

Arabian Travel

1st Edition

NEWS

DIRECTORY
GCC



MEDIA INFORMATION

www.arabiantraveldirectory.com

THE PUBLISHERS

ITP Publishing Group is one of the leading publishing houses in the Middle East. Its portfolio of over sixty titles cover the full range of Executive magazines, Trade magazines & Directories, Consumer and Customer Publishing magazines, E Newsletters and web sites.

ITP Business is the largest trade publisher in the Middle East. It produces a wide range of market-leading titles, directories and award programmes for key vertical markets, including Hospitality, construction, information technology, transport, supply chain, healthcare, energy, and broadcast & communication.

Currently, the ITP Business Hospitality portfolio includes Arabian Travel News and Hotelier Middle East

ITP Business also delivers a number of associated award ceremonies, events, and trade show publications.

THE PUBLICATION

The **Arabian Travel News Directory** is the ultimate reference tool for travel agents, tour operators, tourism authorities and the hospitality sector in the region. It would also be a reference point for organizations in the travel trade to source various suppliers and services

Available in print and Online from December 2008, the **Arabian Travel News Directory** contains contact details for over 2500 products, service providers, suppliers and contractors operating in the GCC.

Divided into master categories and multiple subsections, the **Arabian Travel News Directory** is an invaluable tool for the travel, tour and hospitality sector to identify new business partners and build better business networks.

Produced by the Middle East's leading trade publisher users of the **Arabian Travel News Directory** can be sure that this reference tool will deliver the information they require, while advertisers can ensure their products and services are known to the most rapidly growing economic segment of manufacturing and Industrial trade across the GCC.

THE CATEGORIES & INDEX

- Accommodation
- Travel and Tours
- Ancillary Suppliers and Services

RUNNING ORDER

Besides the clearly demarcated sections, an alphabetical index of classifications is available in the printed directory to facilitate simplified searches.

An alphabetical facility for the listed companies is provided on the website www.arabiantravelnewsdirectory.com

An abridged list of the key classifications drawn from over 200 classifications within the index is presented below:

- Accommodation: Hotel Luxury
- Accommodation: Serviced Apartments
- Satellite Navigation Equipment and services
- Security Escorts & Services
- Theme Parks and Entertainment venues
- Tours: Adventure and Sport
- Tours: Golf
- Tours: Medical & Health

Plus many more

The **Arabian Travel News Directory** has three key sections, namely Classified, Brands & Company Profiles for easy reference by the business community.

CATEGORY SECTION:

Listings are carried under key product and service categories. The listings are presented by country in an innovative B2B format that profiles an organisation in up to a maximum of 40 lines covering 20 key parameters of business information.

BRANDS SECTION

The brands section adds value for users by providing information on specific products and services identified by their trademarks/brands.

COMPANY PROFILE SECTION

This section allows advertisers to present an advertorial message which promotes the familiarity and understanding so crucial to establishing new business connections.

DISTRIBUTION

ITP Publishing Group has proven print distribution competencies across over sixty titles across Business, Banking, Financial services & IT sectors and Exhibition Catalogues, their e Newsletters and multiple websites, including arabianbusiness.com and itp.net.

ITP Business alone commands a readership of over 500,000 through the print editions of its 35 magazines. The 31 e Newsletters for these magazines deliver an audience of over 400,000 readers across the Middle East.

Arabian Travel News currently reaches over 22,000 influential decision makers within the Travel and Tourism trade across the Middle East.

PRINT EDITION

The print version of the **Arabian Travel News Directory** will have a readership of 28,000 based on a distribution of 8,000 copies, which will be delivered across an identified audience of travel agents, tour operators, tourism bodies and key elements of the hospitality sector.

The demand for requested copies will be driven through the directory's promotion in its sister publications, e Newsletters and at associated trade shows.

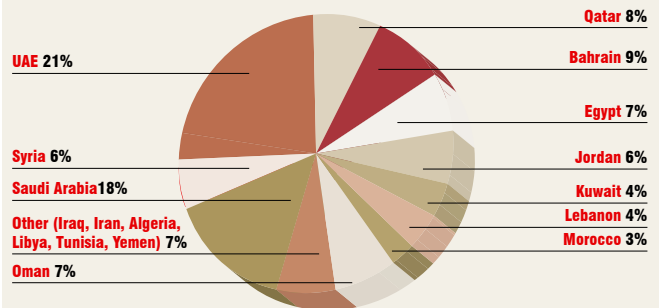
The publication will also have a significant request based circulation outside the Middle East, in geographies such as Europe, Asia, USA and Australia - markets where business entities have developed a significant interest in entering the region.

