



Travel Daily **USA**

First with the **NEWS!**

2018 MEDIAKIT

WWW.TRAVELDAILYMEDIA.COM/US



EDITORIAL

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SALES AND ADVERTISING

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sales@traveldailymedia.com



PREVIOUS ADVERTISERS

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








ABOUT US TRAVEL DAILY USA

Travel Daily USA is the newest addition to the Travel Daily Media Group, the industry's fastest growing worldwide online trade publication. Targeting the largest travel seller market in the world, TD USA is positioned to become the preferred digital trade partner to the more than

50,000 travel agents in the United States, as well as countless travel suppliers.

50,120
SUBSCRIBERS

WHAT MAKES TRAVEL DAILY USA DIFFERENT?

• WORLDWIDE ACCESS

As part of the Travel Daily Media Group, TD USA uniquely provides its subscribers and advertisers access to a worldwide audience (nearly 150,000 worldwide subscribers), with the ease and efficiency of one publication that can strategically target and cross sell to one or more regions around the world.

• SUPERIOR USER EXPERIENCE & AD PLATFORM

Through its partnership with Rich Media Exchange, TD USA delivers a superior user experience throughout the site, as well as a *superior advertising platform*. With our sophisticated visual and interactive capability, the quality of your advertising message is optimized like never before.

• EXPAND YOUR REACH

Through the Rich Media Marketplace, you'll can add your branded content to our library, where thousands of travel sellers around the world will have free access and use.

• USING BIG DATA TO INCREASE YOUR ROI

Our Big Data capability lets you analyze and manage large data sets to reveal patterns, trends and associations. More analysis. More information. **More value for your your advertising dollar.**

• TOOLS TO MANAGE, MARKET & MEASURE YOUR BUSINESS

In addition to the travel content library, Rich Media Exchange provides our travel partners with multiple smart backend solutions enabling them to effectively track and measure customer preferences.

• INDUSTRY INSIGHTS....WORK "ON" YOUR BUSINESS

With our featured section, Executive Village, you'll get an in depth view of industry trends, leadership, growth, technology, innovation and entrepreneurialism that can have a direct impact on your business and its bottom line.

• OPTIMIZED FOR MULTIPLE PLATFORMS

The TD USA website at Traveldailymedia.com/US/, is optimized for tablet and mobile users so information is easily accessible whenever and however you need it.

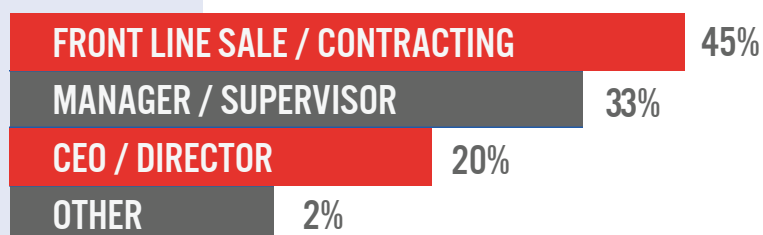


READERSHIP & CIRCULATION

EXCLUDING OUR DISTRIBUTION PARTNERS

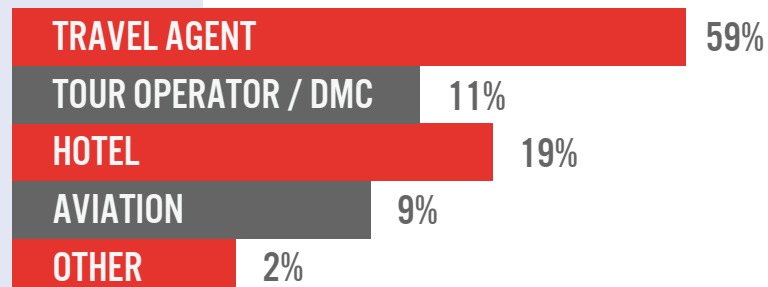
BY JOB TITLE

TOTAL 45,326

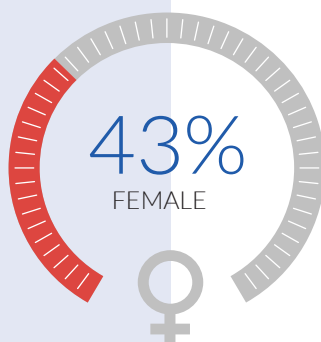
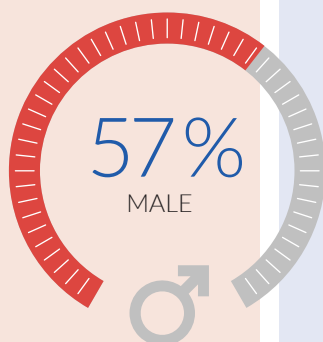


