

ARABIAN Travel News

News and analysis for Middle East travel agents and tour operators



MEDIA INFORMATION 2015

ABOUT THE MAGAZINE

Arabian Travel News (ATN) is the magazine of choice for the travel industry. It communicates industry-specific intelligence to a targeted audience of travel agents and tour operators across the region and provides up-to-date information from all sectors of the industry, including airlines, cruise lines, hotels, tourist boards, car rental firms and travel technology providers.

Research shows most people in the Middle East use a travel agent to make their travel decisions, and *Arabian Travel News* has more readers in the travel trade than any other publication in the region.

The Future of Travel and Tourism in the Middle East

The Middle East's travel and tourism industry has never been so vibrant. Both inbound and outbound traffic is growing at an exponential rate, giving rise to opportunities aplenty for travel agents and tour operators.

Across the region, countries, states and cities are embarking on an unparalleled program of investment and development to increase capacity, improve infrastructures and grow tourist numbers and revenues. Current estimates suggest that over the next 20 years, upwards of \$3 trillion will be spent directly on leisure and tourism and indirectly on the supporting infrastructure. Through projects announced to date, by

2020 the region will add airport capacity for 300 million extra passengers, build over 200 new hotels, add 100,000 additional rooms, grow visitor numbers to 150mn, and increase the size of its aircraft fleet by over 150% by 2025.

The region's forecasts suggest annual travel and tourism revenues could increase 89% over the next 10 years. Leisure and business travel sectors are both set to double in size. The World Tourism & Travel Council estimate world travel and tourism demand will grow to US\$12,119 billion by 2016, with the sector in the Middle East forecast to rise to US\$279bn in the same year.

In order to stay afloat, travel agents, tour operators and travel providers need to keep pace with the latest developments regionally and internationally and *Arabian Travel News* provides them with the knowledge to do so.

“Arabian Travel News has evolved as the torch bearer of the travel industry in the region today. The publication has gained popularity amongst the trade and corporate audiences for bringing out highly relevant and important issues that shape the industry.”
Saleem Sharif, General Manager, ATS

FEATURES LIST 2015

	January	February	March	April	May	June
FEATURE	Mobile Technology	Business Travel	Family Travel	Health Tourism	ATM Issue	Hajj Travel
SPECIAL REPORT	2015 Hotel Openings	Exhibitions	UAE	Saudi Arabia	Summer Hotspots	Oman
HOW TO SELL	Australasia	Asia	Europe	Indian Ocean	South America	Honeymoon
	July	August	September	October	November	December
FEATURE	Travel Industry Survey	Responsible Travel	Sports Travel	Job Satisfaction and Salary Survey	Cruise	Powerlist
SPECIAL REPORT	Eid breaks	Qatar	Eid breaks	Bahrain	Kuwait	Winter Destinations
HOW TO SELL	North America	Asia	Middle East	Luxury	Africa	City Break

*Subject to change at the editor's discretion.

Regulars: The Knowledge, Technology, Hotels, Destinations, Cruise and Airline updates

Other opportunities: Fam Trips/Package Planner, thought leadership articles, global event and festival roundup, monthly competitions

2015 HIGHLIGHTS

Arabian Travel News Roundtable Debates

Regular roundtable discussions bring together industry leaders, tourism bodies and travel experts from across the GCC to discuss topical issues.

Arabian Travel News 2015 Industry Survey

The annual survey with exclusive content aims to find out which issues, trends and concerns are impacting the Middle East's travel community the most.

Arabian Travel News Job Satisfaction and Salary Survey 2015

Revealing the truth about the sector's salaries & job satisfaction and the employment outlook for travel agents and operators.

Arabian Travel News 2015 Power List

The Arabian Travel News Power List ranks 25 of the region's power players in Middle East travel, based on achievements over the last year, among other criteria.

ArabianTravelNews.com is the region's most respected travel industry portal, representing a truly valuable opportunity for business advertisers. Organisations of all sizes are able to communicate information about their company, products, services and promotions to highly targeted travel industry professionals working in the Middle East.

ArabianTravelNews.com offers advertisers a wide yet easy-to-understand range of advertising options, from simple banner advertising to targeted email campaigns, creative executions, special report sponsorships and more.

ArabianTravelNews.com's associated eNewsletter provides an additional tool for further targeting your message directly to our 25,814 subscriber's email addresses. It is sent three times a week (Sunday, Tuesday and Thursday).

