Travel AND Tour™ WORLD

Media Planner

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EDITOR IN CHIEF
Anup Kumar Keshan
ceo@travelandtourworld.com
+91 33 4603 4661
For more enquires contact
pr@travelandtourworld.com
+91 33 4603 4661
www.travelandtourworld.com

FOREWORD | WHO ARE WE?

Delivering engaging and streamlined information to the global travel industry and embracing state-of-the-art digital expertise to connect travellers and travel industry professionals, Travel And Tour World has fast become an inevitable abundance in the recent times.

An all-inclusive digital travel magazine catering to a huge pool of audience worldwide is currently synonymous to an irreplaceable platform to keep one abreast of the latest trends and events in the industry along with being an indicator cum supporter of the travel industry's incessant growth.

This distinctive digital monthly is distributed free in more than 100 international travel trade shows to the decision makers of the global travel industry. Readers from all corners of the world directly or indirectly connected to the travel industry including niche readers such as Tourism Board Officials, Tour Operators, Travel Agents, Destination Management Companies (DMCs), MICE Planners swear by us when it comes to fast, reliable and easy-to-access information.

Imposing a lucrative prospect to reach the most eminent travel industry leaders around the world, it is certainly becoming one of the most subtle yet efficient business tools to engage, involve and influence travellers and travel service providers.

Along with an innovative iOS and android app up the sleeve, delve into Travel and Tour World in a unique flip-book format for an upright global outlook through profound coverage of all tourism sectors including prominent hotels and its reviews, airlines, destinations, cruises, meeting and convention centres and lots more. From MICE destinations to awe-inspiring locations, TTW wraps it all.

FEATURES

01 Global media partner of more than 100 international travel trade shows

02 Over 2,50,000 monthly readers worldwide

03 Readership includes B2B, B2C, MICE segment and premium selling channels

04 Covers all tourism sectors including hotel reviews, airlines, destinations, cruises, meeting, convention centres

05 Keeps you updated with the latest trends and technological escalations of the industry

06 Exclusive Highlights and Reviews of all the International trade fairs

07 Building a perpetual brand identity

08 Breaking news from the travel and tourism industry

09 Targets and caters the needs of inbound and outbound travellers

10 iOS and Android accessibility

11 Free downloadable and readable from www.travelandtourworld.com

BENEFITS

- Distributed and notified electronically to ensure on-time delivery
- Cover your events on time
- Meet your potential consumers through multiple digital platforms
- Advertisement remains forever - articles and ads on archive
- Promote your brand globally
- Offers the most economical global branding
- Cost-effective advertising options
- Live links from the advertisements to the advertisers' websites
- Tracking readers and analysing options
- Exclusive videos, newsletters, event details and lots more

CIRCULATION

We have an expansive and a diverse database of faithful readers who swear by us. From thrilling hot spots for the daredevils to picturesque locales for family rendezvous as well as the best getaways where business and pleasure can go hand in hand – we tap it all. Thus our readership spans across a number of countries and includes first-hand travellers, tour operators, travel hoteliers, adventure travel companies, business travellers, medical tour operators, spa owners, MICE and incentive travel planners. With our extensively responsible and eco-friendly circulation, admired and idolized all over the world we aspire to reach more in no time. Our simple yet effective circulation involves:

- ☑ Digital hard copies(avg. 2000 CDs) of the magazine distributed in more than 100 international travel trade shows
- ☑ Our daily-newsletters reach more than a million mailboxes every day
- ☑ Travel industry experts including MICE planners, DMCs, Travel agents read and share our magazine

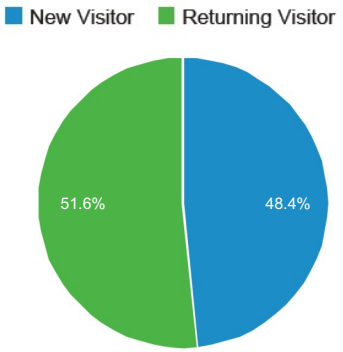
WEBSITE ANALYTICS

Average monthly

Audience Overview

Sessions	Users	Pageviews
486,936	271,565	4,664,375

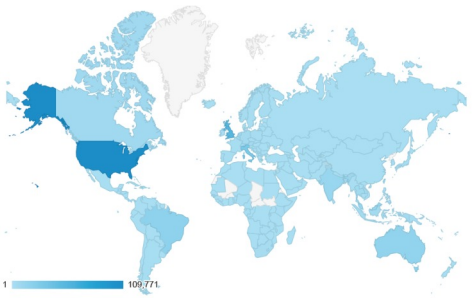
Pages / Session	Avg. Session Duration	Bounce Rate
9.98	00:13:12	48.34%



