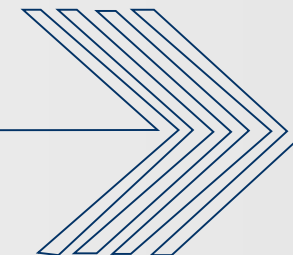




MEDIA KIT 2024



www.travelandtourworld.com

ABOUT US

WHO ARE WE?

Travel And Tour World, a leading B2B digital magazine and news portal, reaches over 500K industry leaders in 195 countries within travel, tourism, airlines, cruise, and hospitality, including influencers and think tanks. Partnered with 1200+ prestigious travel shows since 2009, we offer exclusive insights tailored to diverse niche audiences shaping the travel landscape.

WHAT WE DO?

Digital Magazine

Every month, millions of elite business travellers aboard first and business-class flights are introduced to the pinnacle of travel industry through Travel And Tour World digital magazine. Recognised for its intelligent and sophisticated content, the magazine has cultivated a discerning global audience of true aficionados genuinely passionate about luxury in every facet of their lives. www.travelandtourtworld.com

Travel News Portal

Explore trendsetting features, news, interviews on Travel And Tour World, a fully responsive, multi-platform online resource. Immerse yourself in the epitome of opulence at www.travelandtourtworld.com.

What We Offer?

We offer tailored campaign solutions for all of your digital marketing goals. Our website, mobile application and newsletters ensure maximum impact. Whether you seek a comprehensive digital campaign or specific services to complement your team, we deliver results.

Elevate your brand with our strategic approach to drive success in the digital landscape.

We are always with you.



WHY SHOULD YOU CHOOSE US?

- Established & Largest: Leading 24/7 online news wire publication for global travel and tourism
- Real-time Updates: Hourly push notifications for industry professionals
- Extensive Readership: 500K+ readers
- Multilingual Presence: Published worldwide in 102 languages
- Daily News Distribution: Featured in Google, Bing, Yahoo News, Mozilla Discover, Google News
- Social Media Network: Strong presence on Twitter, Facebook, LinkedIn, LinkedIn Newsletter
- Email Reach: 250K+ readers through trade newsletters
- Multimedia Engagement: Written content transformed into audio and video
- Strategic Outreach: Push notifications, press releases, story distribution, event promotion
- Advertising Options: Tailored advertising offerings for niche market outreach
- PR/Media Communications: Comprehensive services for effective communication
- **Covers all categories in travel market**

Online News



Multilingual Presence



500K Audience Reach



45,000 RSS feeds



Our Highlights

- Daily Breaking News
- Latest Travel Update
- Exclusive Show Highlights & Reviews
- Readership Includes B2B, B2C Segment
- Targets inbound and outbound travellers

Digital Monthly Magazine



Engage with our Audience

We have industry's largest circulation. Now target your audience with Travel And Tour World.....

Monthly Web Visitors
325K per month

Newsletter Subscribers

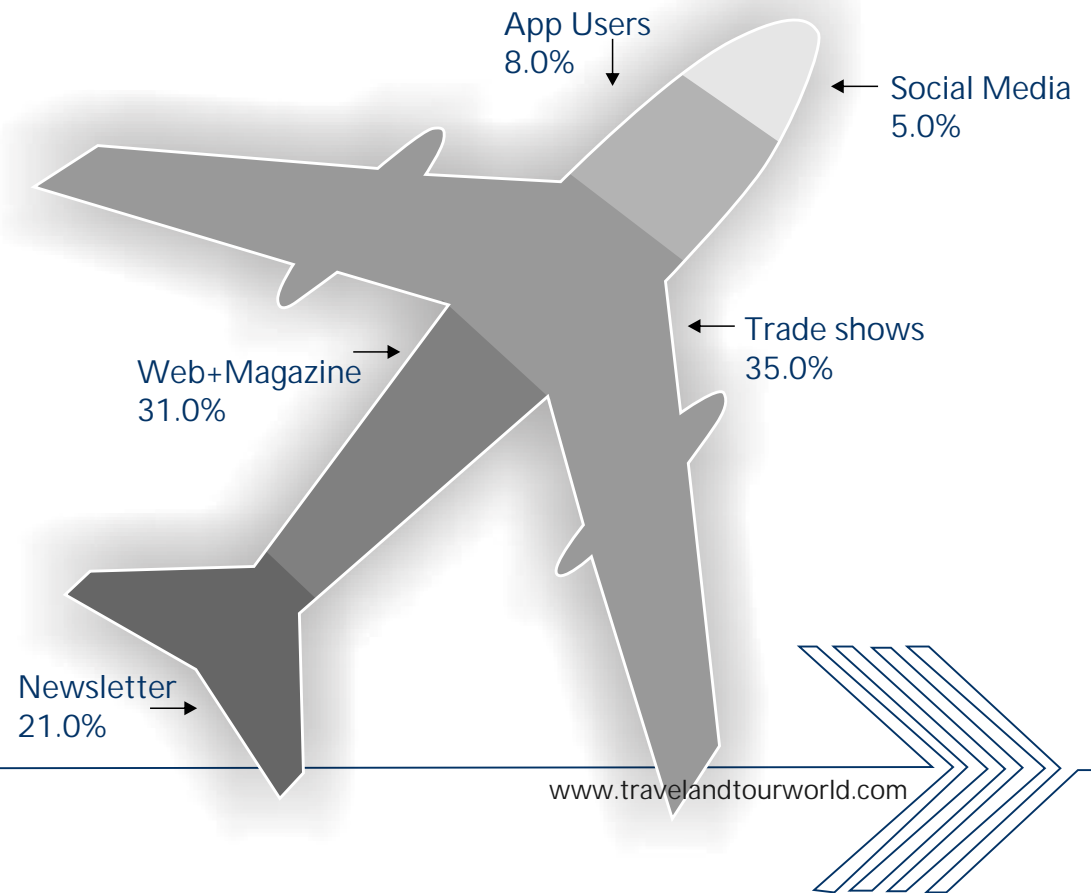
Subscribers: 285K+
Frequency: Daily
Opening rate: 35-42%