BY SECTOR

TOTAL 45,326



GENDER & AGE BREAKDOWN



31.7%
DAILY OPEN RATE AVG



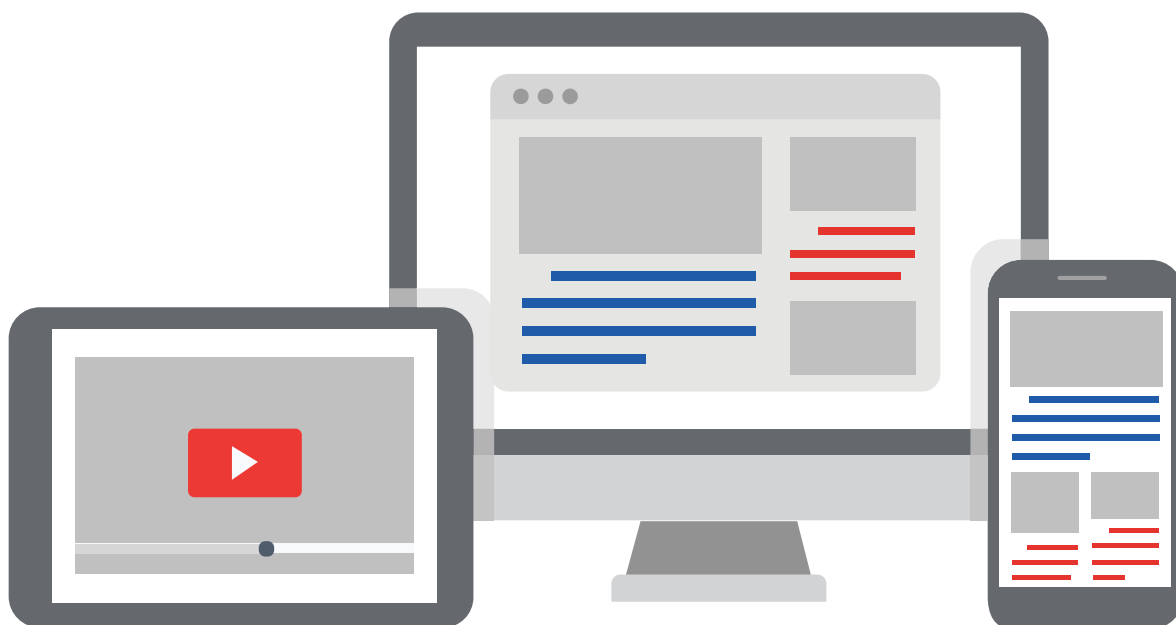
25-34
AVERAGE AGE

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

Positioned to reach more than **50,000 travel sellers** across the United States, we can send your message to either our entire list or you can breakdown our data by country, company type, job title and industry and target these individuals.

1 EMAIL	3 EMAILS	6 EMAILS	12 EMAILS
	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 **USA**
First with the **NEWS!**

50,120
SUBSCRIBERS



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

35,274
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 USA represents the next generation of travel news and research, with the incorporation of rich media and Big Data in all stories and advertising.

This new platform will transform TDM from an online news provider to a virtual business partner.”

Kulin Strimbu – Editor-In-Chief and Publisher
Travel Daily Media Group

TRAVEL DAILY E-NEWSLETTER SPONSORSHIP

EMAIL SPONSORSHIP (TOP)
JPG, GIF : 430PX (W) X 90PX (H)

RECTANGLE
JPG, GIF
180PX (W) X
150PX (H)

SKYSCRAPER
JPG, GIF : 180PX (W) X 600PX (H)

	1 ISSUE	24 ISSUES	52 ISSUES
These can be spread over a 12 month period			
Insertion Rate US\$		10% Discount	25% Discount
BANNER 728x90	\$750	\$675	\$565
RECTANGLE 300x250	\$700	\$650	\$500
SKYSCRAPER 160x600	\$700	\$650	\$500

*Please ask for additional options

TRAVEL DAILY WEBSITE

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

HOME PAGE	Dimensions	Cost per Ad (per month)
Leaderboard Ad Top/Bottom	728x90	\$3,000
Skyscraper	300x600	\$2,250
Banner	728x90	\$1,850
Sidebar Rectangle	300x250	\$1,850
Featured Video Spots		\$1,200
Interactive Video (IVP) Big	720x405	\$5,000/wk
IVP Ad/Article Small	440x250	\$2,500/wk
NEWS		
Leader Top/Bottom	728x90	\$2,000
Sky Scraper	300x600	\$1,575
Banner	728x90	\$1,295
Sidebar Rectangle	300x250	\$1,295
Featured Video Spots		\$850
Guaranteed Press Release		\$75
DESTINATIONS		
Leader Top/Bottom	728x90	\$2,000
Sky Scraper	300x600	\$1,575
Banner	728x90	\$1,295
Sidebar Rectangle	300x250	\$1,295
Featured Video Spots		\$850
Interactive Video (IVP)	720x405	\$4,000/wk
IVP Ad/Article Small	500x277	\$2,000/wk