Average monthly

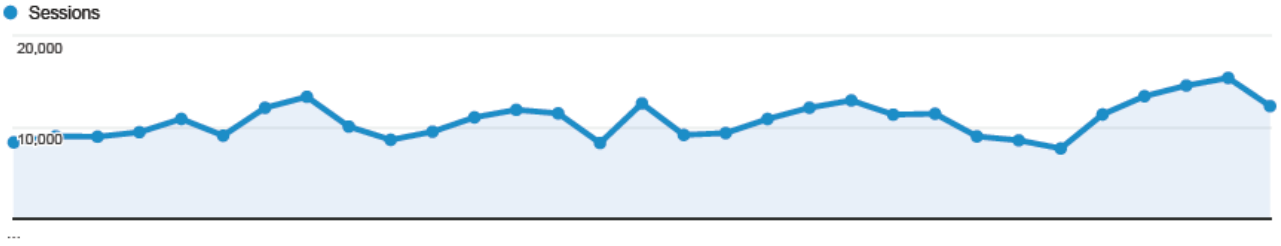
Top 10 countries

Country	Acquisition			
	Sessions	% New Sessions	New Users	Avg. Session Duration
	486,963 % of Total: 100.00% (486,963)	48.34% Avg for View: 48.30% (0.04%)	252,406 % of Total: 100.04% (252,302)	00:13:12 Avg for View: 00:13:12 (0.00%)
1. United States	159,626 (32.75%)	49.51%	79,813 (35.45%)	00:09:16
2. United Kingdom	76,745 (15.76%)	48.30%	37,068 (15.88%)	00:14:09
3. Italy	42,220 (8.67%)	56.40%	23,812 (9.64%)	00:07:24
4. Brazil	25,468 (5.23%)	56.60%	14,415 (5.83%)	00:13:41
5. Australia	21,913 (4.50%)	48.42%	10,610 (4.54%)	00:10:37
6. Malaysia	16,167 (3.32%)	58.38%	9,438 (3.34%)	00:20:30
7. Taiwan	15,485 (3.18%)	50.50%	7,820 (3.05%)	00:24:55
8. India	15,145 (3.11%)	40.05%	6,134 (2.21%)	00:15:44
9. Canada	9,009 (1.85%)	28.15%	2,535 (1.16%)	00:09:40
10. Thailand	7,304 (1.50%)	45.01%	3,352 (1.36%)	00:13:08



Average monthly

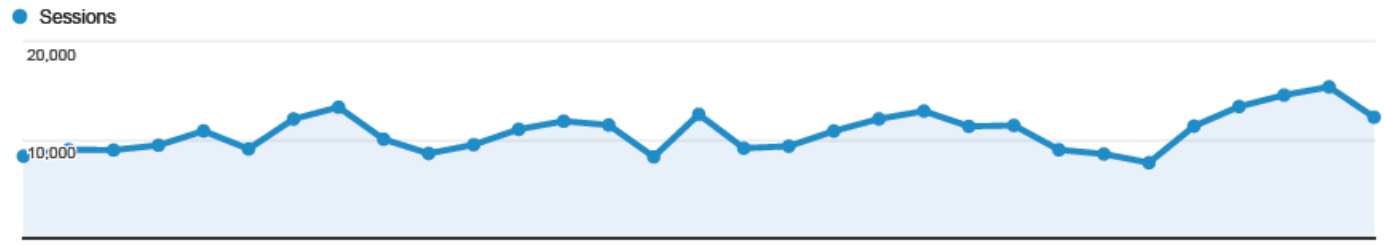
New vs. Returning



User Type	Acquisition				
	Sessions 486,963	% New Sessions	New Users	Pages / Session	Avg. Session Duration
	% of Total: 100.00% (486,963)	48.34% Avg for View: 75.34% (0.04%)	252,406 % of Total: 100.04% (252,302)	9.98 Avg for View: 9.98 (0.00%)	00:13.12 Avg for View: 00:02:12 (0.00%)
1. New Visitor	252,406 (75.37%)	100.00%	252,406(100.00%)	9.65	00:09:35
2. Returning Visitor	251,551 (51.66%)	0.00%	0 (0.00%)	10.31	00:16.56

