



Travel Daily **CHINA**

First with the **NEWS!**

2018 MEDIAKIT

TRAVELDAILYMEDIA.COM/**CHINA**



EDITORIAL & PR

info@traveldailymedia.com

SALES

advertising@traveldailymedia.com



ADVERTISERS

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



AIR CANADA



ABOUT US

TRAVEL DAILY CHINA

Travel Daily China is the new Chinese-language e-magazine offering all the latest travel industry news, reviews and updates from the world's most exciting country - China.

A collaboration between two of the biggest players in the travel trade media sector, Travel Daily Media and Travel World China,

Travel Daily China has a growing readership of **25,458** travel industry personnel in mainland China, Taiwan, Hong Kong and Macau.

25,458
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. 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



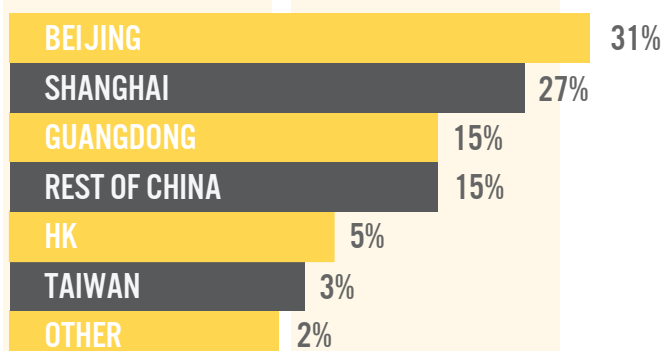
15,568
FOLLOWERS

READERSHIP & CIRCULATION

EXCLUDING OUR DISTRIBUTION PARTNERS

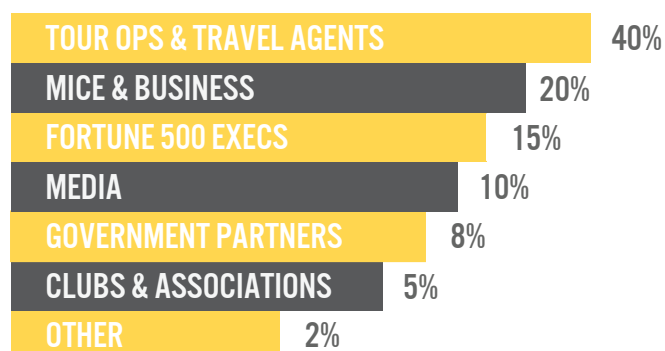
BY TERRITORY

TOTAL **25,458**

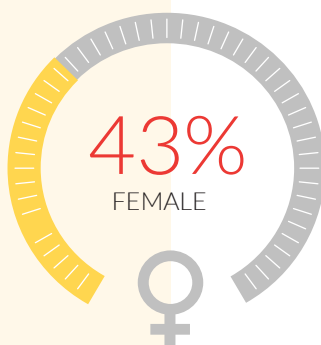
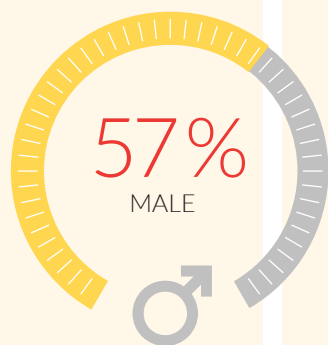


