4,199	728 X 90PX
EXPANDING LEADERBOARD	\$4,899	728 X 300PX
WIDE SIDEKICK	\$4,199	970 X 90PX
EXPANDING SIDEKICK	\$4,899	970 X 300PX
SKYSCRAPER LARGE	\$4,899	300 X 600PX
SKYSCRAPER STANDARD	\$4,199	160 X 600PX
MPU	\$4,129	300 X 250PX
SMALL BANNER	\$3,009	460 X 90PX
COMPETITIONS	\$1,050 (2 WEEKS)	ON APPLICATION
SPONSORED SECTION	\$1,400	LOGO + SMALL BANNER
WEBSITE TAKEOVER	\$7,000 / MONTH \$2,100 / WEEK	AS PACKAGE



LEADERBOARD 728 X 90 PX



### Asian travel costs to rise in 2018

The cost of travelling in the Asia Pacific region is expected to increase next year, in line with continued...



### Asian travel costs to rise in 2018



### Gastronomy on the menu as Thailand sets out tourism plan



### Asian cities poles apart in taxi charts



### IHG unveils first Hotel Indigo resort in Bali

## Latest News

TRAVEL DAILY ASIA

Asian air route updates, including new flights to Chiang Mai, Clark and Tianjin

TRAVEL DAILY ASIA

Delta adds new US connection to Shanghai

TRAVEL DAILY ASIA

China invests in rural tourism

TRAVEL DAILY ASIA

F1 comes to Madame Tussauds Singapore

TRAVEL DAILY ASIA

Hong Kong travellers are world's best forward planners

CLICK HERE! to download today's TRAVEL DAILY ASIA Available in PDF FORMAT

## Editor's Picks



### Phuket becomes Turkish Airlines' 300th destination

Turkish Airlines has launched its inaugural flight to Phuket, which becomes the carrier's 300th...

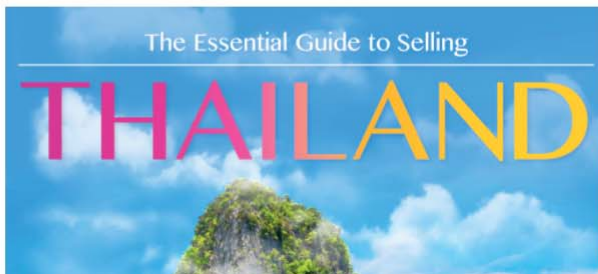
[Read more](#)



### Amari makes debut in Sri Lanka

Onyx Hospitality Group has launched a brand new Amari hotel the historic city of Galle, marking the upscale...

[Read more](#)



# TRAVEL DAILY COMPETITIONS



RATE	
Insertion Rate \$	
2 WEEKS	\$1,050

# FACE 2 FACE INTERVIEW

## RATE & SPECS

### KEY BENEFITS

- Increase brand awareness and discovery
- Showcase you property to the travel trade - for Hotels/Resorts
- Showcase you destination - for Tourism Bodies
- Inform travel trade professionals of key points of interest and product differentiation
- Inform travel trade professionals of emerging trends and exciting new announcements
- Personal brand building



### RATE

Insertion Rate \$	
FULL PAGE FRONT COVER INTERVIEW	\$995
HALF PAGE INTERVIEW	\$495

# FACE 2 FACE INTERVIEW PREVIEW

## THIRSTY MOROCCO

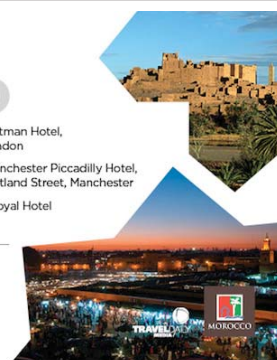
**LONDON: 25<sup>th</sup> APRIL 2017**, Radisson Blu Portman Hotel,  
London 22 Portman Square, Marylebone, London

**MANCHESTER: 26<sup>th</sup> APRIL 2017**, Mercure Manchester Piccadilly Hotel,  
The Terrace Room and Ballroom, Level 3, Portland Street, Manchester