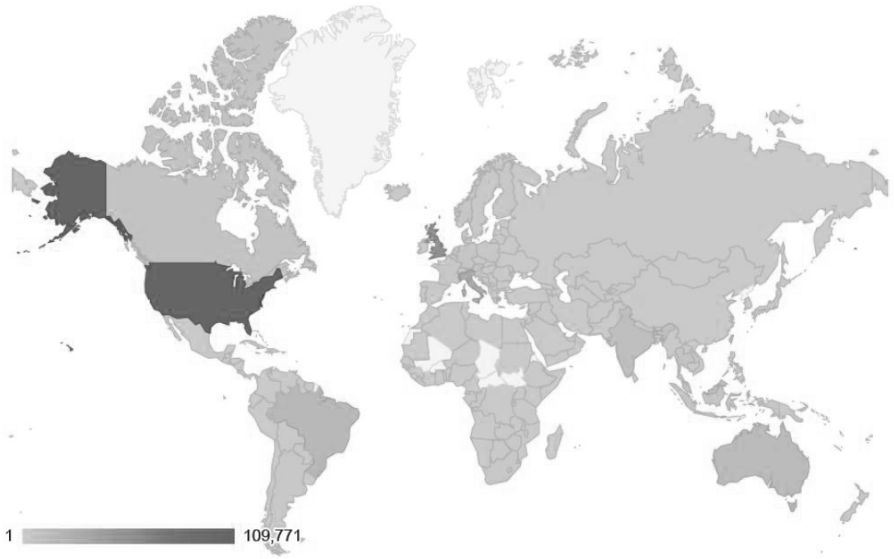
Average monthly

Overview by Technology



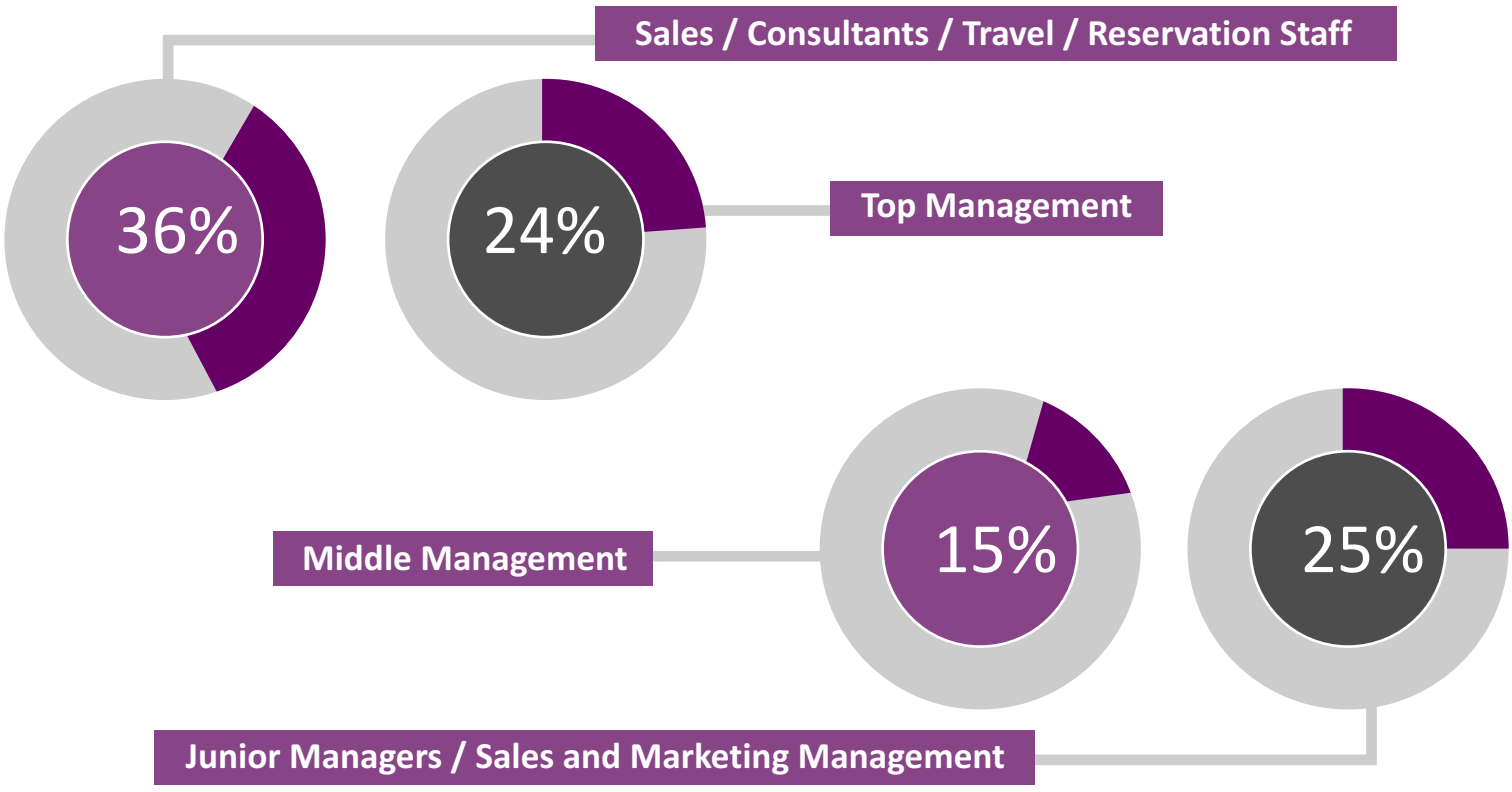
Device Category	Acquisition				
	Sessions	% New Sessions	New Users	Pages / Session	Avg. Session Duration
	486,963 % of Total: 100.00% (334,896)	48.34% Avg for View: 48.30% (0.04%)	252,406 % of Total: 100.04% (252,302)	9.98 Avg for View: 9.983.00%)	00:13:12 Avg for View: 00:13:12 (0.00%)
1. desktop	448,322 (92.07%)	53.35%	237,860 (94.24%)	10.28	00:28:28
2. mobile	26,587 (5.46%)	36.26%	9,640 (3.82%)	6.40	00:04:42
3. tablet	12,027 (2.47%)	40.79%	4,906 (1.94%)	7.05	00:06:52

