

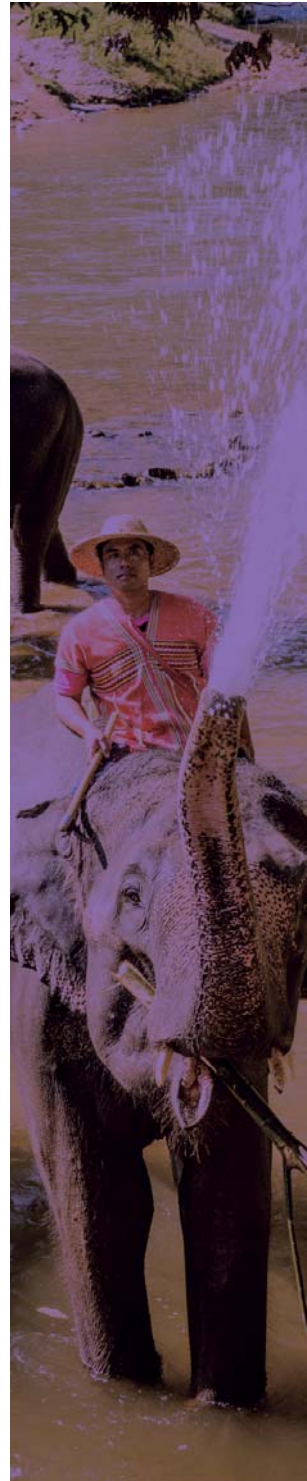


Travel Daily **THAILAND**

First with the **NEWS!**

2018 MEDIAKIT

TRAVELDAILYMEDIA.COM/**THAILAND**



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 THAILAND

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

With **10,000 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 Thailand travel trade including our

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

10,000
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

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 |
| ฿47,880 | ฿43,090 EACH | ฿38,300 EACH | ฿33,500 EACH |

SPECIFICATION

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



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

10,000
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 **CHINA**
First with the **NEWS!**

25,458
SUBSCRIBERS

***“Travel Daily Thailand 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 THB฿ | | 10% Discount | 25% Discount |
| EMAIL SPONSORSHIP | ฿18,279 | ฿16,480 | ฿13,734 |
| RECTANGLE | ฿14,845 | ฿13,407 | ฿11,150 |
| SKYSCRAPER | ฿17,134 | ฿15,467 | ฿12,851 |

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 | ฿10,498 | 728 X 90PX |
| EXPANDING LEADERBOARD | ฿122,483 | 728 X 300PX |
| WIDE SIDEKICK | ฿104,983 | 970 X 90PX |
| EXPANDING SIDEKICK | ฿122,483 | 970 X 300PX |
| SKYSCRAPER LARGE | ฿122,483 | 300 X 600PX |
| SKYSCRAPER STANDARD | ฿104,983 | 160 X 600PX |
| MPU | ฿103,233 | 300 X 250PX |
| SMALL BANNER | ฿75,233 | 460 X 90PX |
| COMPETITIONS | ฿43,500 (2 WEEKS) | ON APPLICATION |
| SPONSORED SECTION | ฿35,000 | LOGO + SMALL BANNER |
| WEBSITE TAKEOVER | ฿175,000 / MONTH ฿52,500 / WEEK | AS PACKAGE |



LEADERBOARD 728 X 90 PX

NEWS FEATURES DIGITAL GUIDES EVENTS OFFERS TRAINING TRAVELJOBS247 ADVERTISE WITH US



Gastronomy on the menu as Thailand sets out tourism plan
Thailand will focus on niche sectors, including gastronomy, as part of its latest tourism development...



