

# Arabian Travel

News and analysis for Middle East travel agents and tour operators

NEWS

## MEDIA INFORMATION 2009

### About Arabian Travel News



Arabian Travel News (ATN) is targeted at travel professionals operating in the Middle East.

Established in March 2006, the publication has become a must-read amongst the region's travel agent and tour operator community, providing an insight into the global travel and tourism industry.

Read by an audience of more than 23,900 travel agents and travel providers each month, ATN offers cutting-edge news, industry trends, destination reports, training tips, mystery shopping exercises, essential data and much more, arming its readers with the information they require to survive in this competitive environment.

ATN is published by the Middle East's largest B2B publishing house, Dubai-based ITP Business.

### What our readers said:

**Hans Haensel, Divisional Senior Vice President, Emirates Destination & Leisure Management:**

"Finally, there is a meaningful magazine, in particular, for travel agents, with well researched destination coverage.

"I appreciate a good read, free of advertorial superlatives. ATN is also relevant to decision makers and I like the (at times controversial) topics of interest to all players in the industry."

**Jacqueline Campbell, Director, The Travel Collection, Dubai:**

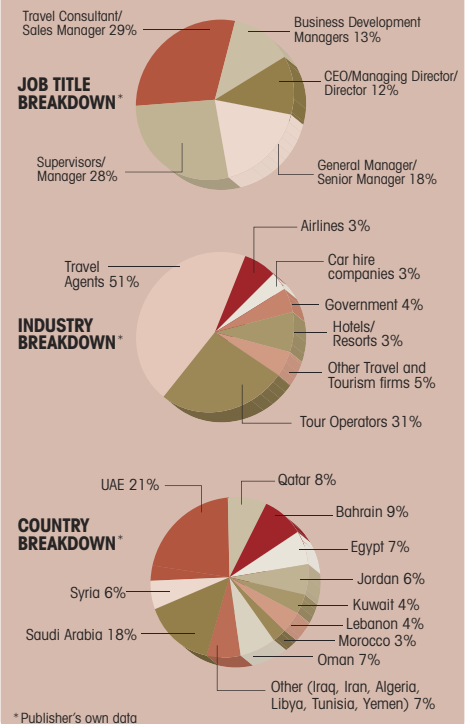
"ATN always portrays both sides of the story and is an excellent tool to help the industry learn. This magazine is well researched and written and one of the top travel information forums in the Gulf."

**Paul Starrs, Commercial Director Middle East, British Airways:**

"ATN keeps me up to date on what's happening and who's who in the Middle East's travel industry. Topical, interesting, educational and always willing to confront the big issues affecting the industry, ATN is an enjoyable read."



- BPA audited circulation of 7623 copies per month (June 2008).
- Monthly readership of 23,912 per month (July 2008).



### Features list 2009

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<b>REGIONAL</b>	What's new in Dubai?	What's new in Bahrain	What's new in Qatar	What's new in Saudi Arabia?	What's new in Abu Dhabi?	Summer in Oman
<b>DESTINATION</b>	European city breaks	US highlights	Shopping in Asia	Touring Australia	Asian islands	Middle East weekend breaks
<b>THEMES</b>	Travelling with kids	Travelling on a budget	Adventure holidays	Spa and relaxation holidays	Mountains and lakes	For business and pleasure
<b>INDUSTRY</b>	Serviced apartments	The knowledge (information sources for agents)	Anniversary special	The bells and whistles (ancillary products)	Innovative meetings and incentives	Medical tourism
<b>LUXURY</b>	Glamping in Oz	Travelling in style (limos, helicopters, jets etc)	When money's no object	Barefoot luxury	Once-in-a-lifetime experiences	Private islands

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>REGIONAL</b>	A Lebanese summer	Flopping out in Fujairah	Modern Egypt	Yemen uncovered	Ski Middle East	What's new in Jordan?
<b>DESTINATION</b>	Cruising the Med	Latino vibe	Scandinavian adventure	Mediterranean islands	Unexplored Europe	Cruise Asia
<b>THEMES</b>	Weddings/honeymoons	Golf breaks	Space travel	On safari/animal magic	Seven Wonders	20 places to sell before you die!
<b>INDUSTRY</b>	Kitting out your agency and your staff	Recruitment – guide to recruiting and guide to applying	Making your travel agency 'green'	Training resources	Fam trip etiquette	The year that was – 2009 round-up
<b>LUXURY</b>	VIP groups	Riviera dreaming	Polo pleasure	India in style	Business travel bling	Around the world in 80 days

This features list is subject to change at the editor's discretion.