DEMOGRAPHICS

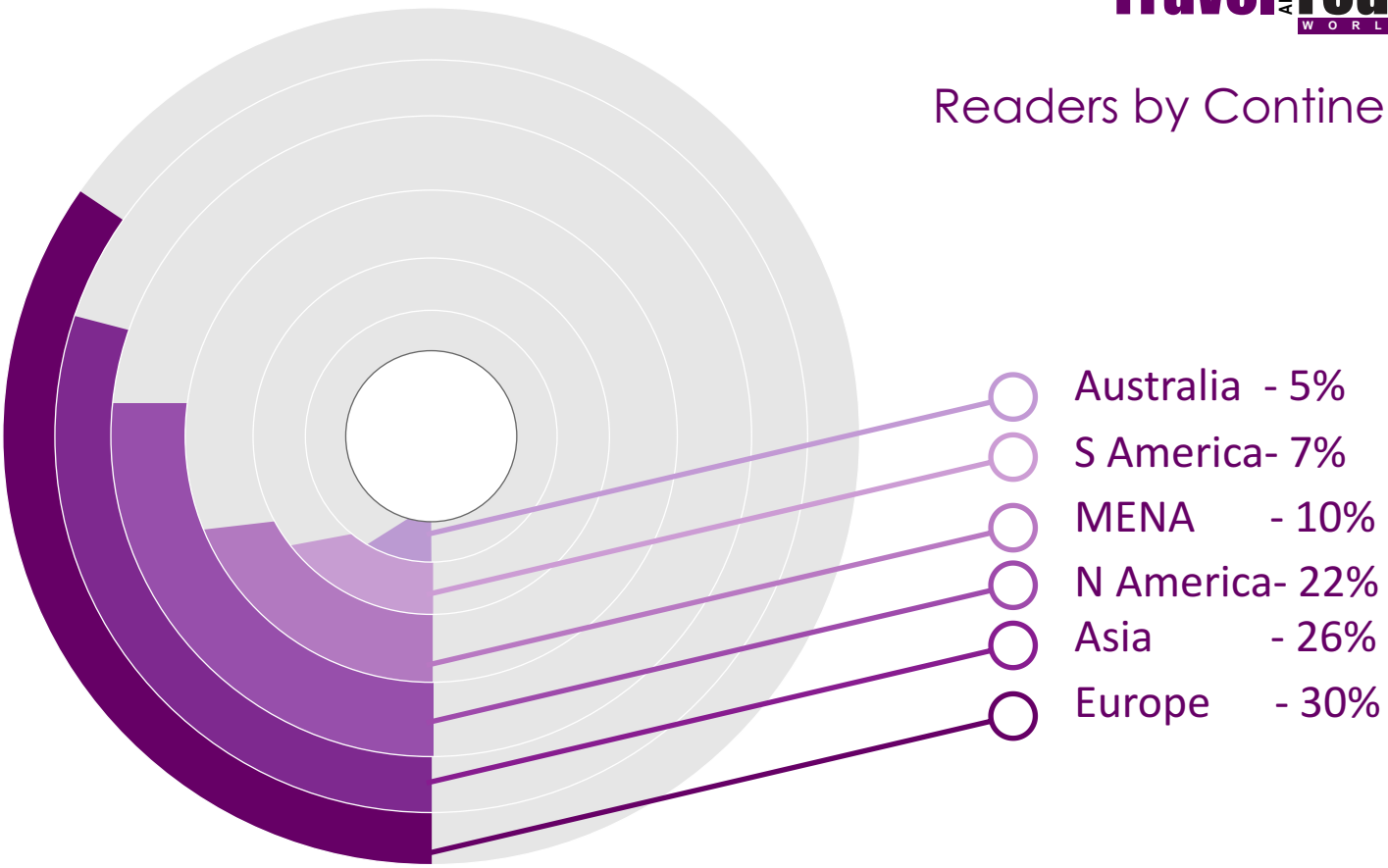


Like a person is known by the company he keeps, a publication is known by its readers. Travel And Tour World boasts a huge readership which includes travel industry experts from an assortment of renowned travel service providers, airline chiefs, hotel & resort owners, award-winning travel agents, opulent leisure travellers, MICE industry experts, tourism professionals, engaging industry leaders and more. Gauging our readership on the basis of their demographic segmentation, will help you understand the secret behind the exponentially growing fame of Travel And Tour World.

