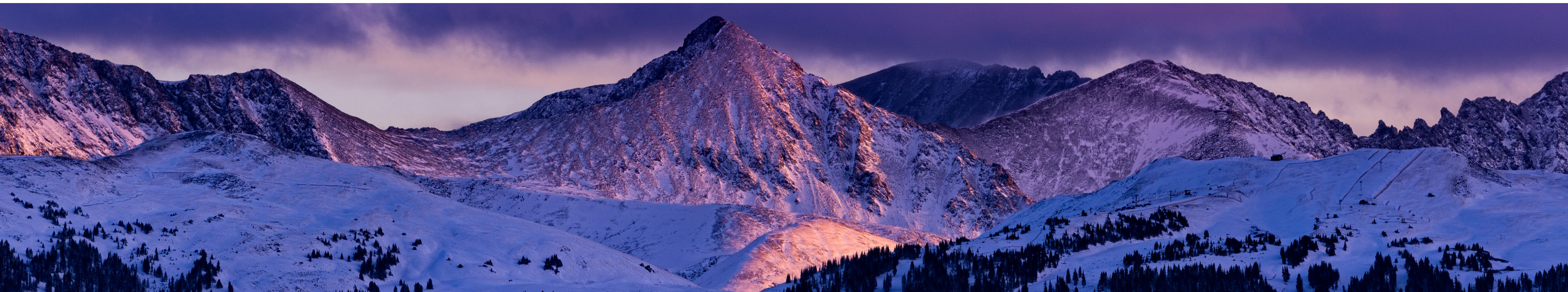


MEDIA PACK 2023





TTGMEDIA.COM
MONTHLY MAGAZINE
LIVE EVENTS
ONLINE EVENTS

DANIEL PEARCE

CEO, TTG MEDIA



For TTG Media, 2023 is a proud year as we celebrate 10 years as an independent media business – and 70 years of the *Travel Trade Gazette*.

But this year isn't a year about us. It's a year in which we'll be celebrating and building on the resilience of all of us, working with our partners across the travel industry more closely than ever before.

Your success, and delivering successfully on your objectives, is what drives all of the TTG Media team as we continue to focus on promoting the **Smarter, Better, Fairer** travel industry that is central to our own purpose.

We look forward to working together with you in 2023 and beyond.

JOIN US ON OUR MISSION

TTG Media exists to promote a **Smarter, Better, Fairer** travel industry



SMARTER

TTG Media aims to provide the industry and all individuals working within it the tools, news and contacts they need to improve their business and personal development.



BETTER

TTG Media aims to raise industry standards and best practice across the travel industry.



FAIRER

TTG Media aims to champion responsible tourism, sustainability and a fully diverse and inclusive travel industry.

OUR AWARD-WINNING TEAM

THE TRAVEL MEDIA AWARDS

WINNER 2022: Trade Publication of the Year – Print
WINNER 2022: Trade Publication of the Year – Online
WINNER 2021: Trade Publication of the Year – Print
WINNER 2021: Trade Publication of the Year – Online
WINNER 2021: Travel Industry Champion – Sophie Griffiths

THE TRAVMEDIA AWARDS

WINNER 2022: Trade Publication of the Year – Print
WINNER 2022: Trade Publication of the Year – Online
WINNER 2022: Trade staff writer of the year – April Hutchinson

ASSOCIATION (PPA) INDEPENDENT PUBLISHER AWARDS

WINNER 2021: The Special Recognition Award, Professional Publishers

CAMPAIGN PUBLISHING AWARDS

WINNER 2020: Business Media Brand of the Year, Campaign Publishing Awards 2020
WINNER 2020: Editorial Team Leader of the Year – Pippa Jacks
WINNER 2020: Commercial Team Leader of the Year – Matt Roclawski