Our Partners

150+ Trade Shows Yearly: FITUR, ITB, CONVENTA, WTM Events, IMEX, Tourism Innovation Summit (TIS), Saudi Travel Market, IT&CM Asia, IBTM World, Arabian Travel Mart, ITE Hong Kong, AIME, IITM, SATTE, ITB Asia, etc...



Media Reach
500 K

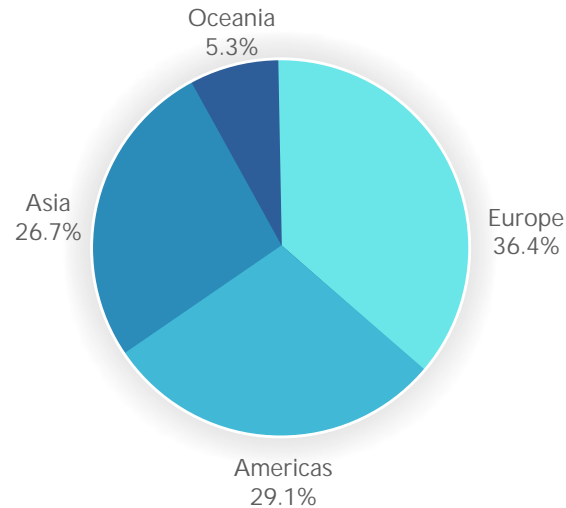


Reader Demographics

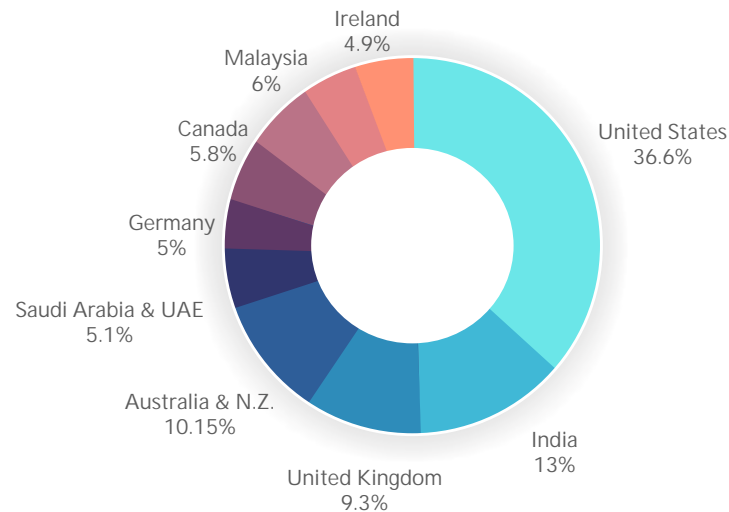
Travel And Tour World provides global travel professionals with latest industry news, insights, analysis, destination features, travel stories and business building content. As industry's top travel trade media with a fully profiled online audience, you can serve messages to targeted audience in right format, on the right device at the right time to deliver maximum engagement on marketing campaigns.

| | | | |
|--------------------------|-------------------------|-------------------------------------|-----------------------------|
| *Visitors 325K | Sessions 175K | Avg Session Duration 1:52 | Bounce Rate 21.8% |
|--------------------------|-------------------------|-------------------------------------|-----------------------------|