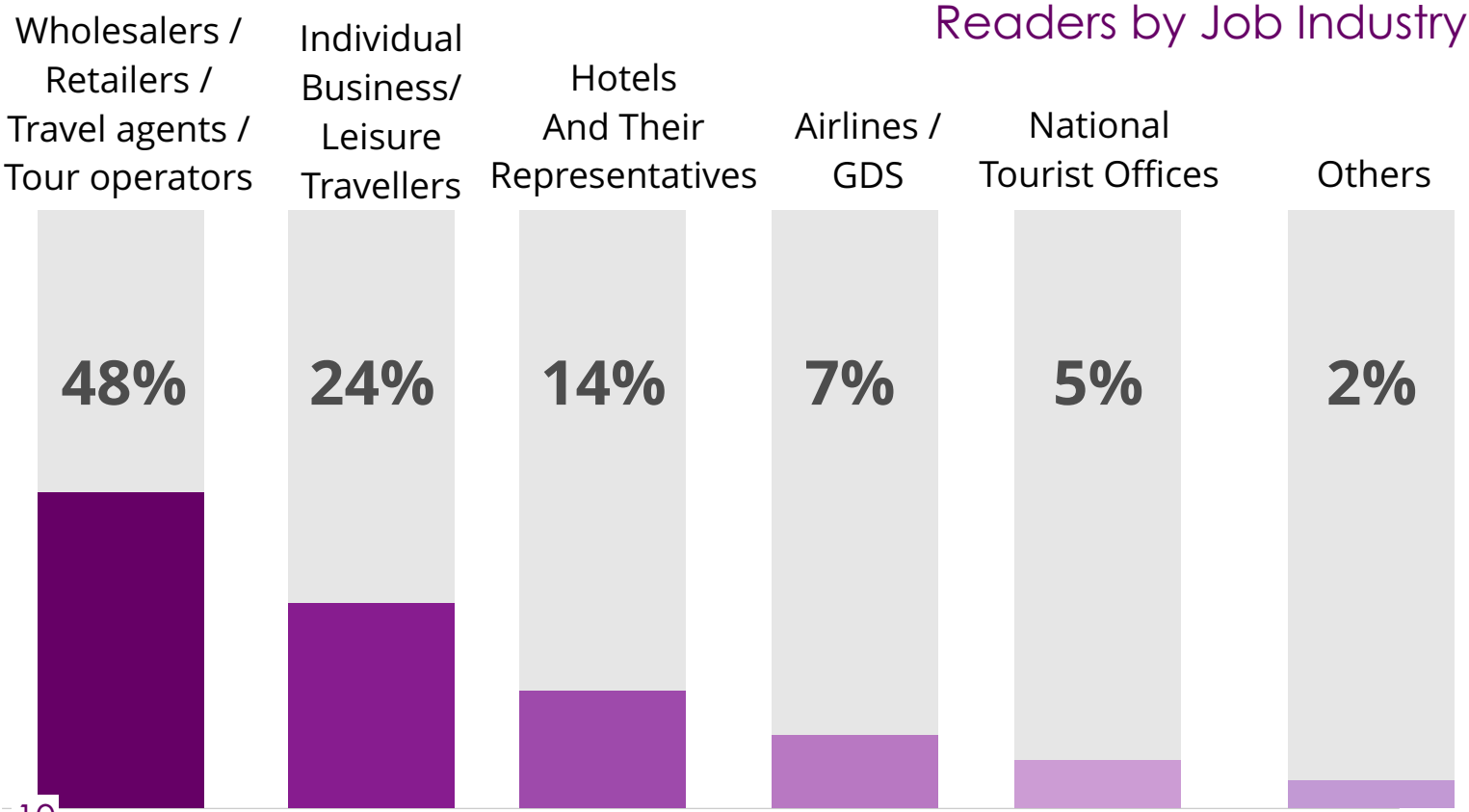
Readers by Job Function



Readers by Continent



Readers by Job Industry



THE RAGE OF SOCIAL NETWORKING

Today, Social Media Marketing is not just a custom. It is an inevitable crossroad for a successful marketing campaign through Facebook, Twitter, LinkedIn etc. We provide social podiums and form social communes in which every one is free to join and participate. These communities have audiences that are represented in large numbers for almost every subject matter. These social audiences are continuing to grow in numbers and they are immensely valuable to the travel professionals and travel trade enthusiasts.
Travel And Tour World is of course no exception with its presence in almost all the leading social networking sites.

Social Media Marketing

Social Media Marketing is here to stay. Travel And Tour World with the coverage and impetus of the social community helps its advertisers to build and expand the familiarity of the brand. Likewise, Travel And Tour World also stages a platform for the advertisers for the additional publicity. Through the striking supremacy of the social media marketing strategies, our advertisers would gain an added exposure in the global travel industry.

Blog Marketing

- ☑ Travel And Tour World creates and maintains a blog for you
- ☑ The blog is promoted to the Top RSS Feed Directions for improved visibility
- ☑ blog.travelandtourworld.com is daily updated with the latest news of the travel industry. We re-blog your stories.
- ☑ All Blog Content is Social Bookmarked
- ☑ Direct Links to your website are given in the Blog Posts
- ☑ All text links use important Keywords

ADVERTISE WITH US

Reach out to international clients, effectively!