PPA 30 UNDER 30 IN PUBLISHING,

WINNER 2021: Tom Parry
WINNER 2020: Madeleine Barber



PIPPA JACKS
Editorial director



SOPHIE GRIFFITHS
TTG editor & chief purpose officer



APRIL HUTCHINSON
Editor & publisher, TTG Luxury



KATHERINE MASTERS
Features editor



JENNIFER MORRIS
Contributing editor



JAMES CHAPPLE
News editor



TOM PARRY
Deputy news editor



WILL PAYNE
Senior reporter



MADELEINE BARBER
Special projects editor



CHARLOTTE CULLINAN
Content writer



ILARIA GRASSO MACOLA
Reporter

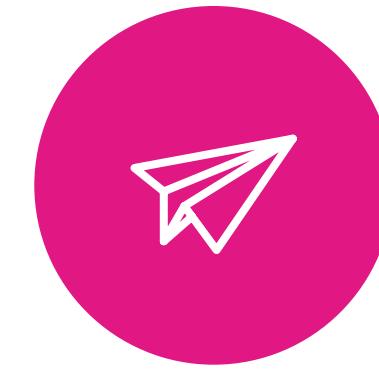


TARGET YOUR AUDIENCE WITH TTGMEDIA.COM



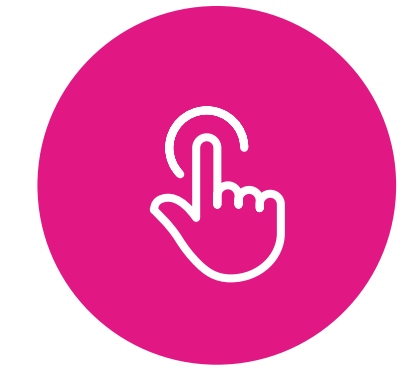
31,552

Fully profiled users



16,516

Fully profiled travel agents



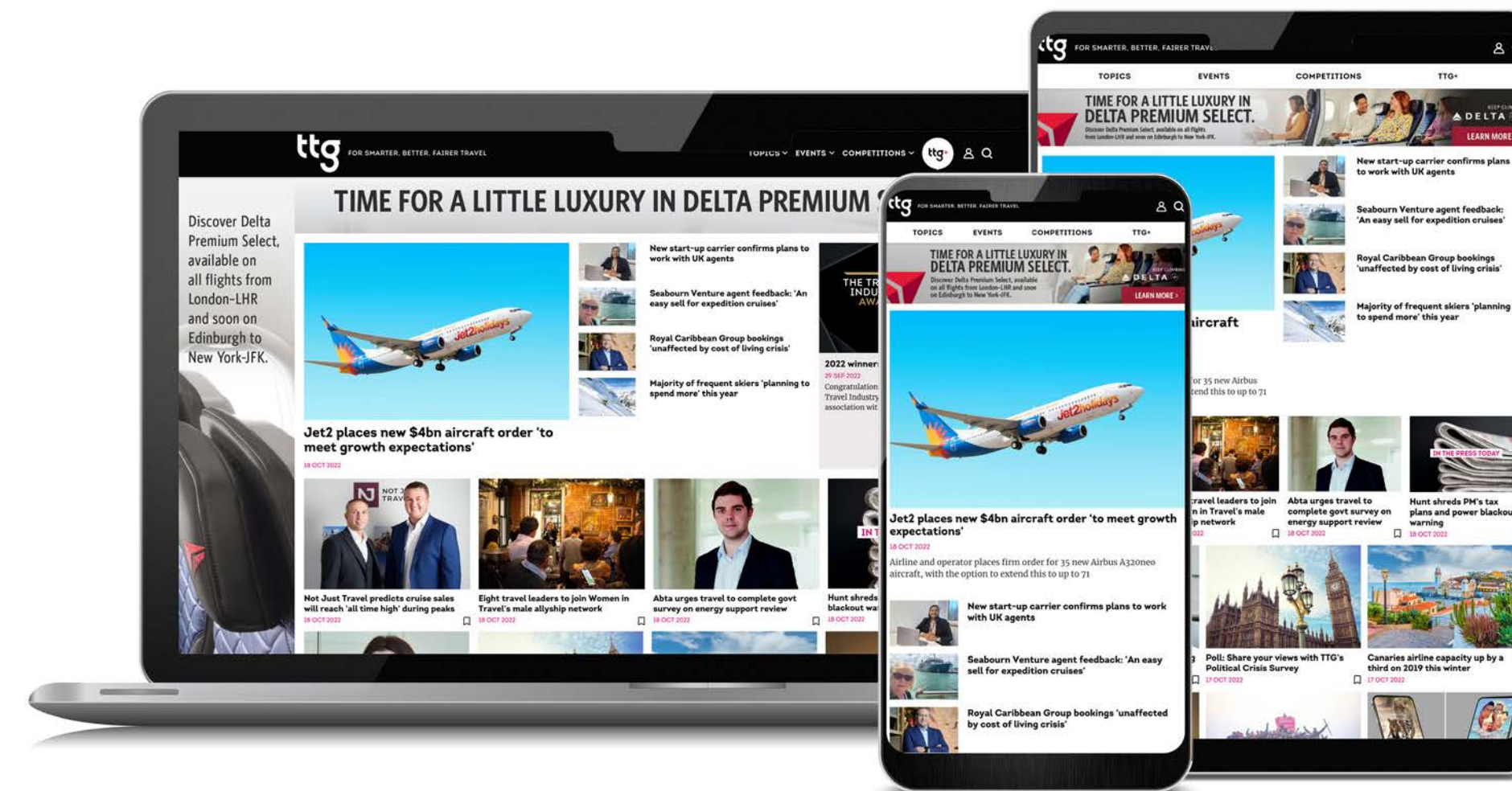
200,000+

Page views served per month

