



Travel Daily **UK**

First with the **NEWS!**

2018 MEDIAKIT

TRAVELDAILYMEDIA.COM/UK



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 UK

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

With **35,274 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 UK travel trade including our

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

35,274
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



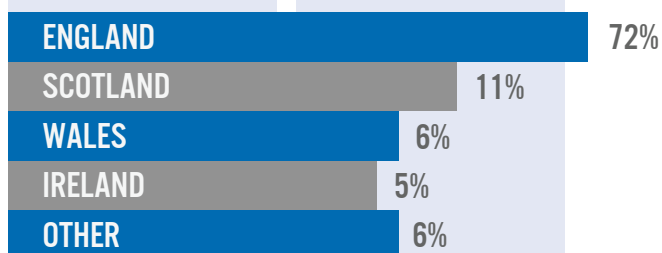
15,568
FOLLOWERS

READERSHIP & CIRCULATION

EXCLUDING OUR DISTRIBUTION PARTNERS

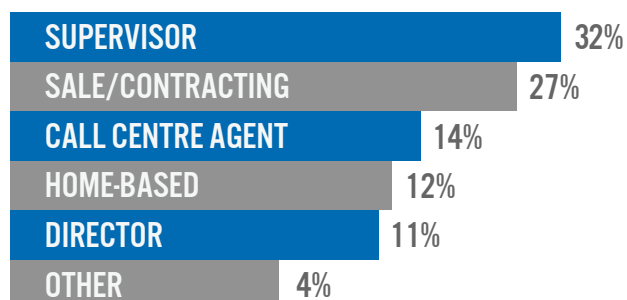
BY COUNTRY

TOTAL 35,274



BY JOB TITLE

TOTAL 35,274



BY COMPANY TYPE

TOTAL 35,274

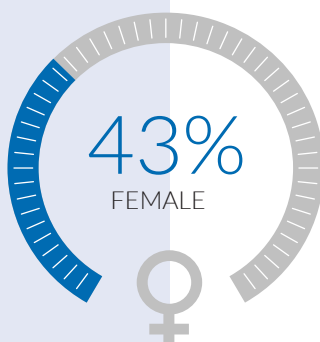
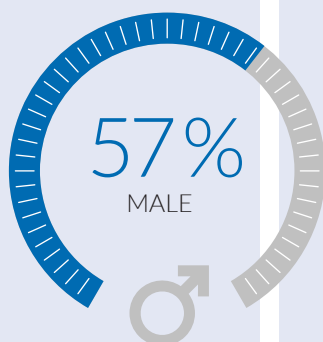


BY AGENCY TYPE

TOTAL 35,274



GENDER & AGE BREAKDOWN

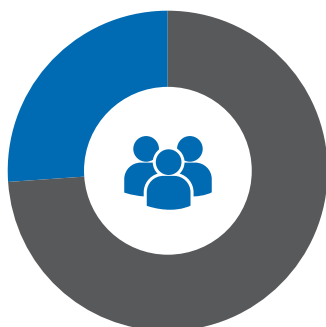


32.5%
DAILY OPEN RATE AVG



25-34
AVERAGE AGE

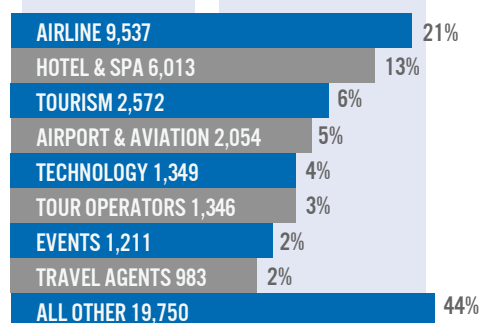
ONLINE READERSHIP

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
£1,090	£982 EACH	£873 EACH	£764 EACH

SPECIFICATION

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



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

35,274
SUBSCRIBERS



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

50,120
SUBSCRIBERS



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

41,354
SUBSCRIBERS



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

25,711
SUBSCRIBERS



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

25,458
SUBSCRIBERS



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

21,805
SUBSCRIBERS

***“Travel Daily Media 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 £		10% Discount	25% Discount
EMAIL SPONSORSHIP	£429	£385	£322
RECTANGLE	£349	£314	£261
SKYSCRAPER	£402	£363	£302