ArabianTravelNews.com's eNewsletter provides the latest in breaking industry news and hot topics. As online advertising continues to grow in popularity in the region, why not combine your marketing between print and online?

Advertising on the site and in the eNewsletters offers numerous benefits:

Credibility — *Arabian Travel News* has been the region's most respected travel trade publication over the past seven years and is a trusted source of news for the travel industry professionals.

Targeting — guaranteed reach to a niche audience due to the sector-specific nature of the website, the tightly controlled circulation of our eNewsletters and the use of the latest technology that offers options such as contextual targeting, geo-targeting, etc.

Measurability — digital advertising includes performance reports of how visitors are responding to your campaign, which allows you to optimise the campaign accordingly.

Creative Executions — your artwork can be rich and innovative, this will ensure high impact.

Interactivity — online campaigns take place in real time and allow visitors to interact with your campaign, engage with your brand and take advantage of your company's offers and promotions.



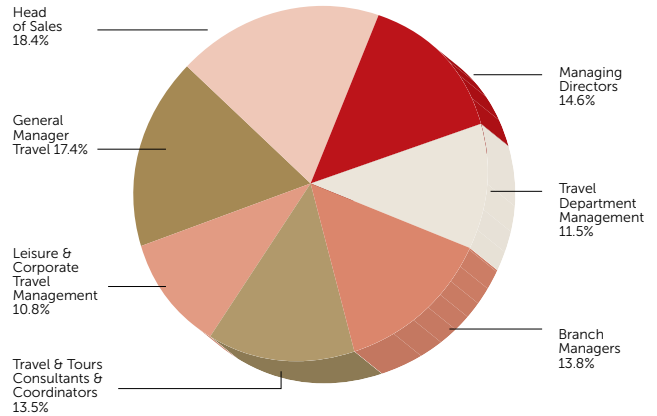
BREAKDOWN



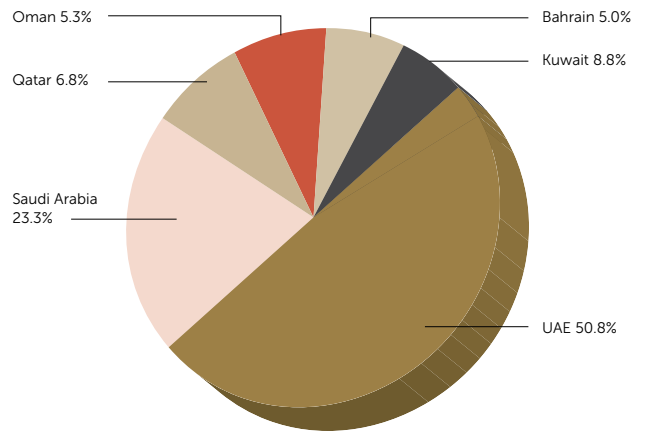
BPA Average Qualified Circulation of 4,274 copies per month

(BPA statement Jan-Jun 2014)

JOB TITLE BREAKDOWN



COUNTRY BREAKDOWN



READERSHIP SUMMARY

BPA Average Print Circulation (Jan-June 2014)	4,274
Other Print Circulation	777
Readership Multiplier (Print)	3.78
BPA Average Digital Circulation (Jan-June 2014)	1,405
Apps Download (Nov)	2,058
Total Readership - Print & Digital	17,245
Unique Website Oct 2014	7,866
eNewsletters	25,814
Total Brand Readership	50,925