ttgmedia.com provides thousands of travel professionals across the UK & Ireland with the latest industry news, insight, analysis, destination features and business-building content.

As the **ONLY** travel trade media title with a fully profiled online audience, you can serve messages to a targeted audience in the right format, on the right device and at the right time to deliver maximum engagement and ROI on your marketing campaigns.

In addition, **ttgmedia.com** is the **ONLY** travel trade media website that is completely immune to ad-blocking software, ensuring 100% of audience see your messages.

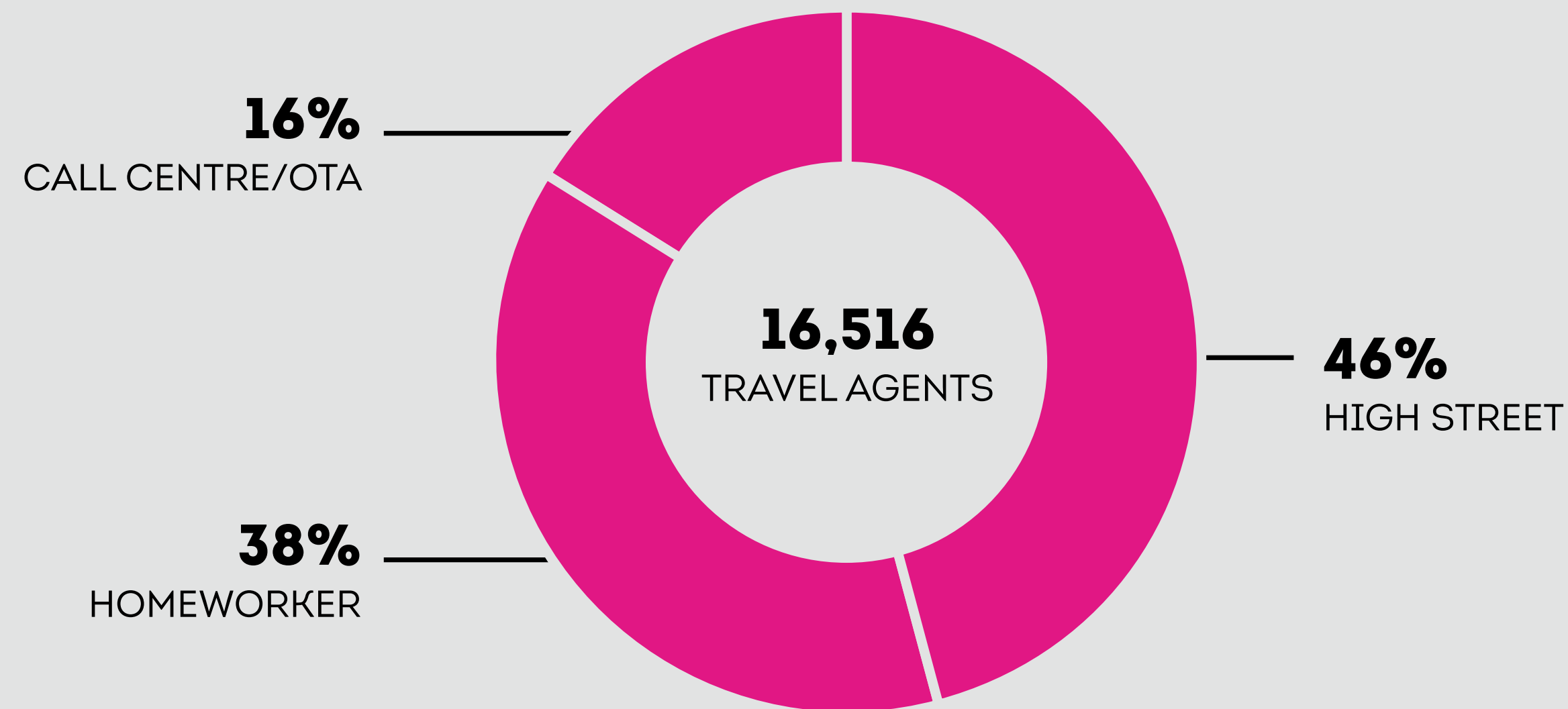


The only trade website resistant to ad-blocking software

OUR **UNIQUE** DIGITAL AUDIENCE

TTG Media is the **ONLY** travel trade title with fully profiled registered users, meaning you can target by agent type, geography, job title or area of specialism.