ONLINE EDITION

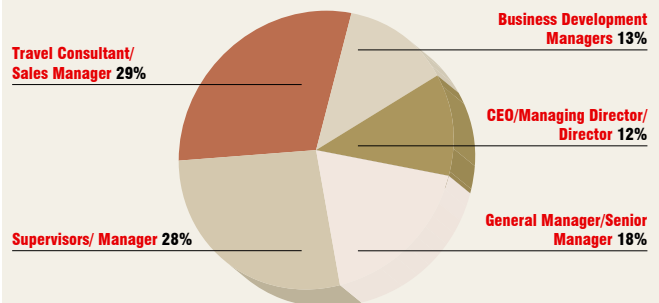
The online version of the directory will be located at www.arabiantravelnewsdirectory.com and comprehensive information on the Travel and Tourism trade within each of the GCC country in a digital format. This website is registered with all the leading search engines ensuring priority display. The site is also mirrored to an element within one of the leading business portals in the Middle East, arabianbusiness.com, which receives over 900,000 page impressions and 140,000 unique users per month.

The **Arabian Travel News Directory** therefore ensures zero wastage in communicating your business identity and offers optimal value for your investment.

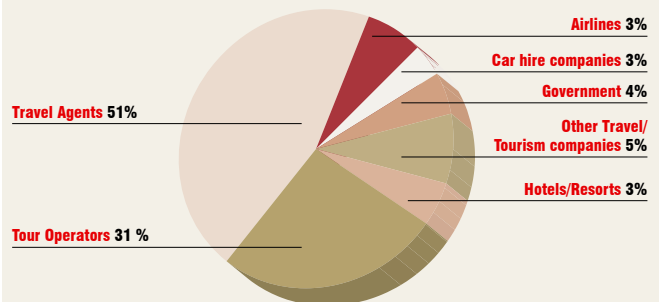
Distribution by Geography



Distribution by Title



Distribution by Industry Sector



RATE (AED)

Positions	Print & Digital
Prime Positions	
Inside Front Cover	51,500
Inside Back Cover	44,000
Outside Back Cover	66,000
Inside Front Cover Gatefold	91,000
1st Double Page Spread	40,000
2nd Double Page spread	35,000
Bookmark	66,000
Belly Band	66,000
Spine	36,500
Section Divider	27,500
Full Page Corporate Profile	31,000
Double Pages Spread Profile	47,500

Regular Positions

Double Page Spread	29,000
Full Page	16,500
Half Page Horizontal	10,000
Quarter Page Horizontal	5,500

Listing Positions

Basic Listing	350
Extra Line	185
Bold Listing	550
Corporate Listing + Logo	4500
Corporate Listing	3300
Business Card	3300
Brand Listing in Bold	750
Brand Listing + Logo	1000

PRODUCTION INFORMATION

Positions	Trim Size wxh (cms)	Bleed Size wxh (cms)
Full Page Display	15.5x 23.25	N/A
Half Page Display	1 5.5x11.5	N/A
Quarter Page Display	15.5x5.6	N/A
Business Card Display	5x5.6	N/A
Full Page Profile	15.5x23.25	N/A
Section Divider Display	18x25.5	w 19 x h 26.5
Double Page Spread	36x25.5	w 37 x h 26.5
Double Page Spread with border	34x23.25	N/A
Bookmark	6x17	w 7 x h 18
Belly Band	Sizes on application	N/A

Adverts with bleeds should have inside allowances of 0.5cms on all sides
Gutter for double spread page should be 1.5 cm on the inside

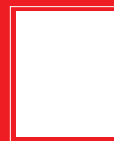
TECHNICAL DETAILS

Printing Web offset **Binding** Perfect

Artwork All artworks should be at least 300 dpi; Illustrator, Freehand or Photoshop format and archived in CD. Materials and components for artworks, such as CMYK equivalent of all Pantone Color, must be specified and all fonts should be converted to path.

We accept artwork sent by email (not more than 5 MB) in JPG or PDF format as long as exact technical specifications are followed.

All prime and regular positions are inclusive of corporate listing and logo (print & digital) for GCC based organisations. All corporate listings with an active URL will be hyperlinked.



FULL PAGE



HALF PAGE



QUARTER PAGE



BUSINESS CARD

CONTACT INFORMATION

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