TRAVEL DAILY UK

MEDIA PACK 2012

WWW.TRAVELDAILYMEDIA.COM/UK

TRAVEL DAILY MEDIA

01 OVERVIEW

About Travel Daily UK

Travel Daily UK has a growing daily subscription base of 40,942 travel trade professionals across the UK, Ireland 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. Our average daily opening rate currently sits at 31%, 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/uk.**

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, UK, India and the Middle East, as well as a dedicated cruise industry publication; Cruise News UK by Travel Daily Media. 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: 40,942 per day
→ Average opening rate: 31% per day
→ eMagazine-style PDF format just one click and read.
→ FAST opening and can be read online or offline or 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 lastest news, features, analysis, recruitment and training from across the industry.

Readership & Circulation

• By Country:

England	72%	29,694
Scotland	11%	4,363
Wales	6%	2,502
Ireland	5%	1,924
Other	6%	2,459
Total	**100%**	**40,942**

• By Company-type:

Multiple agency	33%	13,511
Tour Operators	16%	6,551
Independent	19%	7,779
Call Centre	12%	4,913
Home-based	11%	4,504
Hypermarket	5%	2,047
Other	4%	1,637
Total	**100%**	**40,942**

• By Job Title:

Supervisor	32%	12,841
Sales/Contracting	27%	11,146
Call Centre Agent	14%	5,731
Home-based	12%	4,881
Director	11%	4,660
Other	4%	1,683
Total	**100%**	**40,942**

• By Agency-type:

Leisure	67%	27,513
Business	21%	8,516
Leisure & Business	12%	4,913
Total	**100%**	**40,942**

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 Asia, Travel Daily India, Singapore Travel News by Travel Daily Media, and Cruise News UK by Travel Daily Media.

These can be spread over a 12 month period.

	1 issue	24 issues	52 issues	104 issues
GBP (£)		10% discount	15% discount	25% discount
False front cover	£999	21,578	44,156	On request
Full-page ad	£899	19,418	39,736	On request
Half-page ad	£699	15,098	30,896	On request
Email banner	£599	12,938	26,476	46,722
Masthead banner	£549	11,858	24,266	42,822
Quarter-page ad	£499	10,778	22,056	38,922
Wide runway	£449	9,698	19,846	35,022
Skyscraper	£449	9,698	19,846	35,022
Helipad	£399	8,618	17,636	31,122
Section sponsorship	£399	8,618	17,636	31,122
Narrow runway	£349	7,538	15,426	27,222
Boutique	£299	6,458	13,216	23,322
High-impact premium	£249	5,378	11,006	19,422

***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
£1,999	8,996	15,992	20,990

TRAVEL DAILY UK — Travel Daily UK: **40,942 email addresses**

TRAVEL DAILY MIDDLE EAST — Travel Daily Middle East: **23,512 email addresses**

TRAVEL DAILY ASIA — Travel Daily Asia: **51,032 email addresses**

TRAVEL DAILY INDIA — Travel Daily India: **21,805 email addresses**

CRUISE NEWS UK — Cruise News UK by Travel Daily Media: **26,224 email addresses**

02 ADVERTISING RATES

Online - www.traveldailymedia.com/uk

Type of Banner	Dimension	Position	Rates
Leaderboard	728 x 90 px	Top of each page, next to the masthead	£35 cpm
Expanding Leaderboard (with/ without video)	728 x 300 px	Expands downwards	£40 cpm
Skyscraper – Half Page	300 x 600 px	Right Hand side of page	£35 cpm
Skyscraper – Standard	160 x 600 px	Right Hand side of page	£30 cpm
MPU	300 x 250 px	Top Right Hand of page	£25 cpm
Small Banner	468 x 60 px	Placed between stories - Middle of the page	£20 cpm
Overlay (Eyeblaster)	Any (limited by viewable portion of the web page) 900 x 500px - this is the aximum.Include a close button functionality	Placed over the page	£50 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	£7,500 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
Microsites	On application		Price on application
Surveys	On application		£5,000 per survey
Competitions	On application	Inc email campaigns and coverage in the daily eMagazine and online	£1,000 per competition
Sponsored section	Logo and Small Banner (468x60 px)		£1,000 per month
Advertorial	On application		£2,000 per month
e-Supplements	On application	Monthly supplement, emailed once a week to our database for one onth, highlighted on a daily emagazine and and online for 12 months	8 pages – £8,000 12 pages - £10,000 16 pages - £12,000 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	£5,000