In the wake of the web phenomenon, we have substantiated ourselves as an indispensable mode of two-way interaction. Our different customised advertising options are based on state-of-the-art information technology solutions.
Travel And Tour World offers unique opportunity in an interactive digital format that gives your advertisement campaign a new dimension. Readers can directly navigate to the advertisers' website through live links in the magazine. Furthermore, links from videos and digital brochures can also be arranged.

WEBSITE

Travel And Tour World (www.travelandtourworld.com) is by far one of the most comprehensive and seamless online portal for the global travel and tourism industry. With an upright approach to present the most authentic information in terms of news, analysis and destination articles for frontline travel agents, tour operators and tourism employees, MICE planners and DMCs, this unique online address is an one-stop solution for every quintessential traveller and travel industry professional.

Advertising with us will essentially augment your travel business to say the least. We are offering a plethora of advertising options for you, check them out.

BANNER ADVERTISEMENT

Skyscraper Banner with link (120*600 px)

Big Banner with link (468*60 px)

Leaderboard Banner with link (728*90 px)

new

Medium Banner with link (160*240 px)

Small Banner with link (160*60 px)

FEATURED NEWS

new

Do you have a story, news, information, product launch or event that you want to share with our readers? Get featured on our homepage and turn your news into a Breaking NEWS.

Options available: Two weeks or monthly

VIDEO ADVERTS

Let us help you make your latest ad-campaigns to be the talking point of the travel industry. Get in touch to know how we plan to host and promote your video ad-campaigns on our homepage.

Options available:
30 seconds, 60 seconds, 120 seconds, 180 seconds

FEATURED ITINERARY

new

Are you a niche travel agent? Do you have something special to offer our readers across the globe? Feature your tailor-made travel itinerary and see the difference.

Request for quotation
pr@travelandtourworld.com

E-NEWSLETTER

☑Direct link to advertisers' website
☑E-blast to our extensive database
☑Widest reach one can ever expect
☑Gif/Flash ad banners