BY COMPANY

TOTAL **25,458**



GENDER & AGE BREAKDOWN

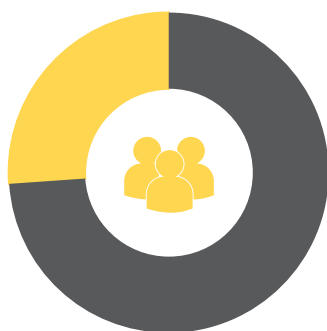


32.5%
DAILY OPEN RATE AVG



25-34
AVERAGE AGE

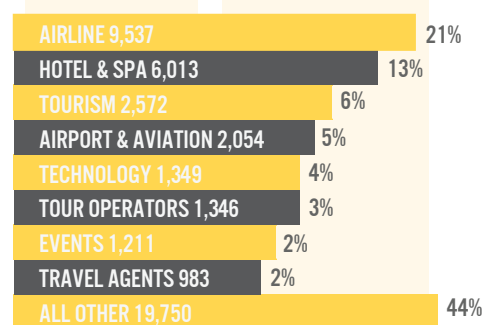
ONLINE READERSHIP

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



Travel Daily **CHINA**
First with the **NEWS!**

25,458
SUBSCRIBERS



Travel Daily **ASIA**
First with the **NEWS!**

41,354
SUBSCRIBERS



Travel Daily **USA**
First with the **NEWS!**

50,120
SUBSCRIBERS



Travel Daily **UK**
First with the **NEWS!**

35,274
SUBSCRIBERS



Travel Daily **MIDDLE EAST**
First with the **NEWS!**

25,711
SUBSCRIBERS



Travel Daily **INDIA**
First with the **NEWS!**

21,805
SUBSCRIBERS

“ By 2015, 100 million Chinese people will travel overseas - 10 times the number seen in 2000. (UNWTO) ”

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	\$479	\$432	\$360
RECTANGLE	\$389	\$351	\$292
SKYSCRAPER	\$449	\$405	\$337

TRAVEL DAILY WEBSITE

18K

UNIQUE VISITORS
MONTHLY AVERAGE

15%

VISITOR GROWTH
MONTHLY AVERAGE

5

PAGES READ
AVERAGE PER VISITOR

Type of banner	RATE PER MONTH	DIMENSION
LEADERBOARD	\$3,599	728 X 90PX
EXPANDING LEADERBOARD	\$4,199	728 X 300PX
WIDE SIDEKICK	\$3,599	970 X 90PX
EXPANDING SIDEKICK	\$4,199	970 X 300PX
SKYSCRAPER LARGE	\$4,199	300 X 600PX
SKYSCRAPER STANDARD	\$3,599	160 X 600PX
MPU	\$3,539	300 X 250PX
SMALL BANNER	\$2,579	460 X 90PX
COMPETITIONS	\$900 (2 WEEKS)	ON APPLICATION
SPONSORED SECTION	\$1,200	LOGO + SMALL BANNER
HOME PAGE EXCLUSIVE	\$6,000 / MONTH \$1,800 / WEEK	AS PACKAGE



LEADERBOARD 728 X 90 PX

NEWS

FEATURES

DIGITAL GUIDES ▼

EVENTS ▼

OFFERS

LOGIN

ADVERTISE WITH US



重要新闻

6 天前

亚洲旅行成本2018年将攀升...



巴厘岛迎来首家英迪格度假酒店

本月，全球首家英迪格 (Indigo) 品牌的海岛度假酒店，巴厘岛水明漾海滩英迪格酒店正式开业。...

[继续阅读 →](#)



Amari酒店进驻斯里兰卡

ONYX酒店集团日前在斯里兰卡加勒推出了一座全新的Amari酒店，标志着该品牌首次进入斯里兰卡市场。...

[继续阅读 →](#)

SKYSCRAPER
160 X 600PX



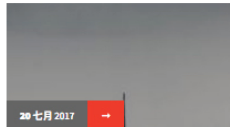
13 七月 2017

万豪旗下万枫品牌首次来到中国

万豪旗下的中档商务酒店品牌万枫 (Fairfield) 日前在南宁南湖公园开业了，这家酒店还具有一层重要意义，这是万豪第一家亮相大中华...

最新全球新闻

[查看更多 →](#)



20 七月 2017

亚洲旅行成本2018年将攀升

日前，全球商务旅行协会 (GBTA) 与嘉信力旅运 (CWT) 连续第三年共同发布了2017全球商务旅行价格趋势分析。报告显示，在接下来的...

[继续阅读 →](#)



20 七月 2017

土耳其航空直飞普吉 达到300个目的地

土耳其航空于7月17日开通普吉岛直航航线，每周执飞4班。这是土耳其航空的第300个目的地。...

[继续阅读 →](#)

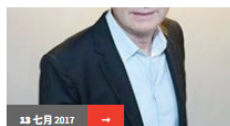


20 七月 2017

Amari酒店进驻斯里兰卡

ONYX酒店集团日前在斯里兰卡加勒推出了一座全新的Amari酒店，标志着该品牌首次进入斯里兰卡市场。...