Print Advertising Rate Card					Rate Card \$US (3,672 AED = \$1)	
POSITION	SPECIFICATIONS	SINGLE ISSUE PRICE (per insertion)	SIX SERIES PRICE (per insertion)	TWELVE SERIES PRICE (per insertion)		
Prime Positions						
Inside Front Cover	225 x 300 mm	AED 32,303 (US\$8,797)	AED 29,256 (US\$7,967)	AED 28,037 (US\$7,635)		
Inside Back Cover	225 x 300 mm	AED 31,084 (US\$8,465)	AED 28,037 (US\$7,635)	AED 26,818 (US\$7,303)		
Outside Back Cover	225 x 300 mm	AED 34,132 (US\$9,295)	AED 30,475 (US\$8,299)	AED 28,646 (US\$7,801)		
Inside Front Double Page Spread	450 x 300 mm	AED 53,026 (US\$14,440)	AED 47,541 (US\$12,946)	AED 45,103 (US\$12,282)		
Double Page Spread	450 x 300 mm	AED 47,541 (US\$12,946)	AED 42,665 (US\$11,619)	AED 40,227 (US\$10,955)		
Standard Advertising						
Full Page ROP	225 x 300 mm	AED 27,427 (US\$7,469)	AED 24,380 (US\$6,639)	AED 21,332 (US\$5,809)		
Half Page Horizontal	201 x 132 mm	AED 14,628 (US\$3,983)	AED 12,800 (US\$3,485)	AED 12,190 (US\$3,319)		
Half Page Vertical	99 x 264 mm	AED 14,628 (US\$3,983)	AED 12,800 (US\$3,485)	AED 12,190 (US\$3,319)		
Quarter Page Horizontal	201 x 48 mm	AED 9,752 (US\$2,655)	AED 8,533 (US\$2,323)	AED 7,923 (US\$2,157)		
Quarter Page Vertical	48 x 264 mm	AED 9,752 (US\$2,655)	AED 8,533 (US\$2,323)	AED 7,923 (US\$2,157)		
Quarter Page Regular	98 x 132 mm	AED 9,752 (US\$2,655)	AED 8,533 (US\$2,323)	AED 7,923 (US\$2,157)		
Creative Advertising						
Magazine Wraps (Belly Bands)	-	AED 45,103 (US\$12,282)	-	-		
Front Cover Gate Folds	-	AED 67045 (US\$ 18,258)	-	-		
Bespoke Supplements	-	Starting at AED 79,235 (US\$ 21,578)	-	-		

Online Advertising Rate Card			Rate Card \$US (3,672 AED = \$1)	
POSITION	SPECIFICATIONS	PRICE PER INSERTION PER CPM		
Leaderboard	728 x 90px	AED 389 (US\$105)		
MPU (Medium Rectangle)	300 x 250px	AED 369 (US\$101)		
Whitespace Banner	220 x 550px	AED 389 (US\$105)		
Half Page	300 x 600px	AED 428 (US\$116)		
Fixed Button	300 x 100px	AED 46,707 (US\$12,720)		
Overlay (Eyeblander)	450(w) x 450(h) px - this is the maximum.	AED 584 (US\$159)		
Interstitial	Full Screen - 750 x 450px	AED 584 (US\$159)		
Content Push	Leaderboard(728x90px) White Space Banner (220x550px) Content Push (Video Streaming, 632 x 356px)	AED 584 (US\$159)		
Page Peel	Minimised area - 90 x 90px. Final Image Dimensions: 700(w) x 400 (h) px, JPG/GIF. There is no FLASH.	AED 584 (US\$159)		
Catfish	1004 x 60px	AED 584 (US\$159)		
Home Page Roadblock	220 x 550px, 728 x 90px, 300 x 250px	AED 38,923 (US\$10,600)		
Branded Backgrounds	1652(w) x 770(h) px	Upon Application		
Smart Links	Keyword can be of any length; banner size is 200 x 200px max	AED 38,293 (US\$10,600)		
Microsites	220 x 550px, 728 x 90px, 300 x 250px	AED 97,308 (US\$26,500)		
Surveys	220 x 550px, 728 x 90px, 300 x 250px	AED 116,769 (US\$31,800)		
Special Operations	Upon Application	Upon Application		
Sponsorships / Special Reports	220 x 550px, 728 x 90px, 300 x 250px	Upon Application		

*Discounts available on multiple campaigns *CPM = Cost per thousand

CONTACTS

Advertising – print

Stephen Price
Group Sales Director
Tel: +971 4 444 3246
stephen.price@itp.com

Andy Grant
Sales Manager
Tel: +971 4 444 3662
andy.grant@itp.com

Nick Clowes
Sales Manager
Tel: +971 4 444 3548
nick.clowes@itp.com

Advertising – online

Johana Olivera
Sales Manager, B2B Digital
Tel: +971 4 444 3723
johana.olivera@itp.com

Editorial

Daniel Andrews
Editor
Tel: +971 4 444 3845
daniel.andrews@itp.com

“
Arabian Travel News, is a premier travel publication that has been carrying professional, up to date, useful travel and tourism industry related news items for many years now. And it's must read for latest info into the realm of travel and tourism industry. And an industry barometer for the latest info, developments and trends.”

Sunil D'souza
General Manager, Kanoo Travel

About ITP Business

ITP Business is the largest trade publisher in the Middle East, and produces a wide range of market-leading titles and award programmes for key vertical markets, including information technology, construction, hospitality, transport, energy, and broadcast & communication. In addition, ITP Business organises seminars, roadshows and conferences, as well as providing tailored event management services for corporate clients.

