

ARABIAN Travel News

News and analysis for Middle East travel agents and tour operators

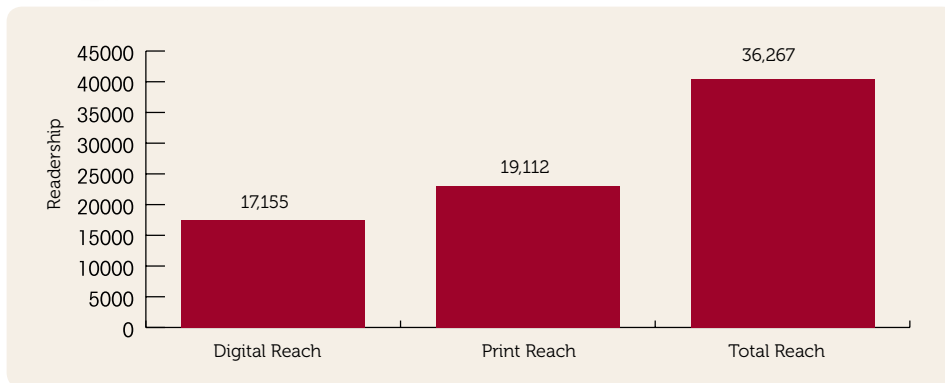
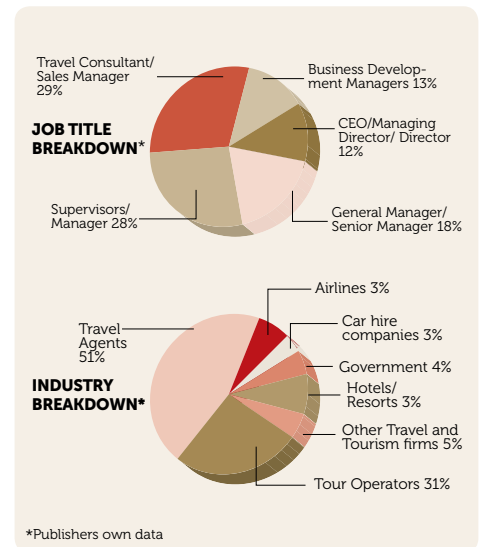
MEDIA INFORMATION 2011



About Arabian Travel News

Arabian Travel News (ATN) is the magazine of choice for the travel industry. We communicate industry-specific intelligence to a targeted audience of travel agents and tour operators across the region and provide updated information from all sectors of the travel industry including airlines, cruiselines, hotels, tourist boards, car rental firms and travel technology providers.

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



- BPA audited circulation of 4,983 copies per month (Jul-Dec 2010).
- Monthly readership of 19,112* per month (Jan 2011).

*Publisher's own data

Features list 2011

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Special Report	2011 Forecast: predictions for the year	Top City Breaks	Top spa breaks	How to sell travel insurance	Preview: ATM	Medical Tourism ATM Show Review
How to sell: New Route	Airline round-up: new routes for 2011	Berlin	Madrid	Hanoi	Phuket	Tokyo
How to sell: Regional	Oman	Qatar	Egypt	Iraq	Northern Emirates	Abu Dhabi
How to sell: International	Spain	Far East Asia	South America	India	Indian Ocean	UK/Ireland
Travel trend	Eco Tourism	Spa and Wellness breaks	Cruise Tourism	Luxury Travel	Family holidays / theme parks	UK/Ireland
Shows			GIBTM		ATM	
	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Special Report	ATN Middle East Salary Survey	Hotels: perks and selling incentives	Top shopping breaks	Preview: Business Travel Show	ATN's Power 50 2011	Review of 2011
How to sell: New Route	Prague	Tokyo	Istanbul	Colombo	Budapest	Brussels
How to sell: Regional	Lebanon	Dubai	Bahrain	Jordan	Saudi Arabia	Abu Dhabi
How to sell: International	Africa	Eid breaks	USA	Asia	Germany	Spain
Travel trend	Budget Travel	Ramadan destinations	Travel Technology / GDS	Business Travel	How to sell: car rental	Winter breaks / ski and snow
Shows				Business Travel Show	World Travel Market	

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



Rate Card for Arabian Travel News \$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 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
Standard Advertising				
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
Creative Advertising				
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	-	-

HotelierMiddleEast.com offers customers a wide yet easy-to-understand range of advertising options, from simple banner adverts and text-only web links through to targeted email campaigns and more complex homepage animations.

Middle East professionals are increasingly logging onto the internet to find the business contacts and information they require.

The region's current internet user base of 42 million (17.4% of its combined populations) is 1100% greater than it was in the year 2000, according to Internet World Stats, and the region is consistently reported to be the fastest growing internet base in the world.

This trend of more users 'logging on', combined with the arrival of HotelierMiddleEast.com as the region's first dedicated hospitality industry web portal, represents a truly valuable opportunity for business advertisers.

By advertising on HotelierMiddleEast.com and within the site's associated eNewsletters, organisations of all sizes can now communicate information about their company, products, services and promotions to highly targeted hospitality industry professionals working in the Middle East.

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

- **Credibility** — Hotelier Middle East, Caterer Middle East and Arabian Travel News are the region's most respected hospitality industry publications.
- **A highly targeted audience** — due to the sector-specific nature of the website and the tightly controlled circulation of our eNewsletters.
- **Measurable benefits** — our digital advertising packages include click-through reports that explain how visitors responded to your campaign.
- **Branding** — your digital artwork on the region's only 100% dedicated hospitality portal will ensure your brand is at the forefront of buyers' minds.
- **Promotional opportunities** — online campaigns take place in real-time, so if you advertise digitally users can immediately take advantage of your company's offers and promotions.

The website www.hoteliermiddleeast.com attracts more than 87,308 visitors a month (March 2011) The ATN eNewsletter goes to more than 17,115 unique users every two weeks.

Rate Card for www.hoteliermiddleeast.com \$US (3,672 AED = \$1)		
POSITION	SPECIFICATIONS	PRICE PER INSERTION PER CPM
Regular		
Leaderboard on home page/specific section	728 X 90 Pixels	AED 350
Half Banner on home page / specific section	234 X 60 Pixels	AED 275
Verticle 'white' space on home page / specific section	220 X 550 Ptxels	AED 420
MPU on home page / specific section	300 X 250 Pixels	AED 385
Advanced adverts		
Button on home page / specific section	220 X 90 Pixels	AED 255
Standard Pop-up on home page / specific section	728 X 90 Pixels	AED 735
Video Advert	300 X 250 Pixels	AED 735
Peel back Homepage	500 X 500 Pixels	AED 11,00
Special Operations		
Hospitality Directory adverts	As per clients specs.	AED 4,995
Website section sponsorship	As per clients specs.	AED 34,885
Survey Sponsorship	As per clients specs.	AED 37,455
AD & Microsite combined	As per clients specs.	AED 91,800
E-Newsletters	Goes to 17,115 users	Fortnightly
Top Banner	728 X 90 Pixels	AED 11,750
Vertical Banner	120 X 240 Pixels	AED 9,915
Marquee Banner	468 X 60 Pixels	AED 8,445
Dedicated e-mail marketing	640 Pixels wide	AED 990
*Discounts available on multiple campaigns *CPM = Cost per thousand		

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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.