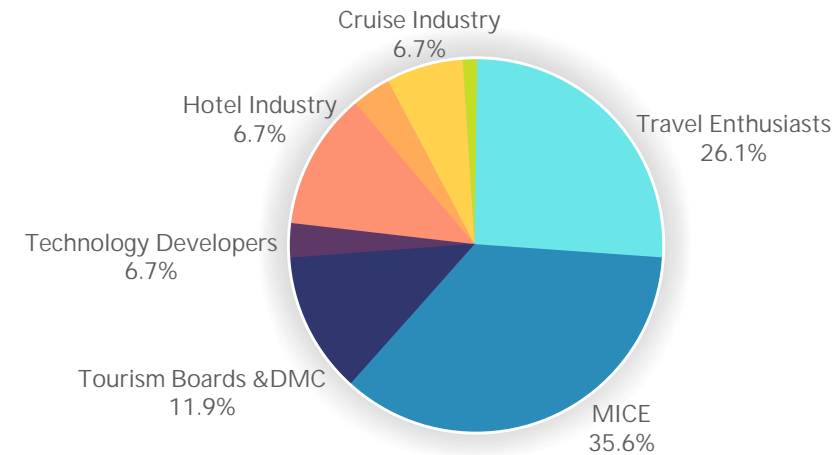
Readers by Continents



Readers by Countries



Readers by Job Functions



*(As per GA 4; Monthly Average from Jan-Dec 2023)



Clients & Distribution





Newsletter Subscribers

Subscribers

285K +

Frequency

Daily

Open Rate

44.62%

Click Through Rate

0.95%

UNWTO: Middle East tourism up 22% over pre-pandemic in 2023



UNWTO 2023 report unveils Middle East tourism boom, leading global recovery with a 22% rise in arrivals, showcasing resilience and growth. The UNWTO's 2023 Global Tourism Report highlights the remarkable recovery...

[Read More](#)

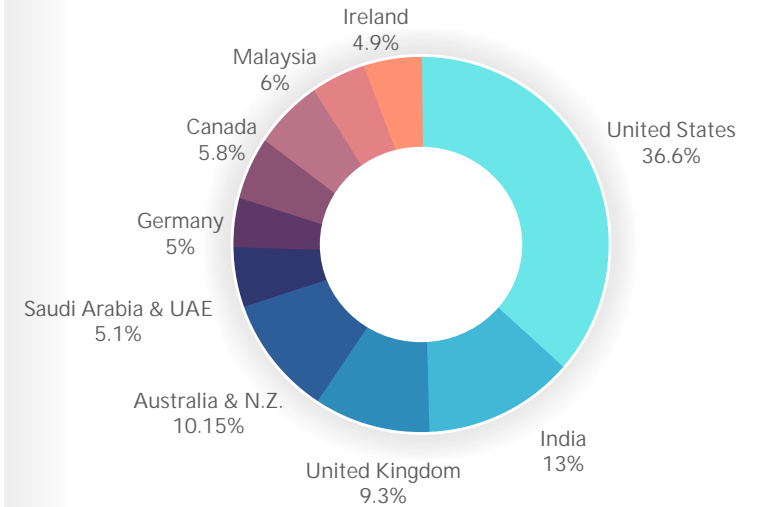


Africa tourism industry recovers to 88% of pre-pandemic levels: UNWTO

Africa tourism nears pre-pandemic levels in 2023, reaching 96% of visitor numbers with diverse destinations driving robust economic recovery says UNWTO. In 2023, Africa's tourism industry showcased...

[Read More](#)

Newsletter Opening by Countries



Newsletter Opening by Continents

| Continent | Visitors |
|-----------|----------|
| Europe | 15K |
| Americas | 12K |
| Asia | 11K |
| Oceania | 2.2K |
| Africa | 1K |

*(As per GA 4: Monthly Average from Jan-Dec 2023)



Website Advertisements

Effective display advertising, commonly referred to as banner ads, has demonstrated its potential as a lucrative marketing strategy.

Our range of banner sizes is tailored to complement your brand aesthetics and effectively convey your message.

*Visitors
325K

.....