**BRISTOL: 27<sup>th</sup> APRIL 2017**, Bristol Marriott Royal Hotel  
College Green, Bristol Hotel



Venue Sponsors



## FRONT COVER

FALSE FRONT COVER

## YOUR NAME



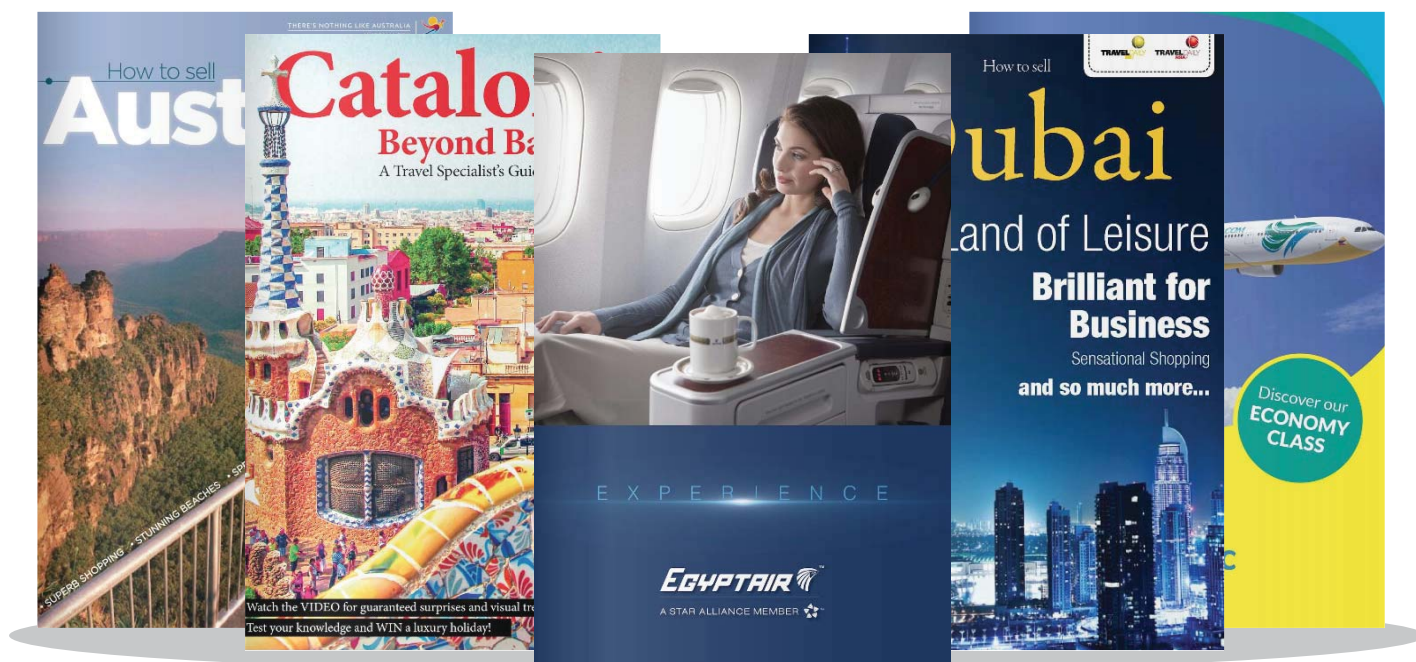
FULL PAGE FRONT COVER



FULL PAGE INTERVIEW

# DIGITAL GUIDE

## RATE & SPECS

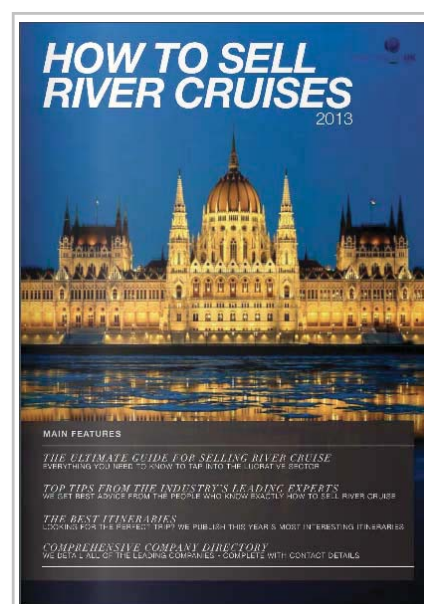
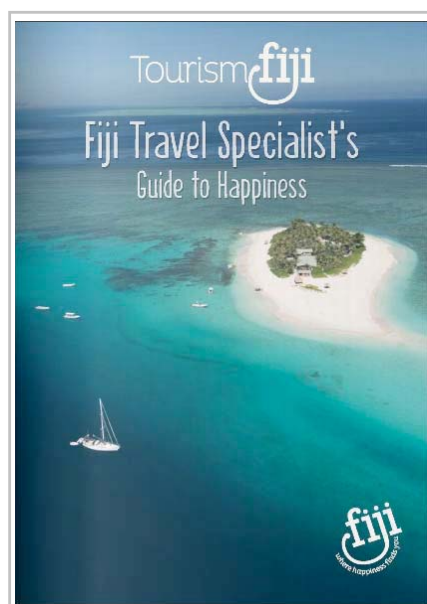
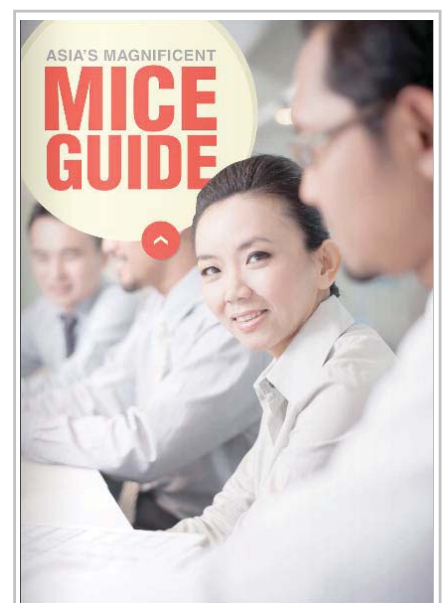
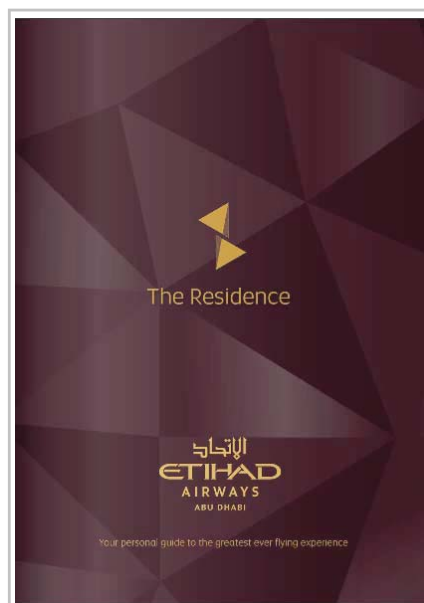
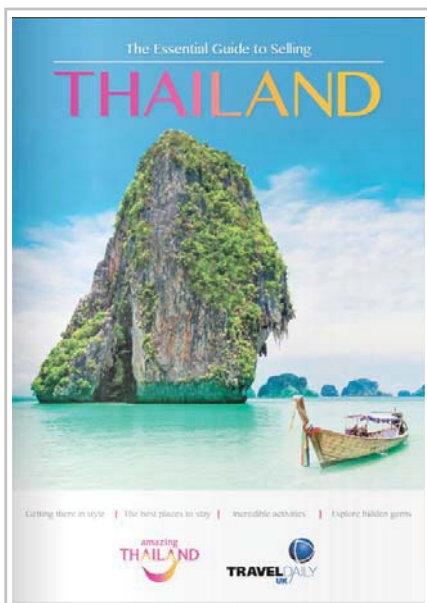


- Digital E-guides showcasing your company and products to the travel trade
- Professionally written by Travel Daily Media's in-house guide specialist
- Eye-catching Flip-page format
- Can include videos of your products
- Tailored to your chosen region: Asia-Pacific, USA, UK, Middle-East, China, India or Global
- Can be used for you company's own in-house marketing needs

Type of banner	RATE	DIMENSION
Insertion Rate US\$		
EXCLUSIVE DIGITAL GUIDES	\$1,950 PER PAGE	Minimum 6 pages