## Magazine advertising rates

POSITION	SPECIFICATIONS	SINGLE ISSUE PRICE (per insertion)	SIX SERIES PRICE (per insertion)	TWELVE SERIES PRICE (per insertion)
<b>Prime Positions</b>				
Inside Front Cover	225 x 300 mm	AED 26,500	AED 24,000	AED 23,000
Inside Back Cover	225 x 300 mm	AED 25,500	AED 23,000	AED 22,000
Outside Back Cover	225 x 300 mm	AED 28,000	AED 25,000	AED 23,500
Inside Front Double Page Spread	450 x 300mm	AED 43,500	AED 39,000	AED 37,000
Double Page Spread	450 x 300mm	AED 39,000	AED 35,000	AED 33,000
<b>Standard Advertising</b>				
Full Page ROP	225 x 300 mm	AED 22,500	AED 20,000	AED 17,500
Half Page Horizontal	201 x 132 mm	AED 12,000	AED 10,500	AED 10,000
Half Page Vertical	99 x 264 mm	AED 12,000	AED 10,500	AED 10,000
Quarter Page Horizontal	201 x 48 mm	AED 8,000	AED 7,000	AED 6,500
Quarter Page Vertical	48 x 264 mm	AED 8,000	AED 7,000	AED 6,500
Quarter Page Regular	98 x 132 mm	AED 8,000	AED 7,000	AED 6,500
<b>Creative Advertising</b>				
False Front Cover	-	AED 55,000	-	-
Magazine Wraps (Belly Bands)	-	AED 37,000	-	-
Front Cover Gate Folds	-	AED 55,000	-	-
Bespoke Supplements	-	Starting at AED 65,000	-	-

All advertising rates are in AED. Please divide by 3.672 for US \$

## eNewsletter rates

The *Arabian Travel News* e-Newsletter is sent to just over 16,500 travel agents & tour operations across the MENA region every two weeks (twice per month). On average 45-48% of our readers open the e Newsletter.

NAME	FORMAT	DIMENSIONS	FILE SIZE	SINGLE ISSUE PRICE (PER INSERTION)	SIX SERIES PRICE (PER INSERTION)	TWELVE SERIES PRICE (PER INSERTION)	TWENTYFOUR SERIES PRICE (PER INSERTION)
Sponsorship Banner	GIF, JPEG	645px x 200px	50 KB	AED 13,000	AED 12,000	AED 11,000	AED 10,000
Marquee Banner	GIF, JPEG	340px x 60px	20 KB	AED 7,500	AED 7,000	AED 6,500	AED 5,500
Vertical Banner	GIF, JPEG	120px x 240px	20 KB	AED 5,500	AED 5,000	AED 4,500	AED 4,000
Square Button	GIF, JPEG	120px x 120px	15 KB	AED 4,500	AED 4,000	AED 3,750	AED 3,500

## Dedicated eMarketing

NAME	FORMAT	DIMENSIONS	FILE SIZE	RATE
Emailshots	GIF, JPEG, HTML, Text	width can be reduced or increased (up to 650px)	100 KB	AED 990 per CPM

## Standard online advertising

ArabianBusiness.com

NAME	FORMAT	DIMENSIONS	FILE SIZE	RATE
Leaderboard Banner	GIF, JPEG, Flash	728px x 90px	50 KB	AED 295 per CPM
Skyscraper Banner	GIF, JPEG, Flash	120px x 600px	35 KB	AED 200 per CPM
Top Banner	GIF, JPEG, Flash	468px x 60px	20 KB	AED 165 per CPM



## Contacts

### ADVERTISING

**Publishing Director**  
Diarmuid OMalley  
Tel: +971 (0) 4435 6355  
Email: diarmuid.omalley@itp.com

### EDITORIAL

**Senior Group Editor**  
Gemma Greenwood  
Tel: +971 (0) 4435 6262  
Email: gemma.greenwood@itp.com

### Assistant Editor

Laura Warne  
Tel: +971 (0) 4435 6261  
Email: laura.warne@itp.com

### Key Account Manager

Natalie Sabel  
Tel: +971 (0) 4435 6342  
Email: natalie.sabel@itp.com

### Editor

Jamie Knights  
Tel: +971 (0) 4435 6267  
Email: jamie.knights@itp.com

### PRODUCTION

**Production Manager**  
Eleanor Zwanepoel  
Tel: +971 (0) 4356306  
Email: eleanor.z@itp.com

### SUBSCRIPTIONS

**Customer Service Executive**  
Rose Ochieng  
Tel: +971 90) 4210 8459  
Email: subscriptions@itp.com