Expedia to stop selling wildlife attractions



Gastronomy on the menu as Thailand sets out tourism plan



Thailand targets one million Americans



Thailand eyes 15% jump in tourism revenues

Latest News

TRAVEL DAILY THAILAND

Thailand to launch MICHELIN Guide Bangkok

TRAVEL DAILY THAILAND

Thai Vietjet gears up for domestic launch with new jet

TRAVEL DAILY THAILAND

Four Seasons unveils new luxury lodge in remote northern Thailand

TRAVEL DAILY THAILAND

THAI postpones A350's international launch

TRAVEL DAILY THAILAND

U Hotels to debut in Thailand's Khao Yai

TRAVEL DAILY THAILAND

Thai Vietjet takes off with three domestic routes

Editor's Picks



Laos plans incentives for tourism investors

The government of Laos has revealed plans to offer a series of incentives to attract companies to invest...

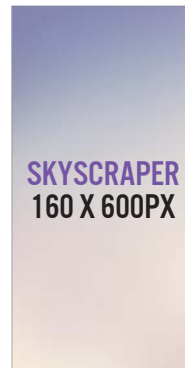
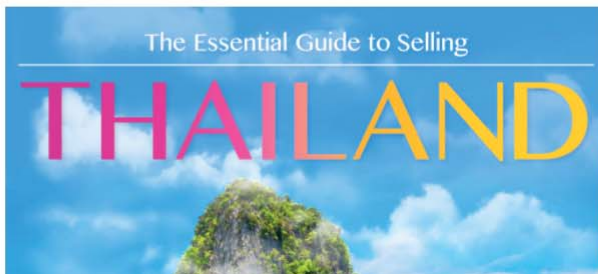
[Read more](#)



Thailand expands aviation deal with Canada

Thailand and Canada have sealed a new bilateral air service agreement, increasing the number of flights...

[Read more](#)



TRAVEL DAILY COMPETITIONS

E-MAGAZINE (PDF)

WEBSITE
(LANDING PAGE)

EDM (ELECTRONIC DIRECT MAIL)

| RATE | |
|---------------------|---------|
| Insertion Rate THB฿ | |
| 2 WEEKS | ฿43,500 |

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 | ฿14,700 |
| HALF PAGE INTERVIEW | ฿7,425 |