# DIGITAL GUIDES PREVIEW

- Distributed to Travel Daily Media's vast database of travel trade professionals
- Targeted at key regions, including UK, USA, Asia-Pacific, Middle-East, China, India or Global
- Banner ads placed in Travel Daily Media's daily e-newsletters
- Dedicated emails to our global or regional databases
- Hosted on Travel Daily Media's website, including web banners





LEADERBOARD 728 X 90 PX



## Digital Guides

< Previous

1 2 3 4 5 6 7

Next >



TRAVEL DAILY ASIA

Centara Guide

Continue Reading →



TRAVEL DAILY UK

Tobago Guide

Continue Reading →



TRAVEL DAILY UK

Malta: The Year-Round Destination For All

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Discover Accor Hotel's Amazing Collec...

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How to Sell: Thailand Your Way

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Travel Daily Hotel Features

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民丹岛度假胜地旅游指南

Continue Reading →



TRAVEL DAILY ASIA

Travel Specialist's Guide to Cataloni...



TRAVEL DAILY MEDIA

How To Sell: MICE



TRAVEL DAILY MEDIA

HOW TO SELL: BINTAN

MPU  
300 X 250 PX

## Trending Content

- 1 06 Jul TripAdvisor showcases Thai shopping malls to Chinese travellers
- 2 10 Jul Japan's Muji to open first hotel
- 3 22 Jun Lufthansa eliminates airline check-ins
- 4 05 Jul Hong Kong gets new Sri Lankan link
- 5 05 Jul Thailand targets film industry in new tourism drive



# THIRSTY THURSDAY



Since its inception, Travel Daily Thirsty Thursday has attracted 200+ key travel and hospitality players every month at some of Asia's most exciting venues.

The evening offers attendees an opportunity to network in a relaxed atmosphere completely hosted for 2-3 hours, with drinks and finger food. It is the ideal platform for sponsors to showcase their products to the travel trade.



Thirsty Thursday **BANGKOK**  
by Travel Daily MEDIA



Travel Daily **SINGAPORE**  
by Travel Daily MEDIA



Thirsty Thursday **SHANGHAI**  
by Travel Daily MEDIA



Thirsty Thursday **VIETNAM**  
by Travel Daily MEDIA

# MAIN / EXCLUSIVE SPONSOR

## TOTAL COST \$3,150

\*JOINT SPONSOR x3 US\$1,400 EACH

### PRE-EVENT

Your branding on all pre-event marketing, including the following:

- ½ page adverts with your branding to promote Thirsty Thursday in our daily eMagazine everyday for two weeks leading up to the event.
- Branding on 4 x EDMs which send out twice a week before the event.
- Branding on the Thirsty Thursday page of the website.
- Branding on the Thirsty Thursday registration page (all attendees have to register).
- Access to the RSVP data before the event you can plan who you'd like to meet ahead of time.
- Distributed across social media including Facebook, Twitter and LinkedIn.

### DURING EVENT

- Ability to meet 200+ travel trade professionals and network in a fun/social environment.
- Opportunity to theme the event i.e. – giveaway cuddly animals, regional gifts, holidays/flights, F&B (non-alcoholic and/ or alcoholic), photo booth, etc.
- Branded on the backdrop for photo opportunities.
- Prize giveaways plus post event pictures / media coverage.
- Branding/pop-up banners at the event.
- PowerPoint / video presentation to run during the event (various screens/ projectors throughout the venue).
- Social media coverage including #tag, live coverage of what's happening including pictures and prize giveaways.

### POST-EVENT

- Branded post event emailer to thank everybody who attended sent to our Asia Pacific database of 58,371 subscribers.
- This would include your branding as well as pictures, videos, details of winners etc.
- Dedicated branded show video including a prime spot interview – this will go on our website and promoted post event.
- Your branding on all post event coverage in our daily eMagazine including pictures and a dedicated video for the event.
- This includes post event coverage in our daily eMagazine, post event EDM with links to pictures, videos, etc on our website and a full page advert in our daily eMagazine.
- Access to all attendees' contact details who come to the event Pre Event During Event Post Event.