TRAVEL DAILY WEBSITE

EXECUTIVE VILLAGE		Dimensions	Cost per Ad
Leader Top/Bottom		728x90	\$2,000
Sky Scraper		300x600	\$1,575
Banner		728x90	\$1,295
Sidebar Rectangle		300x250	\$1,295
Featured Video Spots			\$850
TRAVEL PARTNERS			
Leader Top/Bottom		728x90	\$2,000
Sky Scraper		300x600	\$1,575
Banner		728x90	\$1,295
Sidebar Rectangle		300x250	\$1,295
Featured Video Spots			\$850
TECHNOLOGY			
Leader Top/Bottom		728x90	\$2,000
Sky Scraper		300x600	\$1,575
Banner		728x90	\$1,295
Sidebar Rectangle		300x250	\$1,295
Featured Video Spots			\$850
VIDEOS			
Leader Top/Bottom		728x90	\$1,850
Sponsored Video (monthly)			\$1,500
Sponsored Video (annually)			\$5,000
BUNDLES/OTHER			
Home Page Exclusive			\$13,500/mo \$5,000/wk
10% off 5+ ad placements			
E Newsletter Ad			\$850
E Mail Blasts - Full Email Sponsor			\$3,500
Webinar			\$9,500

November 10, 2016

USA

ASIA

INDIA

ME

CRUISE

UK

中國/中国

Advertise with us



LEADERBOARD 728x90 PX



News

Destinations

Executive Village

Travel Partners

Technology

Videos



3

NEW ARTICLES

BREAKING NEWS

The 'Thrones' Pilgrimage: Hit HBO Show Sparks Worldwide Wanderlust

IN THE NEWS

INTERACTIVE VIDEO PLAYER (IVP)
BIG

IVP
SMALL

IVP
SMALL

NEWS

POPULAR HEADLINES



Alaska Airlines plans flight to chase "The Great American Eclipse"

By Travel Daily Media USA 2 days ago

Airline will host in-flight viewing party from Portland, Oregon in AugustAlaska Airlines is chasing "The Great American Eclipse" on August 21, with a special charter flight for select astr...

Read More >

BANNER 728x90 PX

DESTINATIONS

POPULAR HEADLINES



FEATURED



DESTINATIONS



EXECUTIVE VILLAGE

EXECUTIVE VILLAGE



The Power of Independence



Loving the NOW – Traits of a Fearless Entrepreneur #25 of 25
June 6, 2017



Be a Freak – Traits of a Fearless Entrepreneur #24 of 25
June 5, 2017



You Shouldn't Do It All – Traits of a Fearless Entrepreneur #23 of 25

SKYSCRAPER
300x600 PX

FEATURED VIDEOS

FEATURED
VIDEO SPOTS



Florida Manatee Tour with BK Adventure
June 22, 2017

TRAVEL DAILY COMPETITIONS

E-MAGAZINE (PDF)

WEBSITE
(LANDING PAGE)

EDM (ELECTRONIC DIRECT MAIL)