TRAVEL DAILY UK

MASTHEAD BANNER

Format
PDF - 133mm (w) x 39mm (h)
FLASH - 1035 pixel (w) x 319 pixel (h)
£549

Travel Daily UK: Meeting all your advertising needs

Travel Daily UK 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 UK 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 £99

BOUTIQUE

Format:
PDF -
48mm (w) x 65mm (h)
FLASH -
351 pixel (w) x 468 pixel (h)
£299

SKYSCRAPER

Format:
PDF -
48mm (w) x 145mm (h)
FLASH -
379 pixel (w) x 1153 pixel (h)
£449

JOB ADS

Advertise your latest jobs to 40,942 travel industry professionals every day
Quarter-page - £499
Half-page - £699
Full-page - £899
All job ads include embedded hyperlinks to company website and email address.

HELIPAD

Format:
PDF - 100mm (w) x 65mm (h)
FLASH - 696 pixel (w) x 468 pixel (h)
£399

NARROW RUNWAY

Format:
PDF - 204mm (w) x 32mm (h)
FLASH - 1592 pixel (w) x 246 pixel (h)
£349

WIDE RUNWAY

Format:
PDF - 204mm (w) x 55mm (h)
FLASH - 1592 pixel (w) x 429 pixel (h)
£449

02 ADVERTISING RATES

Sponsor the daily Travel Daily UK email:

Do you want our audience of **40,942** travel professionals to see YOUR advertisement before anyone's else? Our daily Travel Daily UK email has two sponsorship opportunities:

If you are unable to see the message below, click here to view.

India Issue | Middle East Issue | TDA | SINGAPORE TRAVEL NEWS | TRAVEL CHANNEL

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

Www.traveldailymedia.com/uk

TRAVEL DAILY UK

Follow us on

EMAIL SPONSORSHIP - Top

Format: JPEG or GIF file
555 pixel (w) x 105 pixel (h)
£599

Dear Jonathan Dilwyn

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

In today's Issue

Oil prices

Rising oil prices threaten to stunt development of the global aviation industry which grew 8.2% in January… READ MORE

Wyndham

Days Inn brand enters India with the signing of three new-build hotels… READ MORE

Face To Face

TD speaks to Robert Vertes, Director of the Hungarian National Tourist Office… READ MORE

EMAIL SPONSORSHIP - Bottom

Format: JPEG or GIF file
555 pixel (w) x 105 pixel (h)
£549

Enjoy the read,

SUBSCRIBE

TRAVEL DAILY MEDIA

03 CONTACT US

OUR SOCIAL MEDIA

FACEBOOK

- Travel Daily Asia — Like
- Travel Daily Middle East — Like
- Travel Daily India — Like
- Travel Daily UK — Like
- Travel Daily Media — Like
- Singapore Travel News — Like
- Cruise News UK — Like
- Thirsty Thursday London — Like
- Thirsty Thursday Bangkok — Like
- Thirsty Thursday Singapore — Like
- Thirsty Thursday Shanghai — Like
- Thirsty Thursday Mumbai — Like

TWITTER

- Travel Daily Asia — Follow us
- Travel Daily UK — Follow us
- Cruise News UK — Follow us
- Trave Daily India — Follow us
- Trave Daily Middle East — Follow us

UK & Middle East

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TRAVEL DAILY MEDIA

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