



TRAVELDAILY
ME/

MEDIA PACK
2011

WWW.TRAVELDAILYMEDIA.COM/ME



TRAVELDAILY
MEDIA/

01 OVERVIEW

About Travel Daily ME

Travel Daily Middle East has a growing daily subscription base of 23,512 travel trade professionals across the Middle East region and beyond, as well as a number of distribution agreements with key travel companies, tour operators and airlines. With these distribution agreements in place, complemented by our readers who value our eMagazine enough to pass it on to their friends and colleagues, we estimate a forward rate of six times. This allows us to conservatively estimate that our total daily reach is in excess of 140,000 readers. Our average daily opening rate currently sits at 32%, which is well above the industry average.

We have made it our mission to provide a vast range of news, reviews, interviews, industry analysis, features, competitions and agent-friendly tutorials via our daily eMagazine. Produced in a PDF newspaper-style format, the eMagazine is fast-opening and easy to read, negating any need for the reader to click through or navigate back and forth between stories. News and analysis is published in full online at www.traveldailymedia.com/me.



About Travel Daily Media

Travel Daily Media is a global digital online publisher of eMagazines for the travel industry with offices in London, Singapore and Bangkok. We currently publish daily eMagazines for the travel trade in Asia, the UK, Middle East, India and Singapore, as well as two dedicated cruise industry publications; Cruise News by Travel Daily UK and Cruise News by Travel Daily Asia. The company also holds monthly travel industry networking events - TD Thirsty Thursday - in London, Birmingham, Bangkok, Mumbai, Shanghai and Singapore.

Daily eMagazine: Key Facts

- Subscribers: 23,512 per day
- Average opening rate: 32% per day
- eMagazine-style PDF format: just one click and read.
- FAST opening and can be read online or offline, on a iPad, iPhone, iPod Touch, Blackberry and Android.

Online: Key Facts

- Users per month: 90 - 100,000
- Unique Users per month: 60 - 70,000.
- Page impressions per month: 250,000 - 300,000.
- Pages read per user: 4.1 - 5.0 pages.
- Comprehensive online travel hub for the trade.
- Updated daily with all the latest news, features, analysis, recruitment & training from across the industry.

Readership & Circulation

• By Country:

UAE	22%	5,170
KSA	17%	3,973
Qatar	11%	2,516
Bahrain	10%	2,449
Oman	9%	2,039
Kuwait	7%	1,622
Jordan	6%	1,439
Lebanon	6%	1,361
Egypt	5%	1,225
Morocco	3%	822
Yemen	1%	230
Syria	1%	154
Other	2%	512
Total	100%	23,512

• By Company Type:

Tour Operators	41%	9,637
Multiple agency	38%	8,928
Independent	21%	4,947
Total	100%	23,512

• By Job title:

Sales / Contracting	43%	10,102
Manager	24%	5,615
CEO / Director	21%	5,028
Call Centre / Other Sales	10%	2,294
Other	2%	473
Total	100%	23,512

02 ADVERTISING RATES

eMagazine

The rates below have been specially discounted to allow you to advertise on a long-term basis as well as across our other daily eMagazines in other parts of the world – Travel Daily Middle East, Travel Daily UK, Travel Daily India & Singapore Travel News by Travel Daily Media

These can be spread over a 12 month period.











	1 issue	24 issues	52 issues	104 issues
US (\$)		10% discount	15% discount	25% discount
Full Page Advert*	\$1,199	\$25,898	\$52,996	On request
Half Page Advert*	\$949	\$20,498	\$41,946	On request
Quarter Page Advert	\$549	\$11,858	\$24,266	\$42,822
Top Banner	\$649	\$14,018	\$28,686	\$50,622
Email Sponsorship Banner - top	\$699	\$15,098	\$30,896	\$54,522
Email Sponsorship Banner - bottom	\$649	\$14,018	\$28,686	\$50,622
Wide Runway Banner	\$549	\$11,858	\$24,266	\$42,822
Skyscraper Banner	\$549	\$11,858	\$24,266	\$42,822
Helipad Banner	\$499	\$10,778	\$22,056	\$38,922
Narrow Runway Banner	\$449	\$9,698	\$19,846	\$35,022
High Impact Premium Banner	\$299	\$6,458	\$13,216	\$23,322
Boutique Banner	\$399	\$8,618	\$17,636	\$31,122
Section Sponsorship	\$699	\$15,098	\$30,896	\$54,522
False Front Cover Sponsorship	\$1,699	\$36,698	\$75,096	On request

*Please ask for additional options

*Please add 15% for advertorial

Dedicated email Marketing

1x eShot	5x eShots	10x eShots	15x eShots
	10% Discount	20% Discount	30% Discount
\$1,599	\$7,196	\$12,792	\$16,790

	Travel Daily Middle East: 23,512 email addresses	
	Travel Daily UK: 40,942 email addresses	
	Travel Daily Asia: 51,032 email addresses	
	Travel Daily India: 13,844 email addresses	
	Singapore Travel News by TD Media: 7,508 email addresses	