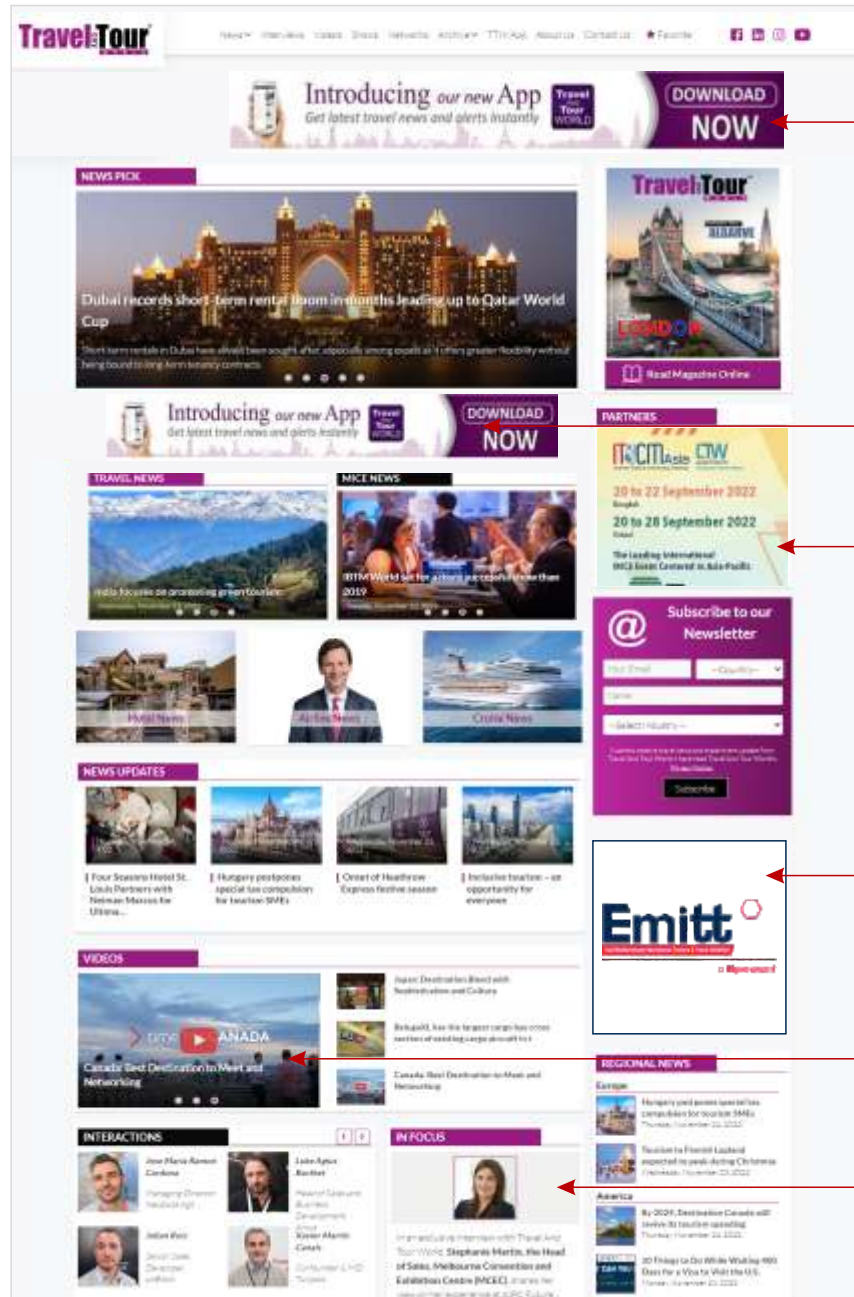
Sessions
175K Avg

.....

Session Duration
1:52

.....

Bounce Rate
21.8%



Leader Board
728x90 px

Big Banner
468x60 px

Medium Banner
300x250 px

Square Banner
300x300 px

Video
on home page

Interview

(*As per GA 4; Monthly Average from Jan-Dec 2023)



Interactions & In Focus

Format Options:

1. Written Interview
2. Audio Interview (Podcast)
3. Video Interview (Zoom)

Publication Platforms:

1. Travel And Tour World Website
2. Newsletters
3. Social Channels

Aim:

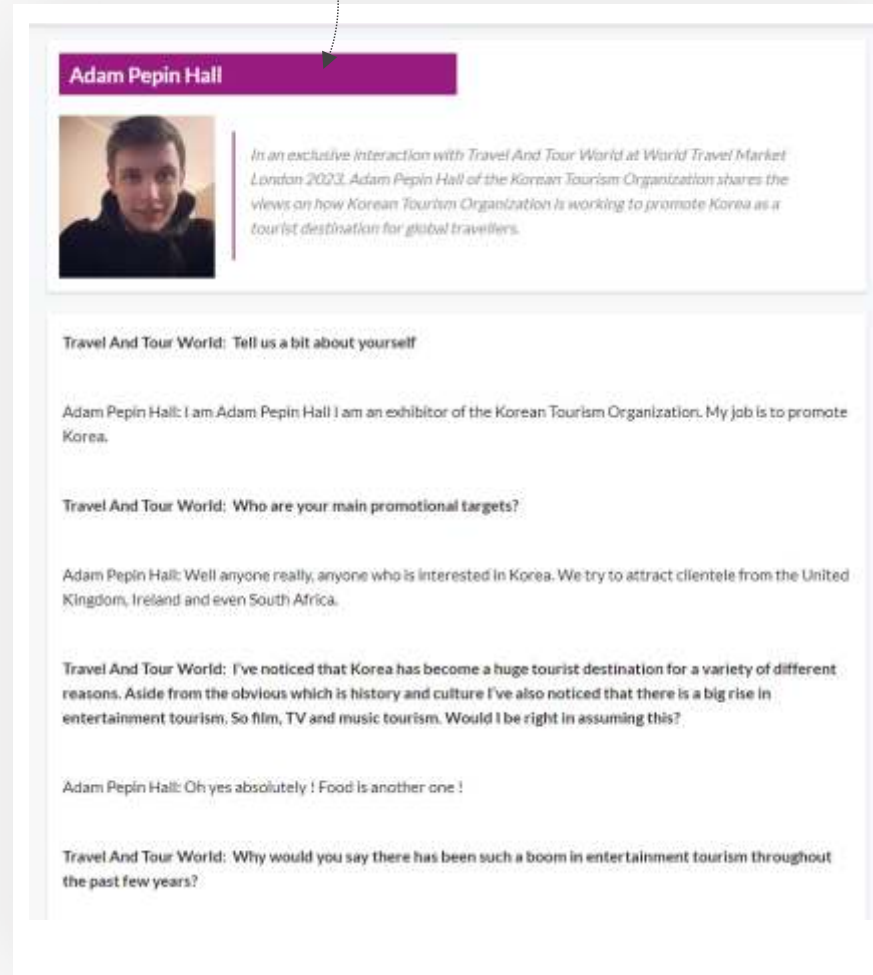
1. Demonstrate brand authenticity.
2. Showcase genuine company stories.
3. Position the top executive as a thought leader

Content Focus:

- 🌟 Real narratives about the company.
- 🌟 Highlighting the executive's perspective and insights

Visibility:

Published across chosen categories on Travel And Tour World platforms.



*As per GA 4; Monthly Average from Jan-Dec 2023)



Native Content & Advertisements

Native content and advertisements seamlessly blend with content, enhancing user experience and avoiding disruption. They resonate with audiences, fostering engagement and trust. By appearing organically, they improve brand perception, drive conversions, and are essential for clients aiming to establish authenticity and connect meaningfully with their target audience.

Our Services

- Unlock success with unique, SEO-optimized native content crafted by our team.
- From consultation to content development, we tailor campaigns to your objectives, incorporating keywords, multimedia, and compelling calls-to-action.
- Benefit from strategic publication across website, newsletters, and social channels, backed by detailed performance analytics post-campaign.

Elevate your brand, drive traffic, and capture qualified leads with our comprehensive process.

Asset Optimization: Search engine optimized (SEO) native advertising assets.

Integration: Incorporated within the editorial feed on Travel And Tour World website and newsletters.

Objective: Drive traffic and generate qualified leads for your website.

Transformation Process:

- Utilize existing press releases.
- Targeting, customer persona development, and keyword research applied.
- Transformation into unique and SEO-optimized advertising assets.



Our assistance
throughout the process.

Support



Featured News

Featured News amplifies your brand with a vast 500K audience reach, ensuring maximum coverage.

Highlighted on our global website, across 8 Newsletter regions, and in social media campaign, your content takes center stage. Leverage this premier exposure to captivate audiences and elevate your brand to new heights.

*Visitors
325K

Sessions
175K

Avg Session
Duration
1:52

Bounce Rate
21.8%

The screenshot displays the website's layout with several key sections:

- NEWS PICK:** A large featured article titled "MSC Sinfonia faces challenges during winds in Syracuse, Italy" with a background image of the cruise ship.
- TRAVEL NEWS:** A section with a globe graphic and the headline "Cowry Limo, MVP Atlanta, and Helicopter service team up".
- MICE NEWS:** A section with a fireworks background and the headline "DWTC reinforces its status as a global hub for MICE tourism".
- PARTNERS:** A section for the "Saudi Procurement Innovation Conference" and "IBEForu".
- Category Tiles:** Three tiles for "Hotel News", "Airline News", and "Cruise News" with representative images.
- NEWS UPDATES:** A row of four smaller news items with dates and headlines, such as "Harbin, in China, gained overnight popularity".
- Subscription Form:** A purple sidebar form titled "Subscribe to our Newsletters" with fields for email, name, country, and industry, and a "Subscribe" button.
- REGIONAL NEWS:** A section for "Europe" with a headline about an Arctic Expedition.
- VIDEOS:** A partially visible section at the bottom.



Press Releases Distribution

Enhanced Commercial Options



Smarter, Effective, Affordable: Our commercial options have evolved to be smarter, more effective, and budget-friendly on Travel And Tour World

Avoid the Pitfalls: Don't succumb to the common practice of sending identical press releases to numerous publications.

This approach may seem convenient, but it often benefits dubious wire services that provide inflated coverage reports, including non-visible backroom deals with prominent brands like Yahoo Finance, AP, etc.