TRAVEL DAILY ONLINE

150KUNIQUE VISITORS
MONTHLY AVERAGE**15%**VISITOR GROWTH
MONTHLY AVERAGE**5**PAGES READ
AVERAGE PER VISITOR

Type of banner	RATE PER MONTH	DIMENSION
LEADERBOARD	£3,233	728 X 90PX
EXPANDING LEADERBOARD	£3,760	728 X 300PX
WIDE SIDEKICK	£3,223	970 X 90PX
EXPANDING SIDEKICK	£3,760	970 X 300PX
SKYSCRAPER LARGE	£3,760	300 X 600PX
SKYSCRAPER STANDARD	£3,223	160 X 600PX
MPU	£3,169	300 X 250PX
SMALL BANNER	£2,309	460 X 90PX
COMPETITIONS	£1,330 (2 WEEKS)	ON APPLICATION
SPONSORED SECTION	£1,075	LOGO + SMALL BANNER
WEBSITE TAKEOVER	£5,390 / MONTH £1,610 / WEEK	AS PACKAGE



LEADERBOARD 728 X 90 PX



Butlin's launches trade offer for summer breaks
Butlin's is offering the trade an exclusive booking deal with current savings of up to half price on...



Win tickets for Rocky Mountaineer's GoldLeaf Service



Aeromexico – now flying daily non-stop between London and Mexico City



Hastings Hotels invests more than £60M in growing portfolio



Wilderness Safaris opens first project in Rwanda

Latest News

TRAVEL DAILY UK

A record 2.4 million Brits to jet overseas for the summer

TRAVEL DAILY UK

80% of people making insurance claims on gadgets lost or stolen on holiday are not successful

TRAVEL DAILY UK

Online purchasing behaviour dependent on the item being bought, shows research

TRAVEL DAILY UK

Premier Holidays debuts new Smart Choice brand

TRAVEL DAILY UK

Heathrow Express launches off-peak summer £15 fare



Editor's Picks



Hong Kong Tourism Board launches Specialist Club

The Hong Kong Tourism Board (HKTB) has announced the launch of the Hong Kong Specialist Club for trade...

[Read more](#)



Vietnam extends visa waiver for Brits staying up to 15 days

The Government of Vietnam has announced that it is extending its visa exemption program for UK passport...

[Read more](#)



SKYSCRAPER
160 X 600PX

TRAVEL DAILY COMPETITIONS

E-MAGAZINE (PDF)

WEBSITE
(LANDING PAGE)

EDM (ELECTRONIC DIRECT MAIL)

RATE	
Insertion Rate £	
2 WEEKS	£1,330

FACE 2 FACE INTERVIEW

RATE & SPECS

KEY BENEFITS

- Increase brand awareness and discovery
- Showcase your property to the travel trade - for Hotels/Resorts
- Showcase your 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	£844
HALF PAGE INTERVIEW	£380