02 ADVERTISING RATES

Online - www.traveldailymedia.com/me

Type of Banner	Dimension	Position	Rates
Leaderboard	728 x 90 px	Top of each page, next to the masthead	\$50 cpm
Expanding Leaderboard (with/without video)	728 x 300 px	Expands downwards	\$60 cpm
Custom Top Banner	1200 x 200 px	Custom Banner at top of the page	\$70 cpm
Skyscraper – Half Page	300 x 600 px	Right Hand side of page	\$50cpm
Skyscraper – Standard	160 x 600 px	Right Hand side of page	\$45cpm
MPU	300 x 250 px	Top Right Hand of page	\$35 cpm
Small Banner	468 x 60 px	Placed between stories Middle of the page	\$30 cpm
Overlay (Eyeblander)	Any (limited by viewable portion of the web page) 900 x 500px - this is the maximum. Include a close button functionality	Placed over the page	\$75 cpm
Page Peel	Minimised area - 90 x 90px. Final Image Dimensions: 700 x 400px pixels, JPG/GIF. There is no FLASH.	Page peel to be placed in any of the four corners of the page	\$11,000 per month
Homepage Roadblock	728 x 90px – Top Banner 468 x 60px – Small Banner (x2) 300 x 250px – MPU 300 x 600px – Skyscraper	Price on application	Price on application
Microsites	On application		Price on application
Surveys	On application		\$7,500 per survey
Competitions	On application	Inc email campaigns and coverage in the daily eMagazine and online	\$1,500 per competition
Sponsored section	Logo and Small Banner (468x60 px)		\$1,500 per month
Advertorial	On application		\$3,000 per month
e-Supplements	On application	Distributed every day for one month in the daily eMagazine and hosted online for one year. We can also use eSupplements to generate contact information for you	8 pages – \$12,000 12 pages - \$15,000 16 pages - \$18,500 DPS advert - £1,600 Full-page advert - £1,000
Video	On application	Your video online for 12 months and guaranteed a minimum of 200,000 impressions	\$7,500



02 ADVERTISING RATES

Breaking News Email

You can sponsor our breaking news emails in the following packages over a 12-month period, our packages include your logo and one top banner advertisement with hyperlink above breaking news story.

This placement can be used for your logo and company graphics
This 1x Top Banner advert at the top of the email

Cost USD\$595 per email

Amount	Details	Prices
5x emails	10% discount	\$2,677
10x emails	20% discount	\$4,760
20x emails	30% discount	\$8,340



TDME Distribution Partnerships



As well as our daily email distribution, TDME has established several partnership alliances with key travel companies across Middle East. These alliances enable all employees of the partner company to access TDME each day via a link on their company's Intranet site, or an email auto-rule.

Partner companies include:

- Abacus International
- American Express Business Travel
- Carlson Wagonlit Travel - Asia Pacific
- Chan Brothers
- Etihad Airways
- Emirates Airline
- Flight Centre
- Harvey World Travel
- Hogg Robinson Group
- Jetset Travel
- Qantas Business Travel
- Qatar Airways
- Travelscene
- TravelWorld
- Wego



To become a TDME distribution partner, giving your employees immediate access to all the latest travel trade news, contact info@traveldaily.com today!



TRAVELDAILY
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TOP BANNER

Size : 133mm (w) x 39mm (h)

US\$649

Format : PDF / FLASH(.swf)

Travel Daily Middle East: Meeting all your advertising needs

Travel Daily Middle East offers you an ideal outlet for all your advertising needs. Please see our affordable selection of advertising placements to decide which will suit your business. Travel Daily Middle East also offers a range of other opportunities such as:

- **Targeted e-mail campaigns** - priced on request.
- **Recruitment ads** on our weekly job board; prices start from US\$99

SKYSCRAPER

Size : 48mm (w) x 145mm (h)

US\$549

Format : PDF / FLASH(.swf)

JOB ADS

Advertise your latest jobs to 23,512 travel industry professionals every day

- Quarter-page** - US\$549
- Half-page** - US\$949
- Full-page** - US\$1,199

All job ads include embedded hyperlinks to company website and email address.

BOUTIQUE

Size : 48mm (w) x 65mm (h)

US\$399

Format : PDF / FLASH(.swf)

HELIPAD

Size : 100mm (w) x 65mm (h)

US\$499

Format : PDF / FLASH(.swf)

NARROW RUNWAY

Size : 204mm (w) x 32mm (h)

US\$449

Format : PDF / FLASH(.swf)

WIDE RUNWAY

Size : 204mm (w) x 55mm (h)

US\$549

Format : PDF / FLASH(.swf)

02 ADVERTISING RATES

Sponsor the daily Travel Daily Middle East email:

Do you want our audience of **140,000** travel professionals to see YOUR advertisement before anyone's else? Our daily Travel Daily Middle East email has three sponsorship opportunities:



If you are unable to see the message below, [click here to view](#).

UK Issue
India Issue
TDA Issue
SINGAPORE TRAVEL NEWS
TRAVEL CHANNEL

Friday 18th February 2011
Scroll Down for today's amin headlines

www.traveldailymedia.com/me

Follow us on

EMAIL SPONSORSHIP - Top

Size : 555px (w) x 105px (h)
US\$699
 Format : .jpg / .gif

Dear Jonathan Dilwyn

Welcome to todays edition of Travel Daily Middle East, please click on the link below to view todays issue...

In today's Issue

Oil prices	Wyndham	Face To Face
<p>Rising oil prices threaten to stunt development of the global aviation industry which grew 8.2% in January... READ MORE</p>	<p>Days Inn brand enters India with the signing of three new-build hotels... READ MORE</p>	<p>TD speaks to Robert Vertes, Director of the Hungarian National Tourist Office... READ MORE</p>

Click here

to view your Daily Issue

BANGKOK

THIRSTY THURSDAY

by TRAVEL DAILY MEDIA

TRAVEL DAILY
TRAVEL CHANNEL

Watch
Travel Daily
Travel Channel
today!

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Enjoy the read,

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Singapore Travel News



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