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



FRONT COVER

FALSE FRONT COVER

YOUR NAME



FULL PAGE FRONT COVER



FULL PAGE INTERVIEW

DIGITAL GUIDE

RATE & SPECS

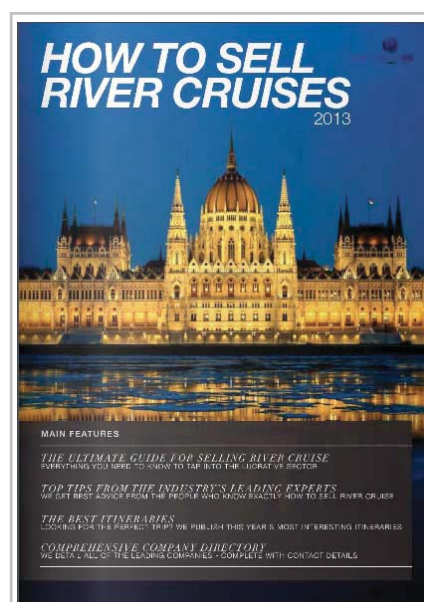
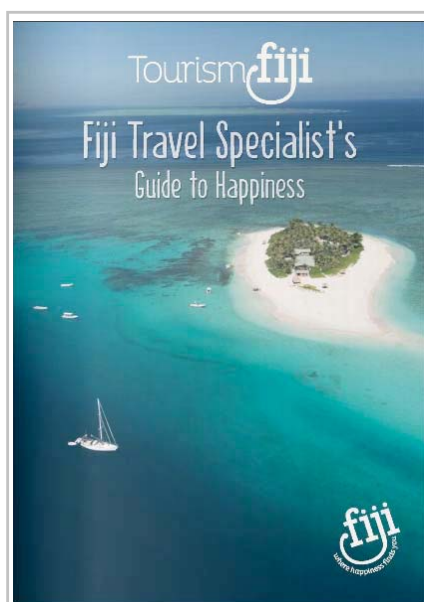
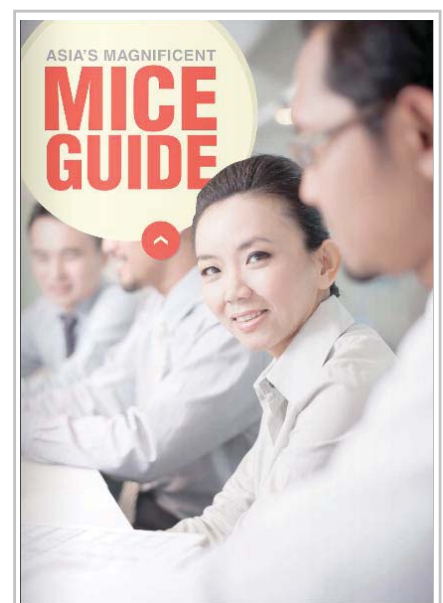
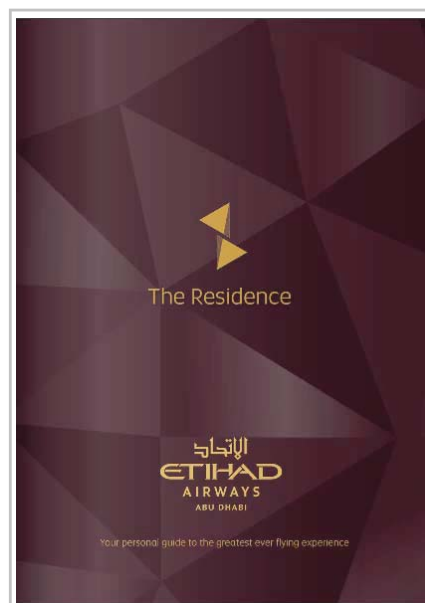
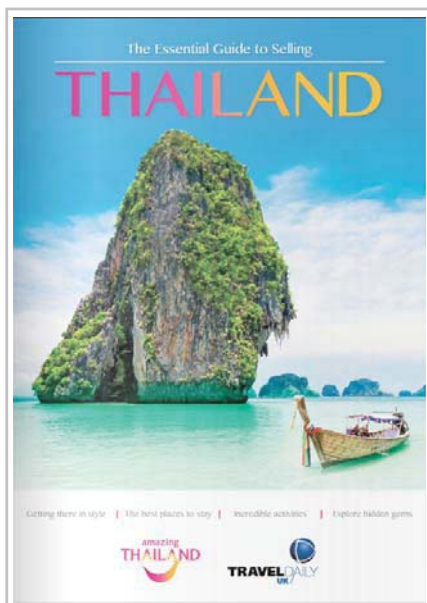


- Digital E-guides showcasing your company and products to the travel trade
- Professionally written by Travel Daily Media's in-house guide specialist
- Eye-catching Flip-page format
- Can include videos of your products
- Tailored to your chosen region: Asia-Pacific, USA, UK, Middle-East, China, India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

| Type of banner | RATE | DIMENSION |
|--------------------------|------------------|-----------------|
| Insertion Rate THB฿ | | |
| EXCLUSIVE DIGITAL GUIDES | ฿65,000 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

Continue Reading →



TRAVEL DAILY UK

Discover Accor Hotel's Amazing Collec...

Continue Reading →



TRAVEL DAILY UK

How to Sell: Thailand Your Way

Continue Reading →



TRAVEL DAILY MEDIA

Travel Daily Hotel Features

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TRAVEL DAILY MEDIA

探索澳洲航空商务舱

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Qantas Business Class Guide

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TRAVEL DAILY MEDIA

Egypt Air

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TRAVEL DAILY MEDIA

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 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

MAIN / EXCLUSIVE SPONSOR

TOTAL COST ฿157,500

*JOINT SPONSOR x3 THB฿68,250 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.

