TRAVEL DAILY ASIA

MEDIA PACK 2012

WWW.TRAVELDAILYMEDIA.COM/ASIA

TRAVEL DAILY MEDIA

01 OVERVIEW

About Travel Daily Asia

Travel Daily Asia has a growing daily subscription base 51,032 travel trade professionals across the Asia Pacific region, 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 totheir friends and colleagues, we estimate a forward rate of six times. This allows us to conservatively estimate that our total daily reach is in excess of 306,000 readers. Our average daily opening rate currently sits at 42%, 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/asia.**

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, the UK, Middle East, India and Singapore, as well as two dedicated cruise industry publications; Cruise News by Travel Daily UK and Cruise News by Travel Daily Asia. 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: 51,032 per day (assumed pass on rate of six times for an estimated total recipients mare than 306,000
→ Average opening rate: 42% per day
→ eMagazine-style PDF format: just one click to access all the news
→ FAST opening and can be read online or offline, 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 & training from across the industry

Readership & Circulation

• By Region:

Greater China	17%	8,655
Australia/NZ	16%	8,237
Thailand/Indochina	16%	8,189
Singapore	15%	7,705
India	7%	3,496
Malaysia	6%	3,314
Indonesia	5%	2,601
Middle East	5%	2,529
South Korea	2%	845
Japan	2%	706
Other	10%	4,755
Total	100%	51,032

• By Industry Sector:

Travel Agents	61%	30,655
Hotel/Spa:	15%	7,532
Airline/Aviation	10%	5,086
Tour Operators	6%	3,305
Travel Technology	4%	2,205
Cruise	2%	1,256
Other	2%	993
Total	100%	51,032

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 UK, 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
US ($)		10% discount	15% discount	25% discount
False front cover	$1,999	43,178	88,356	On request
Full-page ad	$1,399	30,218	61,836	On request
Half-page ad	$999	21,578	44,156	On request
Email banner	$799	17,258	35,316	62,322
Masthead banner	$749	16,178	33,106	58,422
Quarter-page ad	$699	15,098	30,896	54,522
Wide runway	$649	14,018	28,686	50,622
Skyscraper	$649	14,018	28,686	50,622
Helipad	$599	12,938	26,476	46,722
Section sponsorship	$599	12,938	26,476	46,722
Narrow runway	$549	11,858	24,266	42,822
Boutique	$499	10,778	22,056	38,922
High-impact premium	$399	8,618	17,636	31,122

***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
$2,999	13,496	23,992	31,490

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

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

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

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

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

02 ADVERTISING RATES

Online - www.traveldailymedia.com/asia

Type of Banner	Dimension	Position	Rates
Leaderboard	728 x 90 px	Top of each page, next to the masthead	$50 cpm
Expanding Leaderboard (with/ without video)	728 x 300 px	Expands downwards	$60 cpm
Skyscraper – Half Page	300 x 600 px	Right Hand side of page	$50cpm
Skyscraper – Standard	160 x 600 px	Right Hand side of page	$45cpm
MPU	300 x 250 px	Top Right Hand of page	$35 cpm
Small Banner	468 x 60 px	Placed between stories - Middle of the page	$30 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	$75 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	$11,000 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		$7,500 per survey
Competitions	On application	Inc email campaigns and coverage in the daily eMagazine and online	$1,500 per competition
Sponsored section	Logo and Small Banner (468x60 px)		$1,500 per month
Advertorial	On application		$3,000 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 – $6,000 12 pages - $9,000 16 pages - $12,500
Video	On application	Your video online for 12 months and guaranteed a minimum of 200,000 impressions	$7,500

02 ADVERTISING RATES

Breaking News Email- Sponsor our Email template exclusively

You can sponsor our breaking news emails in the following packages over a 12-month period, our packages include your logo and one top banner advertisement with hyperlink above breaking news story.

This placement can used for your logo and company graphics
This 1x Top Banner advert at the top of the email

Cost USD$595 per email

Amount	Details	Prices
5x emails	10% discount	$2,677
10x emails	20% discount	$4,760
20x emails	30% discount	$8,340

TDA Distribution Partnerships

As well as our daily email distribution of 306,000, TDA has established several partnership alliances with key travel companies across Asia. These alliances enable all employees of the partner company to access TDA each day via a link on their company's Intranet site, or an email auto-rule.

Partner companies include:

- Abacus International
- American Express Business Travel
- Carlson Wagonlit Travel - Asia Pacific
- Chan Brothers
- Etihad Airways
- Emirates Airline
- Flight Centre
- Harvey World Travel
- Hogg Robinson Group
- Jetset Travel
- Qantas Business Travel
- Qatar Airways
- Travelscene
- TravelWorld
- Wego

To become a TDA distribution partner, giving your employees immediate access to all the latest travel trade news, contact **info@traveldailyasia.com today!**

TRAVELDAILY ASIA

MASTHEAD BANNER

Format
PDF - 133mm (w) x 39mm (h)
FLASH - 1035 pixel (w) x 319 pixel (h)
US$749

Travel Daily Asia: Meeting all your advertising needs

Travel Daily Asia 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 Asia also offers a range of other opportunities such as:

→Targeted e-mail campaigns - priced on request.
→Recruitment ads on TDA's weekly job board; prices start from US$99

BOUTIQUE

Format:
PDF -
48mm (w) x 65mm (h)
FLASH -
351 pixel (w) x 468 pixel (h)
US$499

SKYSCRAPER

Format:
PDF -
48mm (w) x 145mm (h)
FLASH -
379 pixel (w) x 1153 pixel (h)
US$649

JOB ADS

Advertise your latest jobs to 306,000 travel industry professionals every day
Quarter-page - US$699
Half-page - US$999
Full-page - US$1,399
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)
US$599

NARROW RUNWAY

Format:
PDF - 204mm (w) x 32mm (h)
FLASH - 1592 pixel (w) x 246 pixel (h)
US$549

WIDE RUNWAY

Format:
PDF - 204mm (w) x 55mm (h)
FLASH - 1592 pixel (w) x 429 pixel (h)
US$649

02 ADVERTISING RATES

Sponsor the daily Travel Daily Asia email:

Do you want our audience of **306,000** travel professionals to see YOUR advertisement before anyone's else? Our daily TDA email has three sponsorship opportunities:

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

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

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

www.traveldailymedia.com/asia

TRAVEL DAILY ASIA

Follow us on

EMAIL SPONSORSHIP - Top
Size : 555px (w) x 105px (h)
US$799
Format : .jpg / .gif

Dear Jonathan Dilwyn

Welcome to todays edition of Travel Daily Asia, 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)
US$749

SUBSCRIBE

Enjoy the read,

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TRAVEL DAILY MEDIA

03 CONTACT US

OUR SOCIAL MEDIA

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

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