



Travel Daily **MIDDLE EAST**

First with the **NEWS!**

2018 MEDIAKIT

TRAVELDAILYMEDIA.COM/ME



EDITORIAL & PR

info@traveldailymedia.com

SALES

advertising@traveldailymedia.com



ADVERTISERS

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



ABOUT US

TRAVEL DAILY MIDDLE EAST

Travel Daily Middle East, part of the travel Daily Media Group, is a digital publisher and event organiser for the Middle East travel trade.

With **25,711 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

Middle East Pacific travel trade including our daily eMagazine, email marketing, website, networking events, bespoke digital agent guides and agent eLearning courses.

25,711
SUBSCRIBERS

TRAVEL DAILY MEDIA

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

networking events, Travel Daily Thirsty Thursday, which are now present in more than 15 cities worldwide, and our eLearning training platform that attracts more than 400 agents per month.

150,000
WEBSITE VISITORS



27,415
LIKES



24,733
FOLLOWERS



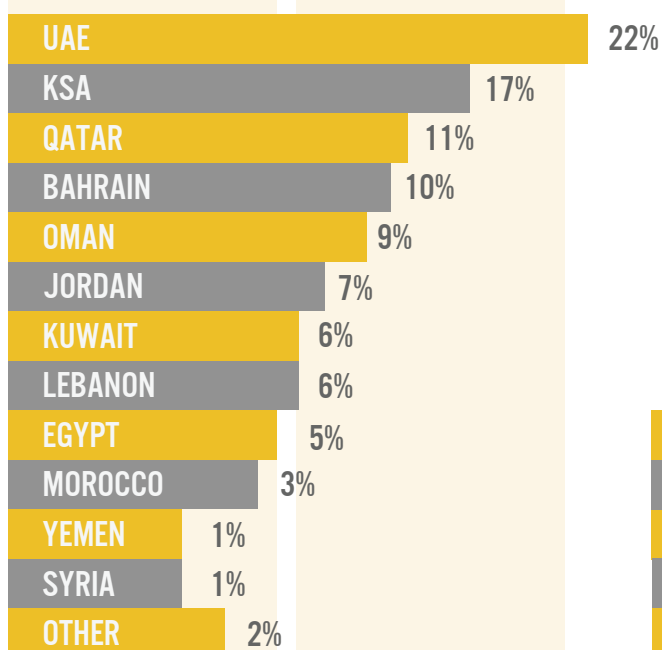
15,568
FOLLOWERS

READERSHIP & CIRCULATION

EXCLUDING OUR DISTRIBUTION PARTNERS

BY COUNTRY

TOTAL 25,711



BY JOB TITLE

TOTAL 25,711

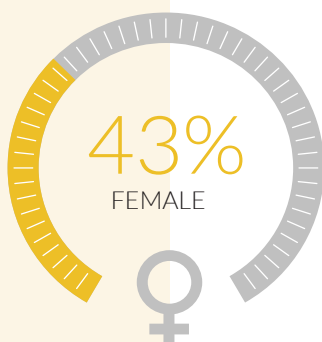
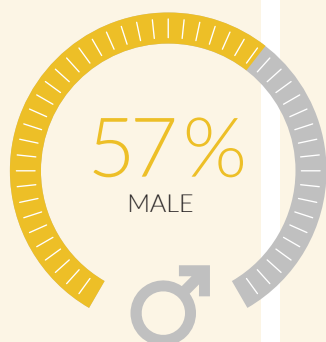