Leaderboard Banner 728*90

new

Medium banner advertisement

Text ads

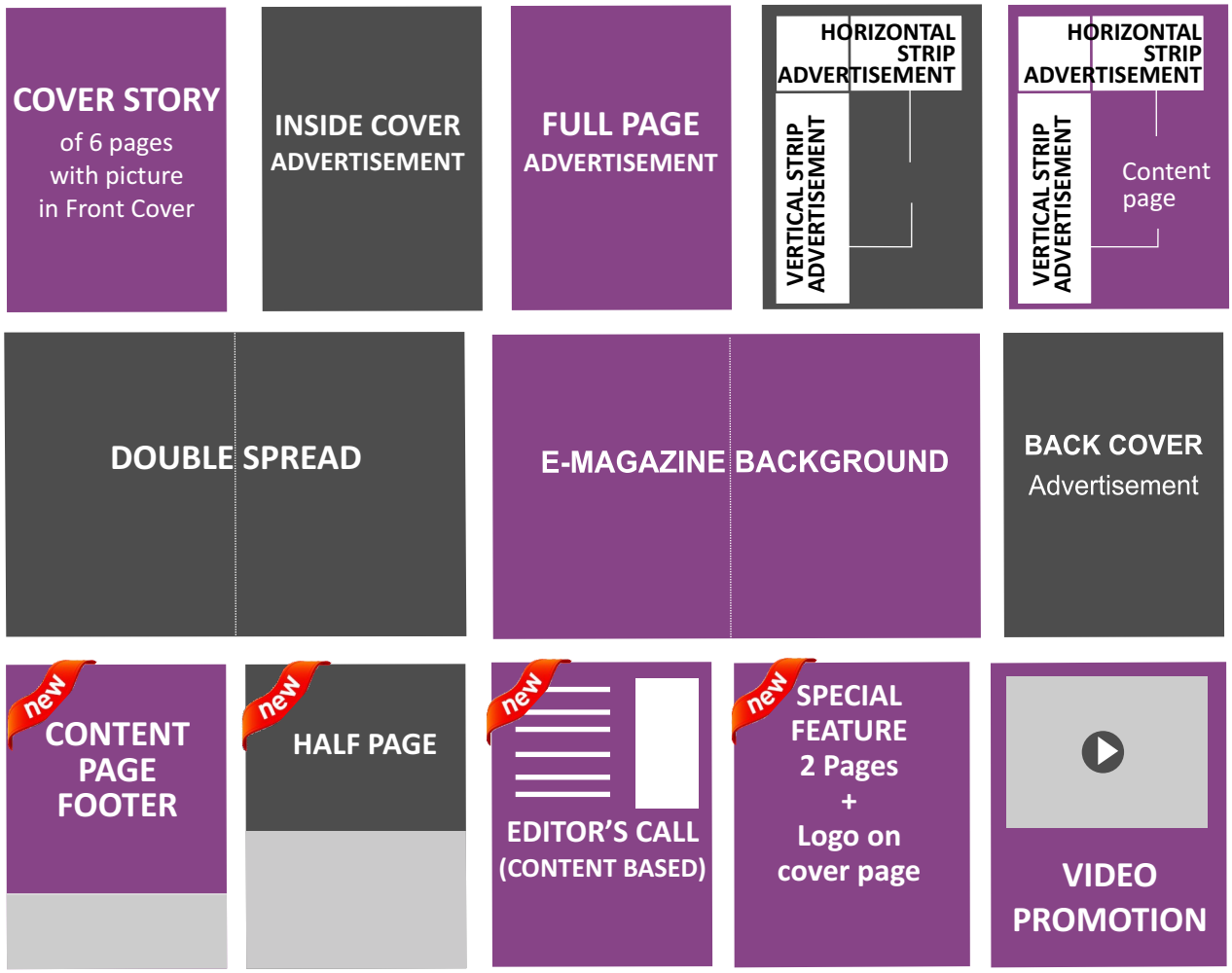
QUICK STATS

Audience: 2,50,000
Delivered: Everyday

Reach your target through our daily digital delivery

MAGAZINE

One of the largest circulated online travel magazines and news portal, offering on-demand access to a huge network of travel and tourism professionals of the world.



Specification

•Cover Story, Inside/Back Cover, Full Page	: 22x25cm
•Content Page Horizontal and vertical strip	: 22x7cm / 7x22cm
•Content Page Footer strip	: 22x3.5cm
•Inside Page Horizontal and vertical strip	: 22x7cm / 7x22cm
•Half page strip	: 11x25cm
•Double Spread	: 44x25cm
•Editor's call	:11x12.5cms

Files in jpeg/pdf with High res images are accepted. Files should be sent prior to deadline. Editorial matter subject to editor's discretion.

Video promotion

30 sec

60 sec

120 sec

180 sec

Contact for Ad Space

pr@travenandtourworld.com

+917 677 7753

ELECTRONIC DIRECT MAIL (EDM)

Have you heard about the new marketing concept that is doing rounds in the business circle these days? Yes!! You have guessed it right, it is Electronic Digital Marketing (EDM).

Use internet's lightening speed to knock down competition, get rid of all the age-old procedures of printing, posting, travelling and most importantly narrow down your expenditure to a minimal. Opt for the smartest alternative, an e-mail marketing service. Try our e-mail broadcasting engine to promote your business in your budget.

PACKAGES

	No. of E-mails
PLATINUM	:1,50,000 & above
GOLD	: 50,000 - 1,50000
SILVER	: Minimum 50,000

Traditional Marketing

Fatal Flaws

- ☒ Way more expensive
- ☒ Interrupts your clients instead of offering something new
- ☒ Holds attention for a shorter span

Online Marketing

Rewarding Returns

- ☑ Adds value with loyalty
- ☑ Blogs and Videos educate and inspire future buys
- ☑ Encourages reciprocation and gratitude
- ☑ Attracts potential clients with viral content
- ☑ Advertisements forever

Read Travel And Tour World on the go!

Getting started with smartphones to promote your brand might be the most important thing you were missing, now we have a solution.

1. Current and past issues of Travel And Tour World absolutely free
2. Realtime news, updates, travel warnings, alerts
3. Views and Interviews from Industry leaders
4. Updates from Events and a unique calendar

Introducing

The Travel And Tour World

APP!

Travel And Tour WORLD

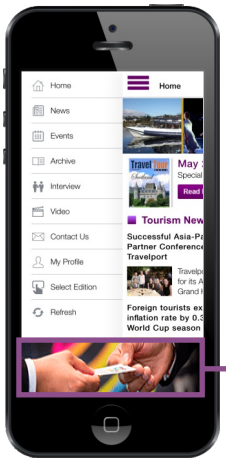
Advertising Options:

Reach out to your smart customers through us

- **Rotating Banner Ad:** Throughout the Travel And Tour World app on iPad, Smartphones and Tablet.

- **Interstitial Ad:** While opening the Travel and Tour World app on iPad, Smartphones and Tablet.

Push Notifications: Promote your company's news and services directly to your target audiences' mobile and tablets.



Your Ad Here (Rotating Banner Ad)

Your Ad will look like this (Interstitial Ad)

Get it on Google play

Available on the App Store

EDITORIAL CALENDAR

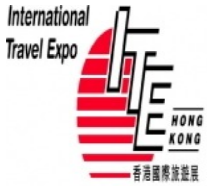
Our Editorial Calendar brings to you our entire schedule, which is in sync with the current trends of the travel industry.

Our dedicated team of professionals conducts detailed research on topics such as festivals and trade fairs from around the globe, newly mushrooming travel destinations, cost effective yet exotic locations for MICE, latest travel news and much more.