TRAVEL AGENT BREAKDOWN



AGENTS WHO SELL OR SPECIALISE IN...

-  CRUISE: **11,407**
-  LUXURY TRAVEL: **11,578**
-  WEDDINGS & HONEYMOONS: **9,358**
-  TOURING & ADVENTURE: **9,560**
-  SKI AND SNOW: **8,714**
-  BUSINESS TRAVEL: **8,607**

ttg **TTG DAILY**

the magic is yours The best offer for 2023 holidays – last chance to book with Gold Medal! Up to \$1200 dining and merchandise credit

Ray Hudson-Evans joins Jet2 as dedicated homemaker BDM

EasyJet holidays targeting 30% customer growth next year

Next week's French air traffic controller strike called off

Just two weeks to go until the TTG Luxury Travel Summit

Audley brings forward pay review amid cost of living crisis

Which? seeks urgent audience with new transport secretary

InsideJapan tour bookings back to 2019 levels in August

Walt Disney World Resort in Florida offers from £1,869pp

Barbados shelves all remaining Covid-19 travel protocols

Bhutan reopens to travellers under new tourism strategy

TTG+: Next TTG Tracker Talk confirmed for 13 October

Why Utah offers the best road trippin' in all America

Sponsored: Latest updates to Delta Premium Select cabin

Earn £50 extra Farebank Rewards on every Walt Disney World Resort holiday booked with Gold Medal by 29 Sep 2022*

Walt Disney World Resort Florida

It's that look of amazement on your loved ones' faces. It's that family time you'll cherish forever and ever. And now, with this 2023 Early Booker package, The Magic is Yours, an unforgettable holiday at Walt Disney World Resort in Florida.

Book this package with Gold Medal by 29 September 2022 and your customers receive up to \$1,200 Disney Dining & Merchandise Credit per room.

Valid on departures throughout 2023, this amazing offer is available during most school holidays too*.

Terms and conditions: Age and height restrictions may apply to some attractions. ATickets will include admission to Disney's

OPEN, CLICK, CONVERT

TTG emails and newsletters are sent daily to our profiled registered users to share the latest news, offers, competitions and sector analysis. They offer a critical digital touchpoint for advertisers looking to build maximum awareness and engagement across the travel trade.

To ensure your messages are seen by the right audiences, TTG regularly refreshes its registered email user data to remove inactive users.

EMAIL OPTIONS & SUBSCRIBERS*

TTG Daily/TTG Must Read	14,278
TTG solus partner email	11,386
TTG Luxury newsletter	12,181
TTG Luxury solus partner email	3,283
TTG Cruise News	4,088

*October 2022



45%

Average newsletter click-to-open rate



7%

Average newsletter click-through rate



4.8%

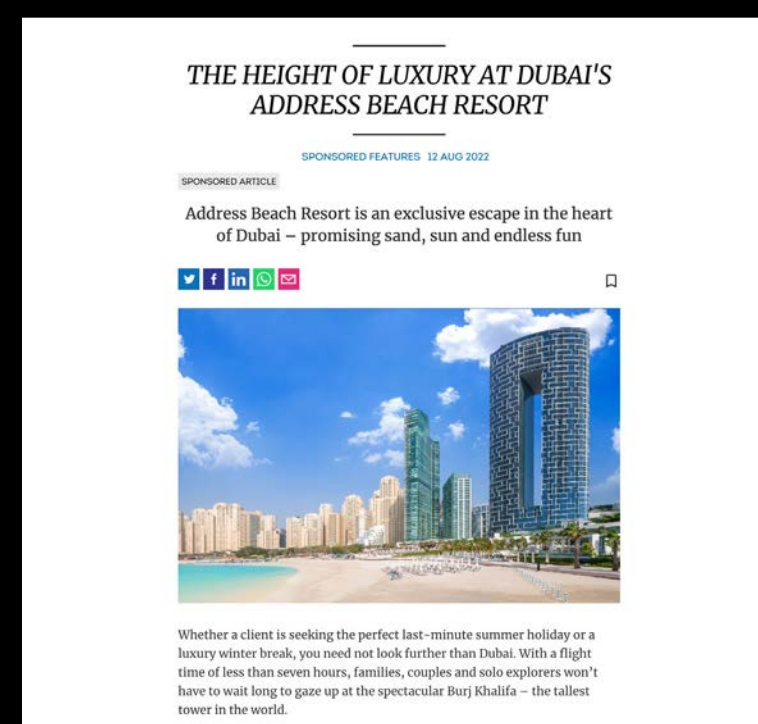
Higher click-through than the industry average