Protect Your Bottom Line: Sending identical releases can harm your bottom line by negatively impacting Google ratings.

Why Choose Travel And Tour World: We offer enhanced options that are strategic, impactful, and tailored to your needs. Our platform ensures your message stands out without compromising your online reputation.

Make the Smart Choice:

Opt for our enhanced commercial options to elevate your brand effectively and affordably.

Opt 1:

Travel And Tour World stands out as the only publication that refrains from duplicating press releases, safeguarding your content from potential lower ratings under Google search policies. Our team of professional writers and SEO experts crafts unique reports about your press releases, ensuring distinct positioning and ratings for your content. This essential editorial and technical service comes at no extra cost to you.

Opt 2:

1. We offer the option to publish your version of a press release in full, provided it adheres to our content guidelines and is uniquely crafted for Travel And Tour World.
2. Included in all Travel And Tour World social media postings
3. Submission to major search engines: Google, Bing, Yahoo, Duck Duck Go, and more.
4. Distribution to news aggregators: Google News, Bing News, and global news feeds embedded in websites.
5. Promotion on social media platforms: LinkedIn, Facebook, X, WhatsApp, YouTube, and various online groups, news pages, and chats.
6. Featured in Travel And Tour World email newsletter updates sent to 285K travel industry subscribers worldwide.
7. Push notifications.
8. Long-term visibility and search ability for years to come



Newsletter Advertisements

Gain visibility among top travel industry executives through our email sponsorship banners.

Choose different banner placements, strategically positioned above, in the middle, or at the bottom of emails. Now maximise exposure to thousands of subscribers.

| Continent | Visitors |
|-----------|----------|
| Europe | 15K |
| Americas | 12K |
| Asia | 11K |
| Oceania | 2.2K |
| Africa | 1K |

**(As per GA 4: Monthly Average from Jan-Dec 2023)*

The screenshot shows a newsletter header with the TTW logo and 'TRAVEL NEWS LETTER'. Below the header is a large banner for a new app with a 'DOWNLOAD NOW' button. The main content area features a news article about the US warning tourists against traveling to the Bahamas, accompanied by a video player for an interview with Kasia Pankowska, CEO of Hotel Treats. At the bottom, there is a square banner for IT&CMA Asia-Pacific 2022 with dates and a 'Read More' button.

Big Banner

468x60 px

Video on Newsletter

Square Banner with write-up

200x200 px

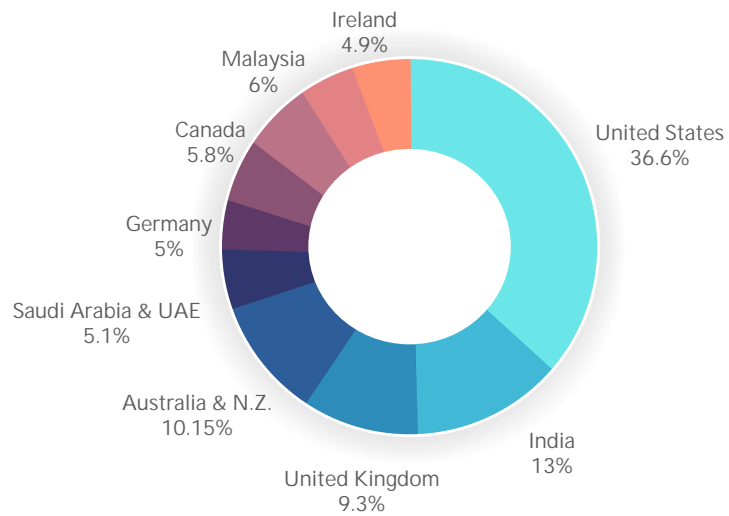


EDM Services

Gain visibility among top travel industry executives through our email sponsorship banners. Choose different banner placements, strategically positioned above, in the middle, or at the bottom of emails. Now maximise exposure to thousands of subscribers.



Our Subscribers



*(As per GA 4: Monthly Average from Jan-Dec 2023)



Event Promotion

Travel And Tour World will boost your event's visibility by promoting it across our website, newsletters, and social media channels, enhancing promotion and driving increased participation.

Package Includes

- Event listing and promotion on our website
- Rotating Web Banner (300X250 pixels) displayed from date of start of promotion till event date.
- Global Newsletter coverage
- 3 x Full page colour ad insertions on our magazine
- Leader board top banner dedicated to your event (2 weeks)
- 2 x 50 words write up in the newsletter with logo and link (Region of your choice)
- 3 x Custom EDM's to region of your choice
- 2 x Written Executive Interviews on our website and magazine



*(As per GA 4: Monthly Average from Jan-Dec 2023)



Video Promotions

Incorporate Full HD videos into your content marketing strategy. Our skilled videographers and video editors are ready to assist you in crafting top-notch videos that captivate your audience, fostering trust and cultivating lasting relationships.