BY SECTOR

TOTAL 25,711



GENDER & AGE BREAKDOWN

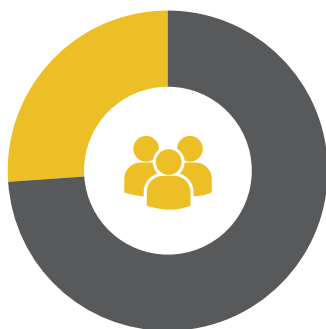


32.5%
DAILY OPEN RATE AVG



25-34
AVERAGE AGE

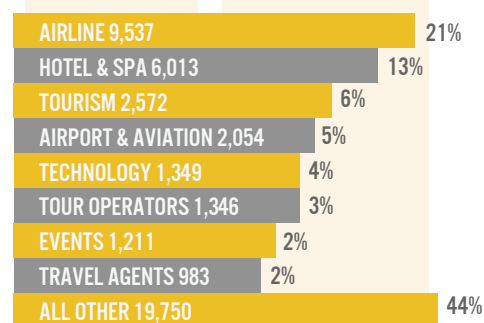
ONLINE READERSHIP

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

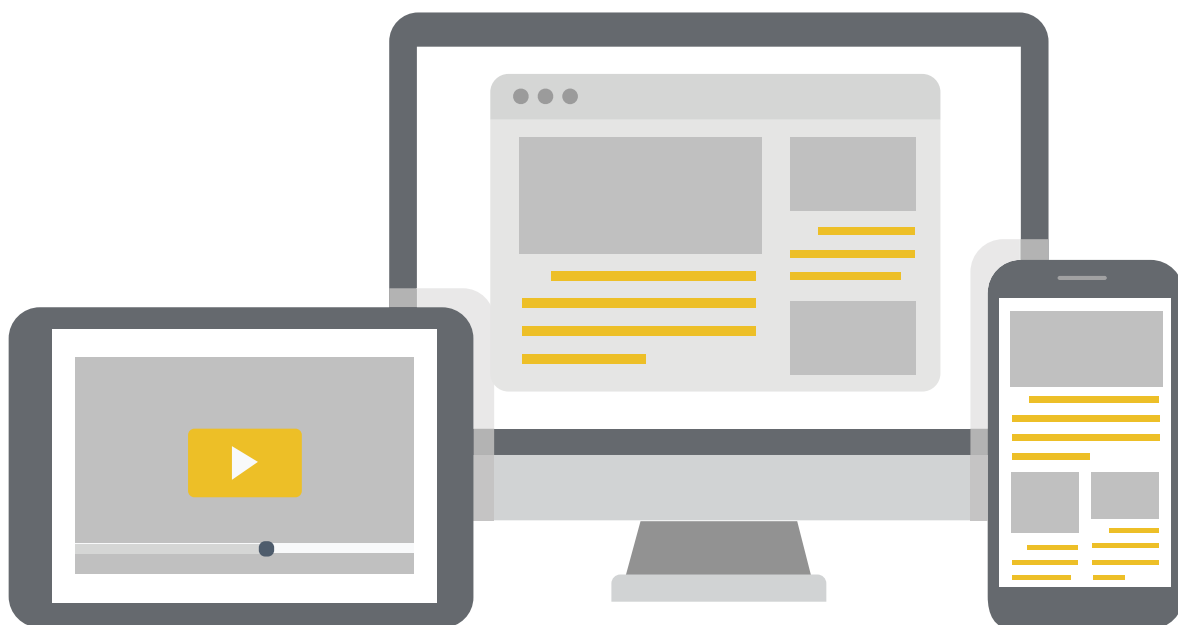
ARTICLE CATEGORIES
TOTAL 44,770 ARTICLES

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

25,711
SUBSCRIBERS



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

41,354
SUBSCRIBERS



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

35,274
SUBSCRIBERS



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

50,120
SUBSCRIBERS



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

25,458
SUBSCRIBERS



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

21,805
SUBSCRIBERS

*“Thirsty Thursday gives travel professionals an opportunity to meet many of the **industry’s movers and shakers** on a regular basis. It is a much-needed networking event for the UAE and a great reason for me to travel from Abu Dhabi to Dubai for each one.*

John Varkey Kailath - Omeir Travel Agency LLC

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

150K

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
WEBSITE TAKEOVER	\$6,000 / MONTH \$1,800 / WEEK	AS PACKAGE



LEADERBOARD 728 X 90 PX

NEWS

FEATURES

DIGITAL GUIDES

EVENTS

OFFERS

TRAINING

TRAVELJOBS247

ADVERTISE WITH US



Shaumari Wildlife Reserve in Jordan reopens

The first wildlife protection reserve in Jordan, Shaumari Wildlife Reserve, is once again open to the...



Shaumari Wildlife Reserve in Jordan reopens



EL Al, UK and Tamaris Hotels give media and agents a taste of Israel



Emirates and flydubai announce partnership



Ethiad passengers to bid for "neighbour-free seats"

Latest News

TRAVEL DAILY ME

Salam Standard turns the spotlight on halal tourism potential

TRAVEL DAILY ME

Abu Dhabi sees record growth in guest arrivals during first third of 2017

TRAVEL DAILY ME

Jumeriah's most luxurious properties

TRAVEL DAILY ME

Emirates opens 41st global dedicated airport lounge

TRAVEL DAILY ME

Swiss-Belhotel announces opening of first five-star hotel in Jordan



Editor's Picks



Swiss-Belhotel announces opening of first five-star hotel in Jordan

Swiss-Belhotel International has announced the opening of Grand Swiss-Belresort Tala Bay Aqaba, the group's...

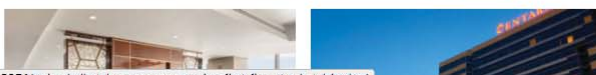
[Read more](#)



Firnas Airways launches crowd-funding scheme

New UK-based airline Firnas Airways has launched an equity crowd-funding campaign targeting Gulf-based...

[Read more](#)

MPU
300 X 250 PXSKYSCRAPER
160 X 600PX

1/285371/swiss-belhotel-announces-opening-first-five-star-hotel-jordan/

TRAVEL DAILY COMPETITIONS

E-MAGAZINE (PDF)

WEBSITE
(LANDING PAGE)

EDM (ELECTRONIC DIRECT MAIL)

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

FACE 2 FACE INTERVIEW PREVIEW

THIRSTY MOROCCO

LONDON: 25th APRIL 2017, Radisson Blu Portman Hotel,
London 22 Portman Square, Marylebone, London

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

BRISTOL: 27th APRIL 2017, Bristol Marriott Royal Hotel
College Green, Bristol Hotel