[继续阅读 →](#)



13 七月 2017

Flight Centre收购亚洲酒店集团BHMA Asia

Flight Centre日前收购了总部位于曼谷的亚洲酒店管理公司BHMA Asia，标志着这家旅游公司首次涉足利润丰厚的酒店和别墅业...

[继续阅读 →](#)



柬埔寨添新世界遗产

日前，在波兰克拉科夫举行的世界遗产大会...

订阅 中旅时讯

名字:

邮件:

[即刻订阅 →](#)

MPU
300 X 250 PX

内容趋势

流行

- 1 Flight Centre收购亚洲酒店集团BHMA Asia
- 2 芭提雅假日酒店体验
- 3 泰国欲达到旅游业营收增15%
- 4 万豪旗下万枫品牌首次来到中国
- 5 柬埔寨添新世界遗产

Advertise with Travel Daily China
Put your company in front of thousands of travel professionals daily >

其他头条

[查看更多 →](#)

TRAVEL DAILY COMPETITIONS



RATE	
Insertion Rate \$	
2 WEEKS	\$900

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

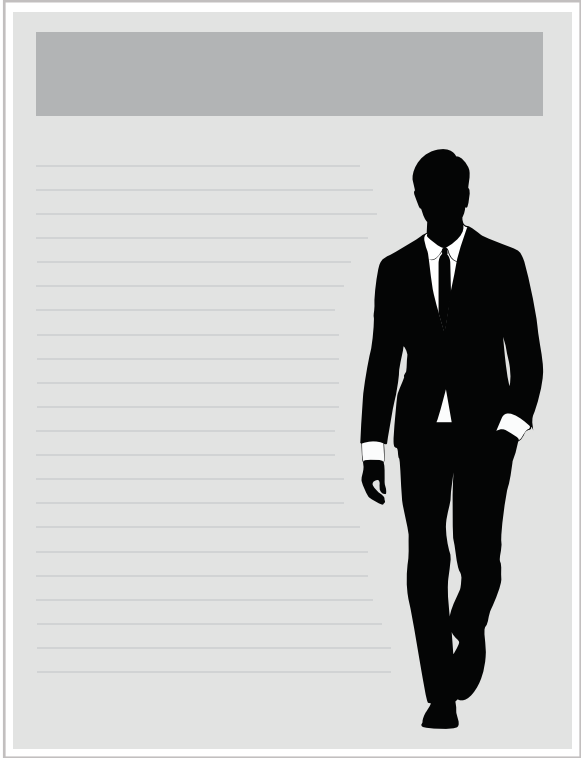
Insertion Rate \$	
FULL PAGE FRONT COVER INTERVIEW	\$995
HALF PAGE INTERVIEW	\$495