OUR PROCESS:

Concept Planning:

Discuss the video concept and approach based on client requirements and objectives.

Pre-Production:

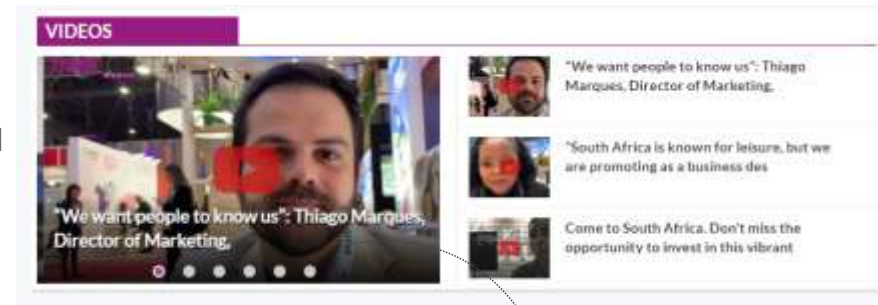
- Develop the video team's schedule.
- Organize venue, equipment, props, and shot list.
- Prepare script and interview questions.

Video Shoot:

- Videographers capture all elements in the shot list.
- Conduct interviews with predetermined individuals.

Post Production:

- Review all shots and edit according to the agreed approach.
- Initial draft delivered within 14 days.
- Up to 2 revisions allowed.



(*As per GA 4; Monthly Average from Jan-Dec 2023)




Social Media Marketing



Followers

 11,000+

 3726 +

 11,100 + LinkedIn Newsletter:
5000 + Subscribers

Web + Social Media

4 Featured News

1 Trending

2 Video Promotion

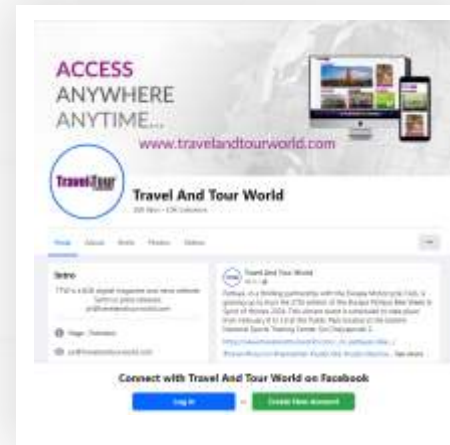
1 Banner (1 Month)

Social Media Marketing for all posts

To know more feel free to contact
pr@travelandtourworld.com

Quick Contact  + 49 152 22067848

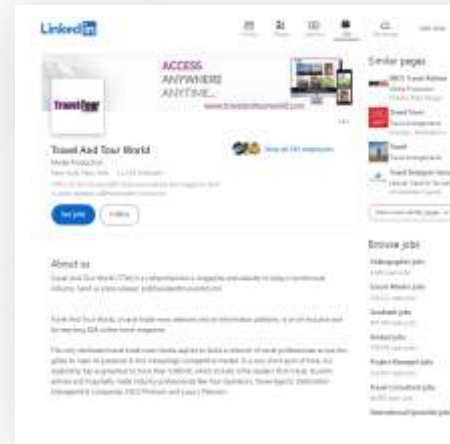
Facebook



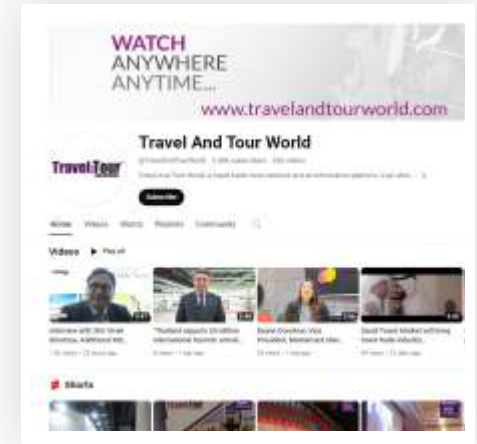
X



LinkedIn



Youtube



*(As per GA 4; Monthly Average from Jan-Dec 2023)

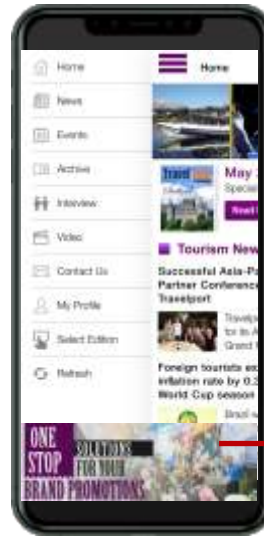


Applications

Video Promotions

- 1 Current and past issues of Travel And Tour World absolutely free
- 2 Realtime news, updates, travel warnings, alerts
- 3 Exclusive Interviews from Industry leaders
- 4 Updates from Events Calendar

Travel And Tour World APP!



