

Arabian Travel

News and analysis for Middle East travel agents and tour operators

NEWS

MEDIA INFORMATION 2010



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.

Print audit circulation highlights

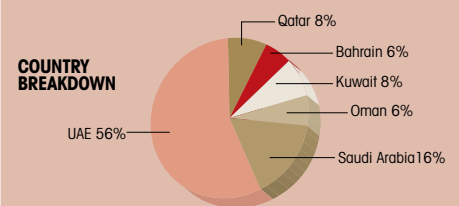
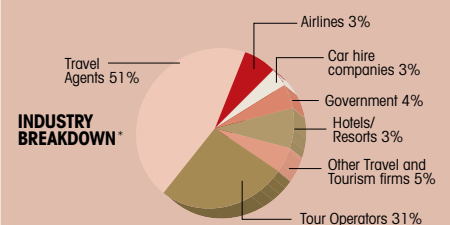
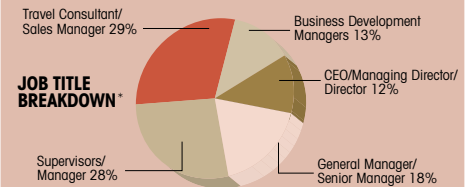
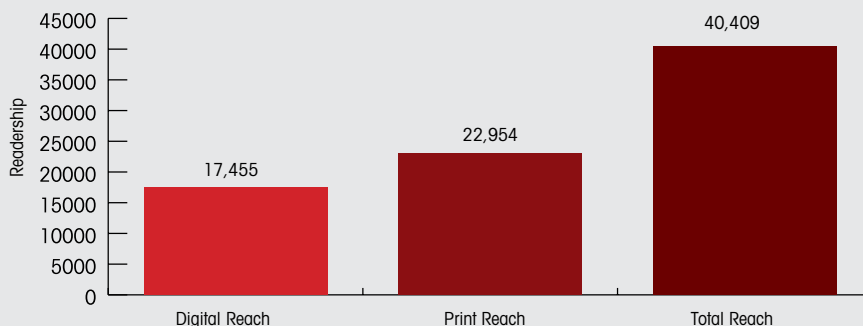
6% increase in **Bahrain** copies from June09 to Dec09

9% increase in **Oman** copies from June09 to Dec09

9% increase in **KSA** copies from June09 to Dec09

5% increase in **Kuwait** copies from June09 to Dec09

10% increase in **Qatar** copies from June09 to Dec09



* Publishers own data



- BPA audited circulation of 5985 copies per month (Dec 2009).
- Monthly readership of 22,954 per month (Dec 2009).

* Publisher's own data

Features list 2010

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
FEATURE1	Hotel special feature: We speak to hotel and resort groups around the world to give a round up of their latest and upcoming openings, current promotions, plus what incentives they offer to travel agents who book with them.	Selling Eid Breaks: With Eid coming up in September we present the top Eid breaks to recommend to your clients.	Luxury Travel Feature: New hotels, up and coming destinations, tips and expert advice for selling luxury travel	Saudi Arabia: Millions of pilgrims will flock to Saudi for the Hajj in November, and religious tourism is one of the fastest growing sectors of the industry.	Eco Tourism: World Green Tourism event takes place this month in Abu Dhabi	Wintersport breaks
FEATURE2	City Breaks: We check out some of this year's top city break destinations, with info on how to get there, who to sell it to, where to stay, city highlights plus sample packages.	Selling spa and wellness: From budget to high end spa breaks, new openings, market trends for wellness holidays, sample spa packages.	Africa: Which countries are popular, safaris and beach breaks.	Aviation feature: Top ten business class seats The best airport lounges What do airlines offer agents?	Active and Experiential Travel: Sport, golf activity breaks, adventure tours	What's in store?: Upcoming tourism projects for 2011

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)
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	-	-

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 17,000 travel agents & tour operations across the MENA region every two weeks (twice per month).

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

HotelierMiddleEast.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 O'Malley
 Tel: +971 4 2108568
 Email: diarmuid.omalley@itp.com

EDITORIAL
Editor
 Monika Grzesik
 Tel: +971 4 2108413
 Email: monika.grzesik@itp.com

SUBSCRIPTIONS
Customer Service Executive
 Tel: +971 4 2108459
 Email: subscriptions@itp.com

Sales Manager
 Karolina Wend
 Tel: +971 4 2108721
 Email: karolina.wend@itp.com

PRODUCTION
Deputy Production Manager
 Matthew Grant
 Tel: +971 4 2108290
 Email: matthew.grant@itp.com