SPECIAL PROJECTS

MADELEINE BARBER
Special projects editor

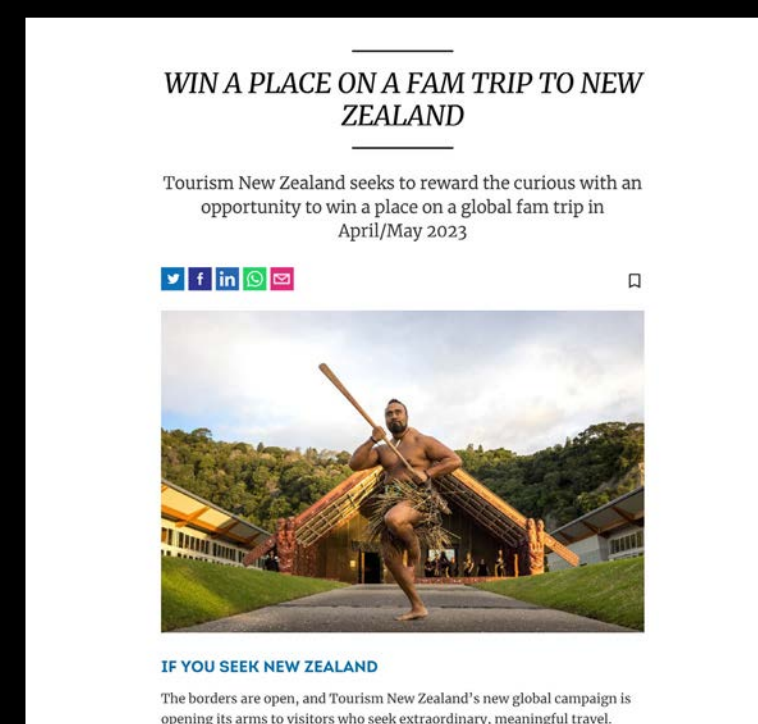


Our dedicated special projects editor oversees all content-led marketing campaigns – challenge us to create, manage and measure result-driven multi-media campaigns that meet your objectives



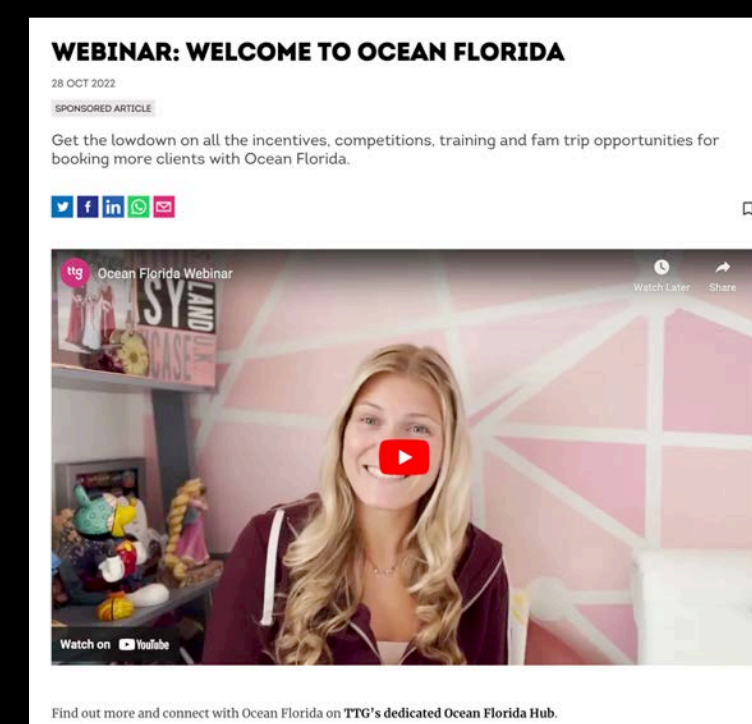
ONLINE ADVERTORIALS

Online advertorials will allow you to create unique editorial content to share your messages on the ttgmedia.com home page, newsletters and social media.