FALSE FRONT COVER



FULL PAGE FRONT COVER



FULL PAGE INTERVIEW

DIGITAL GUIDE

RATE & SPECS

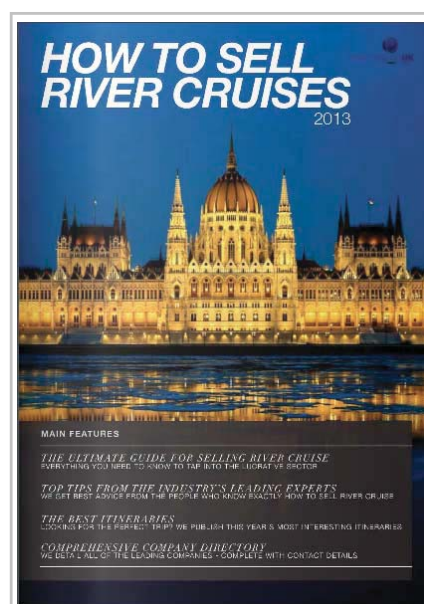
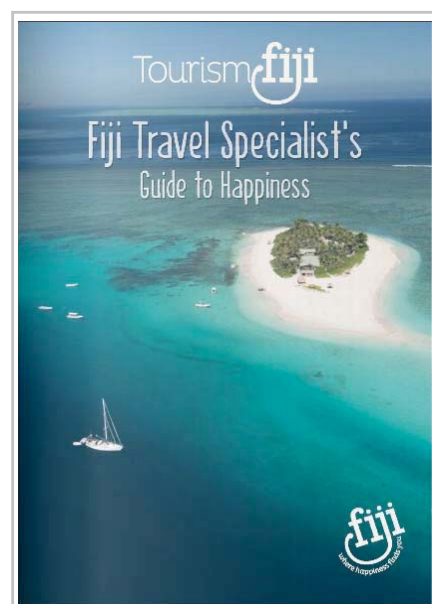
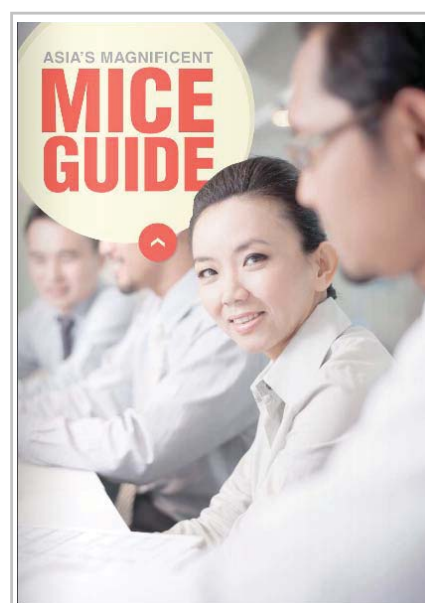
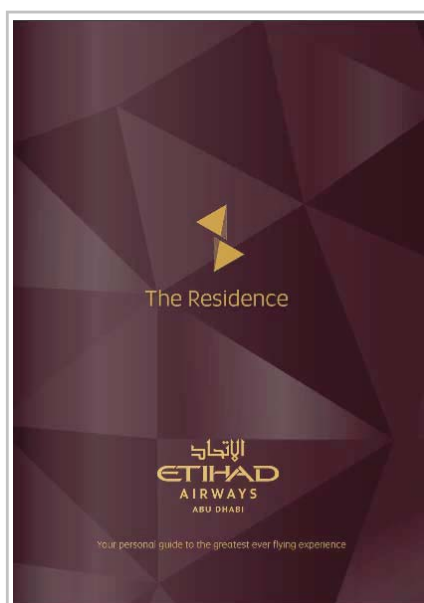
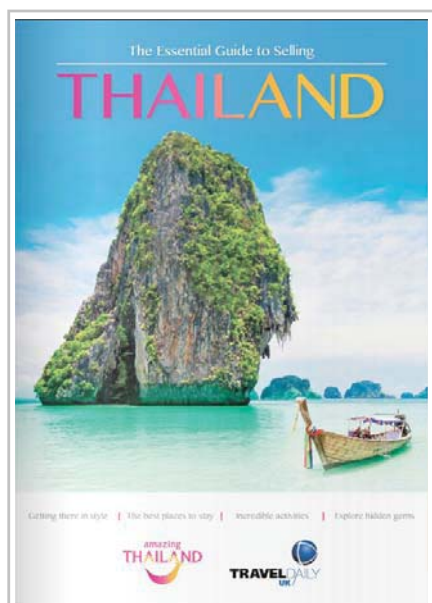


- Digital E-guides showcasing your company and products to the travel trade
- Professionally written by Travel Daily Media's in-house guide specialist
- Eye-catching Flip-page format
- Can include videos of your products
- Tailored to your chosen region: Asia-Pacific, USA, UK, Middle-East, China, India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

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1 2 3 4 5 6 7

Next >



TRAVEL DAILY ASIA

Centara Guide

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TRAVEL DAILY UK

Tobago Guide

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TRAVEL DAILY UK

Malta: The Year-Round Destination For All

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TRAVEL DAILY UK

Discover Accor Hotel's Amazing Collec...

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TRAVEL DAILY UK

How to Sell: Thailand Your Way

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探索澳洲航空商务舱

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Egypt Air

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Cebu Pacific Guide

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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 China'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 **SHANGHAI**
by Travel Daily MEDIA

MAIN / EXCLUSIVE SPONSOR

TOTAL COST \$2,700

*JOINT SPONSOR x3 US\$1,200 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.