		RATE
Insertion Rate \$		
1 WEEK		\$1,250
2 WEEKS		\$2,500

DIGITAL GUIDE

RATE & SPECS

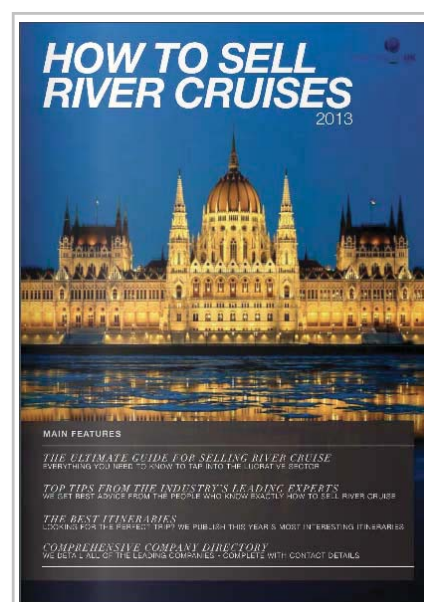
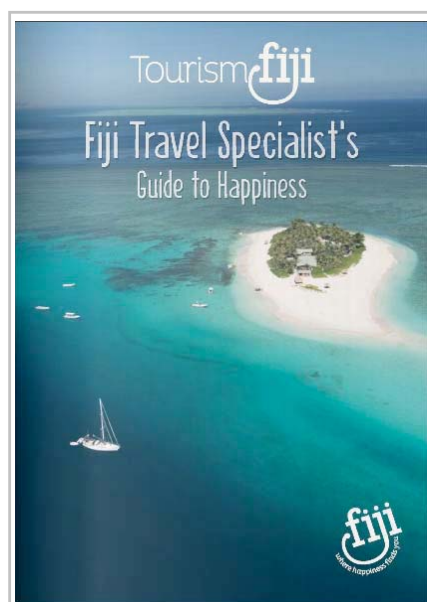
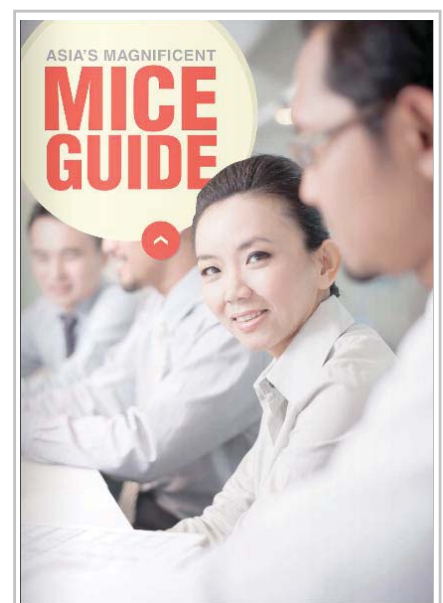
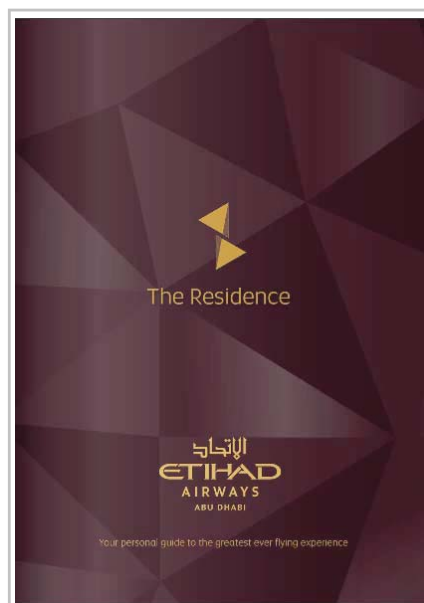
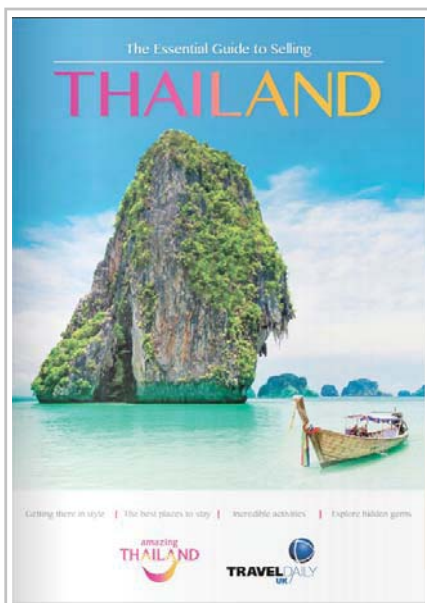


- Digital E-guides showcasing your company and products to the travel trade
- Professionally written by Travel Daily Media's in-house guide specialist
- Eye-catching Flip-page format
- Can include videos of your products
- Tailored to your chosen region: Asia-Pacific, USA, UK, Middle-East, China, India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

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[FEATURES](#)
[DIGITAL GUIDES](#)
[EVENTS](#)
[OFFERS](#)
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Digital Guides

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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

2017 EDITORIAL CALENDAR

Spotlight Issues	Freq	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Industry Insight													
Social Media Spotlight	1x						X						
Technology and Mobile Trends (Q4)	1x										X	X	X
Video and Marketing	1x								X				
Special Interest													
Luxury Tours	1x		X										
River Cruises	1x		X										
Family Travel	3x				X			X			X		
Ski Vacations	1x									X			
Ecotourism	1x					X							
Budget Travel	2x												
LGBT Travel	2x		X				X						
Romantic Getaways	2x	X					X						
Off The Beaten Path	1x									X			
Wellness / Spa Travel	2x			X				X					
Unique Lodging	2x				X						X		
Volunteer Vacations / Voluntourism -	4x		X		X			X			X		
Weddings / Honeymoons	1x					X							

[illegible]



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 \$9,000

*JOINT SPONSOR x3 US\$3,900 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.