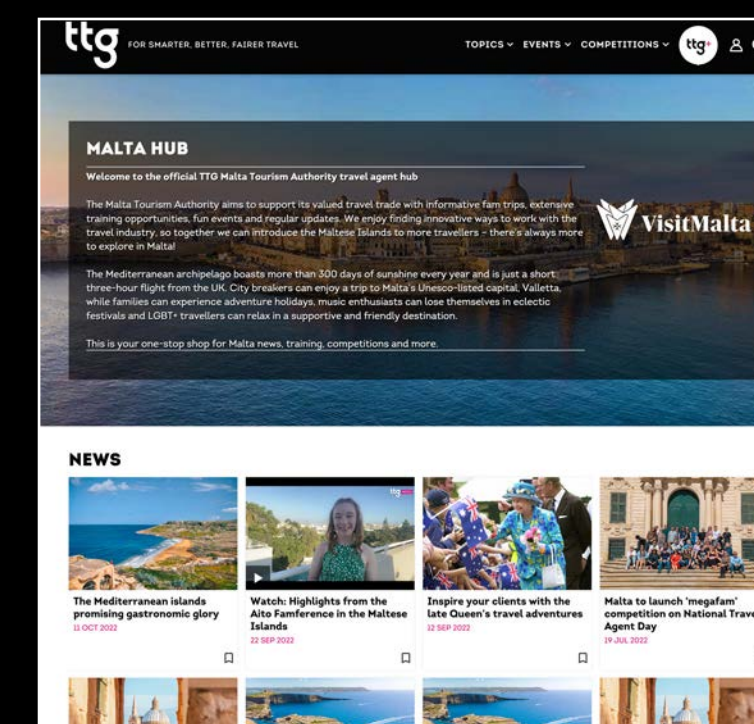
COMPETITIONS

A competition offers a highly measurable solution to educate agents, drive awareness and maximise engagement via **six weeks of exposure** across ttgmedia.com and social media – all agent contact information is collected and managed compliantly before being shared.



WEBINARS

Our editorial team can co-host a webinar discussion with you to provide lively, informative video content that agents will watch on-demand. Webinars are hosted on ttgmedia.com and promoted across social media, TTG newsletters and TTG magazine.



DESTINATION HUBS

Create your own destination hub on ttgmedia.com for you and your partners to offer agents across the UK and Ireland a single resource of co-produced features, news, webinars, online advertorials, key contacts and partner updates, promoted for 12 months.



ONLINE GAMES

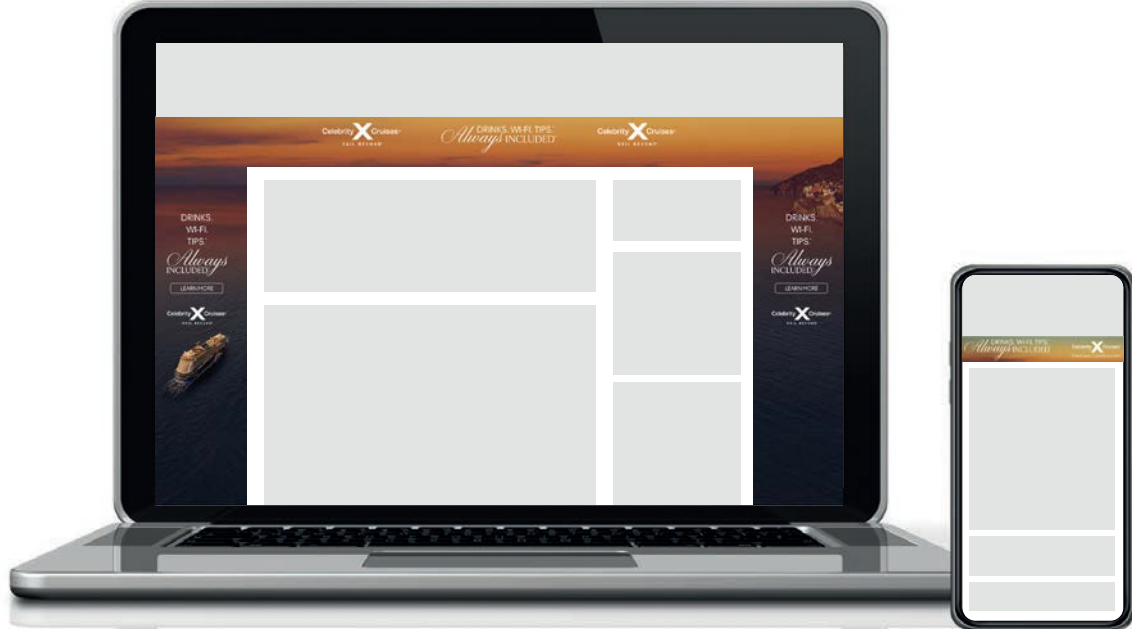
Create your own online game to drive maximum awareness and a memorable experience for agents, a measurable solution allowing you to engage the sector at every digital touchpoint and build a database of agents that have interacted with your brand.