Your Ad Here
(Rotating Banner Ad)



Your Ad will look like this
(Interstitial Ad)

Advertising Options:

- **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 innovations directly to your target audience' mobile and tablets.



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.



| | | | | | |
|-------------------------------------------------------------|-------------------------------|----------------------------|----------------------------------------------------------------------|-----------------------------------------------------------------------------------------|---------------|
| COVER STORY of 6 pages with picture in Front Cover | INSIDE COVER ADVERTISEMENT | FULL PAGE ADVERTISEMENT | HORIZONTAL STRIP ADVERTISEMENT VERTICAL STRIP ADVERTISEMENT | HORIZONTAL STRIP ADVERTISEMENT VERTICAL STRIP ADVERTISEMENT Content page | DOUBLE SPREAD |
|-------------------------------------------------------------|-------------------------------|----------------------------|----------------------------------------------------------------------|-----------------------------------------------------------------------------------------|---------------|

| | | | | |
|-----------------------|-----------------------------|----------------------------------|--------------------|--------------------------------|
| E-MAGAZINE BACKGROUND | BACK COVER Advertisement | new CONTENT PAGE FOOTER | Video Insertion | Video Promotion 3-5 Minutes |
|-----------------------|-----------------------------|----------------------------------|--------------------|--------------------------------|

| | | |
|----------------------------------|-------------------------------------------------------------|-----------|
| EDITOR'S PICK (CONTENT BASED) | SPECIAL FEATURE 2 Pages + Logo on cover page | HALF PAGE |
|----------------------------------|-------------------------------------------------------------|-----------|

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.

Contact for Ad Space
pr@travelandtourworld.com
 +1 917 677 7753



| Months | Cover Story | Destination Diary | Meeting Points | Tech iT | Special Feature | Travel Tendency |
|--------|----------------------------------------|--------------------------------------------|-------------------------|----------------------------------------|-----------------------------------|----------------------------------------------|
| JAN | Bucket List Cruise Travel 2024 | Ecuador Biodiversity | Madrid | Technology Trends for 2024 | Summer Special (Melbourne) | 2024: Where to Travel this year |
| FEB | Long Haul International Flights | Alemre Netherlands | Melbourne | POS in Hotel Industry | Best Lightweight Luggage for 2024 | Destination Dupes Travel Trend 2024 |
| MAR | Offroad Adventure | A Journey to the Caves in Oman | Berlin | AI for Corporate Travel | Premium Lounges in Airports | Exploring Albanian beaches |
| APR | Exploring the Glaciers of Greenland | Sunken Monuments in Egypt | Osaka | Electronics for Outdoor Adventures | Hot Air Balloon Rides in Spain | Exploring Bali Spirit Festival |
| MAY | Luxury Beach Hotels in Qatar | Indoor Amusement in Abu Dhabi | Saudi Arabia | Video Surveillance Solutions in Hotels | Wine Routes in Cyprus | Travel to Hidden Kurdistan, Iraq |
| JUN | Safest Countries For LGBTQ Travelers | Dublin | Florida | Closure of Digital Divide | Seychelles Pristine Beaches | Lake Vacations in Sweden |
| JUL | Most Luxurious International Flights | Croatia Camping | Malaysia | Smart tags to track your luggage | Boutique Hotels in Vanatu | Luxury Cruises & the Cruise Market in Europe |
| AUG | How to travel cashless this summer | Adelboden-Lenk-Kandersteg | Sydney | Electric Aircrafts | Tulum, Mexico | How Gen Z & experienced Boomers look travel |
| SEP | World's Most Luxurious Honeymoon Spots | Jamaica: Romance and Experiencing Wildlife | Luxembourg | NFTs: Enter the Travel Industry | Ultra Luxe Overwater Bungalows | Lagoon Cruises in Cook Island |
| OCT | Exploring Unique Places with locals | Nevada Mining & Rockhounding | Greater Bay Area, China | Fossil-fuel-powered Transportation | Haunted Places Around the World | Places to Go to Experience Music Fiestas |
| NOV | Destinations to Visit in this Fall | Eugene, Oregon: Thanksgiving Day | London | Customer Review Management System | Patagonian Rainforests, Chile | Sydney's most stylish suburbs |
| DEC | Warm Up at Minnesota Spas & Saunas | Christmas Markets in Winter Wonderlands | New Zealand | Camera Gears for Travel | Gibraltar | Adult-only Stays in Oceania |





Catering to the MICE industry



B2B & B2C digital publication catering to travel industry of Asia



B2B digital publication catering to travel industry of India



Catering to European woodworking industry



Serving the woodworking industry of the Americas





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New York, NY 10001, USA
+1 917 677 7753

Quick Contact  + 49 152 22067848