Venue Sponsors

Radisson

Mercure

MARRIOTT



FRONT COVER

FALSE FRONT COVER

YOUR NAME



FULL PAGE FRONT COVER



FULL PAGE INTERVIEW

DIGITAL GUIDE

RATE & SPECS

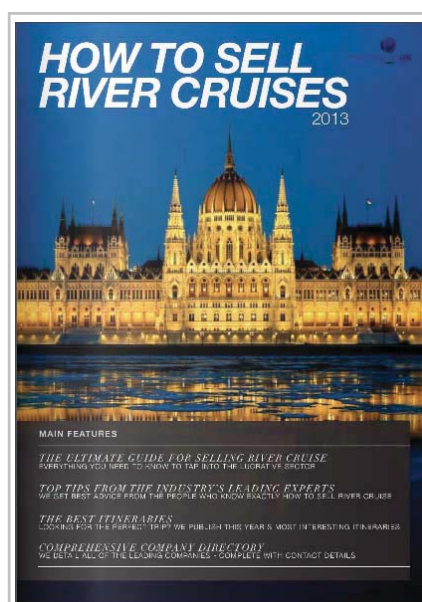
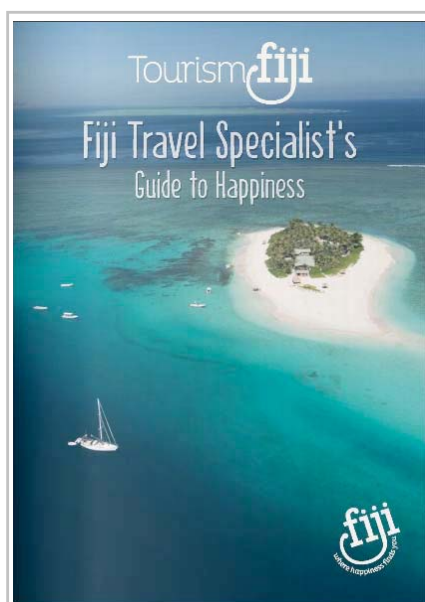
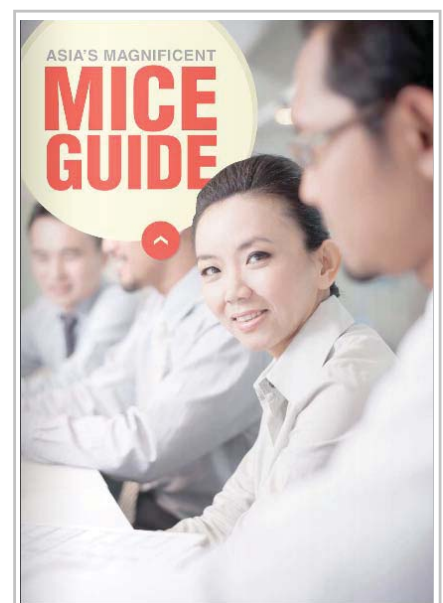
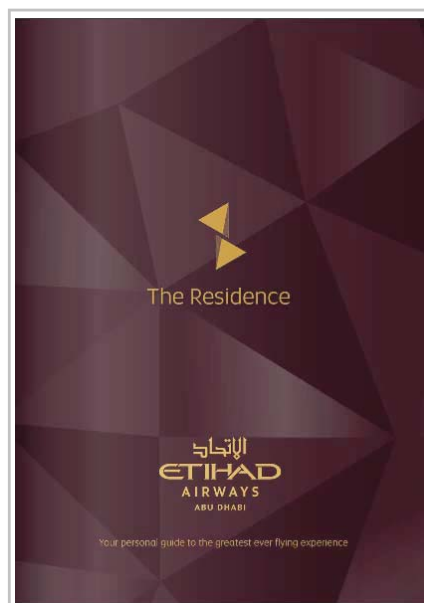
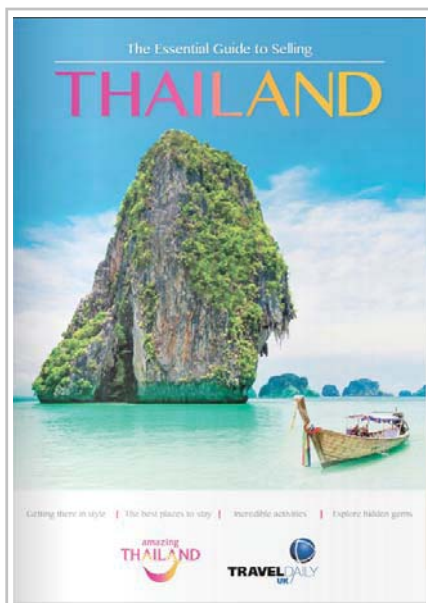


- Digital E-guides showcasing your company and products to the travel trade
- Professionally written by Travel Daily Media's in-house guide specialist
- Eye-catching Flip-page format
- Can include videos of your products
- Tailored to your chosen region: Middle East, USA, UK, Asia, China, India, or global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

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探索澳洲航空商务舱

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TRAVEL DAILY ASIA

Qantas Business Class Guide

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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 ME'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 **DUBAI**
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 so 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 Middle East database of 25,717 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.