FULLY RESPONSIVE DIGITAL SOLUTIONS

ttgmedia.com enables you to serve targeted adverts to our fully profiled audiences, across all devices. You're able to easily boost your brand awareness and drive traffic to your website without having to worry about ad blockers.



The only trade media title that offers online targeted advertising to a fully registered audience



FIREPLACE



MPU (Option available for a double MPU: stacked one above the other further down the page)



LEADERBOARD

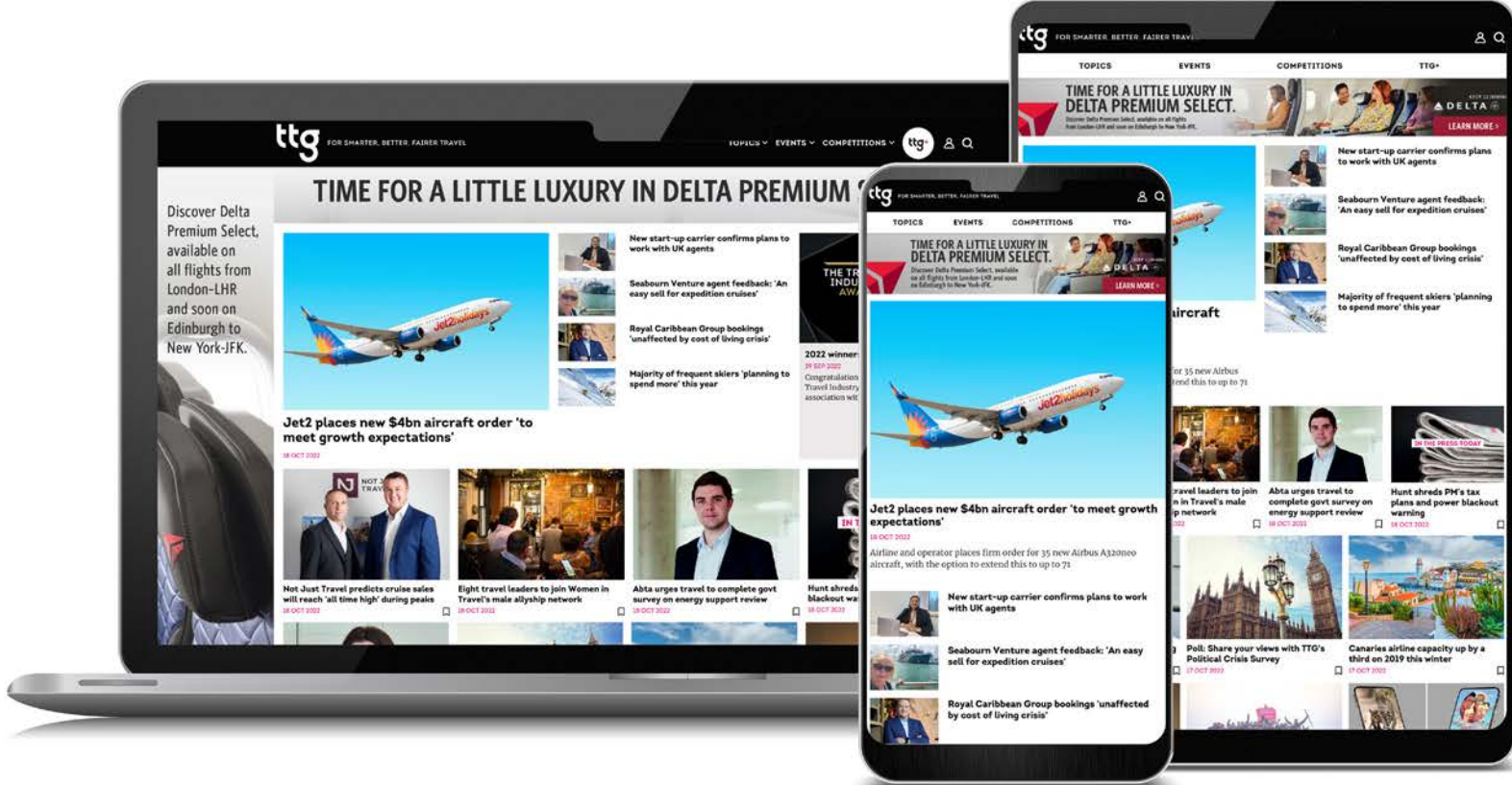


BILLBOARD

DIGITAL ADVERTISING RATES

WEBSITE ADVERTISING RATES

Fireplace on home page - 1 week tenancy	£6,500
Fireplace on other topic page - 1 week tenancy (Cruise/Destinations/Luxury/Agency/Operators & others)	£4,000
Billboard on home page - 1 week tenancy	£4,000
Leaderboard	£45 cpm
MPU	£45 cpm
Double MPU	£65 cpm



EMAILS

TTG Daily/TTG Must Read takeover	£5,000
Cruise/Luxury newsletter takeover	£5,000
TTG solus partner email	£5,000
TTG Luxury solus partner email	£5,000

CREATIVE SOLUTIONS

Webinar	£7,000
Competition Package	£5,500
Online Advertorial	£5,000
Event Listing	£1,000
Online Game	POA
Destination/Business Hub	POA

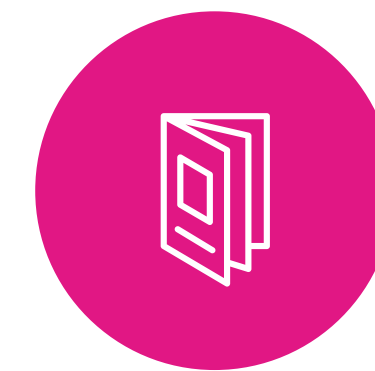
YOUR MONTHLY *TTG* MAGAZINE



TTG magazine is the oldest travel trade publication in the world. To reflect the needs of our audience following the global pandemic, *TTG* magazine has been remodelled to provide travel businesses with the tools they need to grow and has been redesigned as a premium coffee table-style monthly magazine.

Distributed to a refreshed circulation of **9,227** fully profiled readers across the UK and Ireland, our newly designed, multiple award-winning magazine is designed to provide travel professionals with the insight, analysis, inspiration and business-building tools they need to succeed.