	Cover Story	Destination Diary	Meetings Point	Tech It	Special Feature	Travel Tendency
JAN	Ireland – the paradise of castles	Remote destinations for introvert expats	Birmingham	Alternative Payments in travel industry	Top 10 thrills in Amazon	Light weight luggage for travel
FEB	Luxury airport hotels	Scandinavian destination	Hannover	Cruise ship technology	Pet policies for in cabin travel	Must have travel accessories
MAR	World famous botanical gardens	Visa friendly destination	Dubai	AI in Corporate travel	World's first catapult experience launched in New York	Community Travel
APR	Eco-friendly airlines	Best budget beach destination	Netherlands	Data privacy and GDPR in hotels	Nautical Kayaking	Secrets to staying productive during business trips
MAY	World's prettiest mountain towns	Backpacking destinations (Germany)	St. Petersberg	Cognitive computing in travel companies	Money saving travel trips	Reliance on mobile during solo travel
JUNE	Safari Lodges	Cabin Vacations	Genoa	Digital solutions to travel problems	Top 5 travel startups to watch	Travel etiquettes

	Cover Story	Destination Diary	Meetings Point	Tech It	Special Feature	Travel Tendency
JULY	Liveable cities in the world	5 Destinations alleviating overtourism	Paris	Anti-money laundering technology	Business travel in the age of AI and Big Data	Next generation travel Insurance
AUG	Perfect places for walking holidays	Historical tourism	Slovakia	Direct distribution in hotels and airlines	Walking tours of world war 2 history	Growing trend of voice technology
SEP	World's best bars	Disaster tourism	Queenstown	Technology facilitating Airlines cut fuel and travel time	Celebrity Travel	Rise of boutique hotels
OCT	Places to gamble (casino tourism)	Poorism	Dallas	Digital online commercial platform	Popular food trails	Multi generational travel
NOV	Sea of Stars- Maldives	Must Visit World famous Christmas Markets	Corsica	Space tourism technology	Beginner's guide to Champagne	Vacayholics and their rise
DEC	Urban adventure	Undiscovered/ lesser known world destination(India)	Shanghai	Technology revolutionising MICE industry	Airport lounges	Sustainable travel

CLIENTS AND DISTRIBUTION



Mitt

imex
america

ibtm
America

Uitt

BALT TOUR 2017

BITE

Beijing Internatic
Tourism Expo

Serviced
Apartment
summit
incorporating extended stay

kerala
God's Own Country

CIS
TRAVEL MARKET
INWETEX

OTDYKH
INTERNATIONAL
RUSSIAN
TRAVEL
MARKET
Home of Tourism

world
travel
market
LATIN AMERICA

bench
EVENTS

Routes
routes
americas

Travelport
Redefining travel commerce

RESORT DEVELOPMENT
HOSPITALITY

Incredible India

MR&H
Mediterranean Resort & Hotel
Real Estate Forum

ibtm
ibtm africa

imex 2016
May 2016 - Frankfurt

hotel
management
SINGAPORE SUMMIT

ASSAM
TOURISM

ASEAN TOURISM FORUM

Marriott

Sheraton
HOTELS & RESORTS

FOUR SEASONS
Hotels and Resorts

Radisson

IHG
InterContinental Hotels Group

Le MERIDIEN

trip4real

SOFITEL
LUXURY HOTELS

HARBOUR PLAZA
8 DEGREES
KOWLOON • HONG KONG

Anantara
PHUKET • THAILAND

JW MARRIOTT

Hilton

India Tourism Development
Corporation Ltd.

GROUP MEDIA PROFILE

Our expertise in the industry is dated to the 90's. Be it in the woodworking, furniture or the travel industry, we have substantiated ourselves as a credible and outstanding network.

TTW ASIA

B2B & B2C digital publication catering to travel industry of Asia

TTW EUROPE

B2B digital publication catering to travel industry of Europe

TTW AMERICAS

B2B digital publication catering to travel industry of Americas

TTW INDIA

B2B digital publication catering to travel industry of India

MICE Travel Advisor

Catering to the MICE travel industry

Travel 2 Globe

Engine to serve MICE and B2B travel market

WOOD & PANEL™ catering to wood and panel industry Europe

Catering to European woodworking industry

WOOD & PANEL USA® covering american wood & panel industry

Serving the wood and wbp industry of the Americas

Furniture & Accessories USA

Serving the furniture and interiors industry of the Americas

Furniture & Accessories™ Europe

Catering to the furniture and interiors industry of Europe, Middle East and Asia

timberhunt.com™

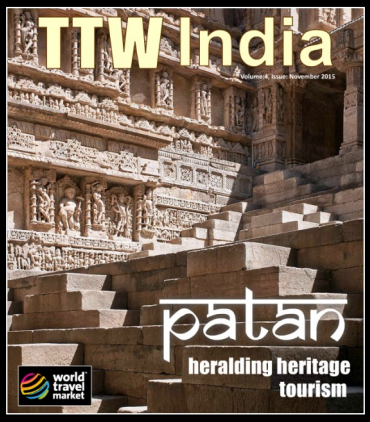
Largest B2B platform for the timber and wood industry

Furniture Global.com™

B2B portal catering to the global furniture industry

Travel AND Tour WORLD™

Our Other Publications



Contact us

Tel: + 1 917 677 7753 (USA), Fax: + 1 917 677 8434 (USA)
Tel: +91 33 4603 4661 (India)
E-mail: pr@travelandtourworld.com
Visit us: www.travelandtourworld.com