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

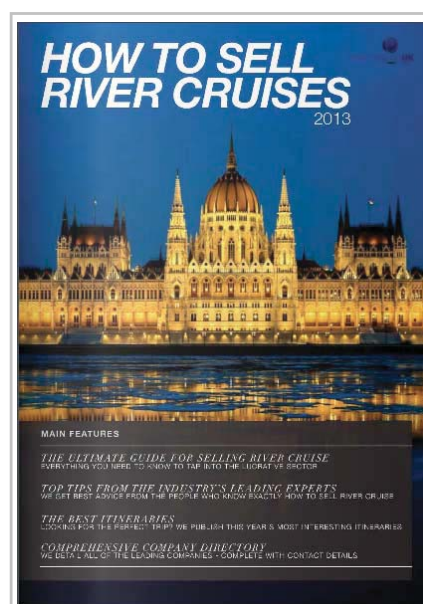
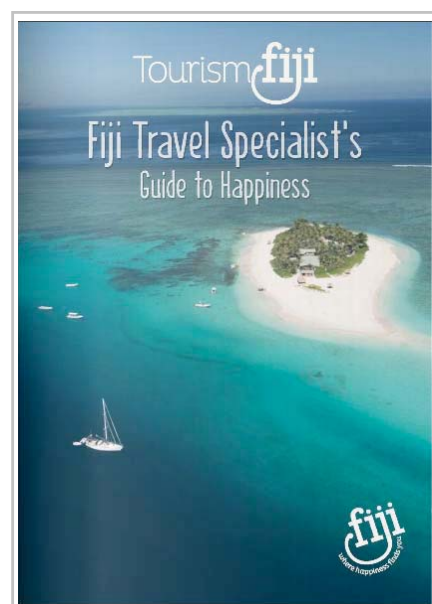
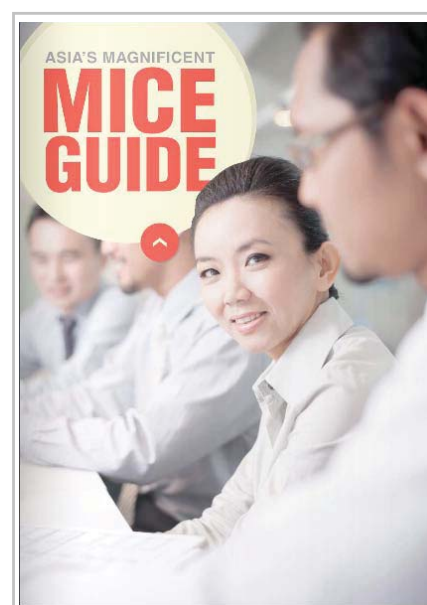
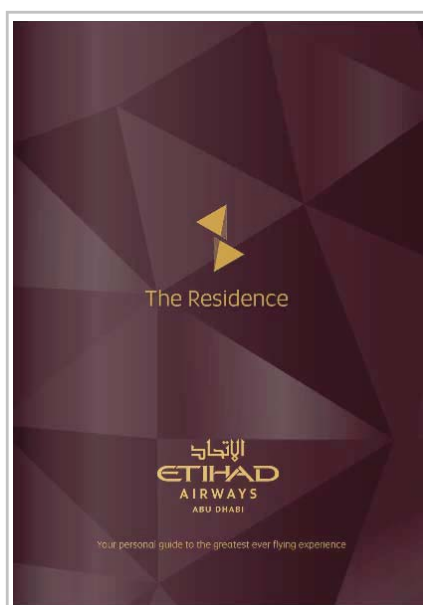
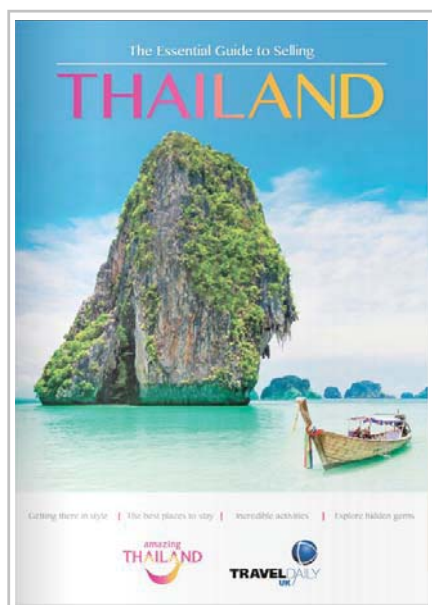


- Digital E-guides showcasing your company and products to the travel trade
- Professionally written by Travel Daily Media's in-house guide specialist
- Eye-catching Flip-page format
- Can include videos of your products
- Tailored to your chosen region: UK, USA, Asia, Middle East, China, India, or global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

Type of banner	RATE	DIMENSION
Insertion Rate £		
EXCLUSIVE DIGITAL GUIDES	£1,500 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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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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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

Continue Reading →



TRAVEL DAILY MEDIA

Cebu Pacific Guide

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民丹岛度假胜地旅游指南

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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 the UK'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 **UK**
by Travel Daily **MEDIA**

MAIN / EXCLUSIVE SPONSOR

TOTAL COST £5,250

*JOINT SPONSOR x3 £2,100 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 are sent 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 toys, 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 UK database of 35,274 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, During and Post event.