TTG is widely read at all levels across the industry, from counter staff and managers to owners and board-level directors. Our core readers are travel agents, although our readership extends to tour operators, airlines, cruise lines, destination representation companies and more. Our fastest growing audience is **homeworker travel agents**.



9,227

Total circulation



6,560

Travel agents



100%

Profiled readers



2,578

Homeworker readers

TTG FEATURES LIST 2023



JANUARY

CRUISE
CARIBBEAN
INDIAN OCEAN
CANADA



FEBRUARY

AIRPORTS & AIRLINES
GREECE & CYPRUS
FLORIDA
HOTELS, RESORTS & SPAS
TTG's Guide to Cruise



MARCH

AUSTRALASIA
WEDDINGS & HONEYMOONS
MIDDLE EAST
ATTRACTIONS & TICKETS



APRIL

USA
FAMILY HOLIDAYS
CITIES & SHORT BREAKS
CRUISE



MAY

ASIA
LATIN AMERICA
UK & IRELAND
TOURING & ADVENTURE
TTG's Guide to Cruise



JUNE

EXPEDITION CRUISE
CARIBBEAN
MEDITERRANEAN
LGBT-FRIENDLY HOLIDAYS



JULY

USA
SPAIN, CANARIES & ATLANTIC ISLANDS
INDIAN OCEAN
HOMEWORING SPECIAL



AUGUST

TOURING & ADVENTURE
WINTER SUN
AFRICA
CRUISE



RESPONSIBLE
TOURISM
ISSUE

SEPTEMBER

RESPONSIBLE TOURISM
CANADA
SKI & FESTIVE BREAKS
WEDDINGS & HONEYMOONS
TTG's Guide to Cruise



OCTOBER

USA
ALL-INCLUSIVE
CRUISE
ASIA



NOVEMBER

MIDDLE EAST
AUSTRALASIA
UK & IRELAND
CARIBBEAN



DECEMBER

TOURING & ADVENTURE
AIRPORTS & AIRLINES
CITIES & SHORT BREAKS
YEAR AHEAD IN TRAVEL
TTG's Guide to Cruise

IN EVERY ISSUE: Cruise latest, business advice, industry opinion, news analysis, interviews and the TTG Travel Agent Tracker

ADVERTISING OPPORTUNITIES IN PRINT

OUTSIDE FRONT COVER



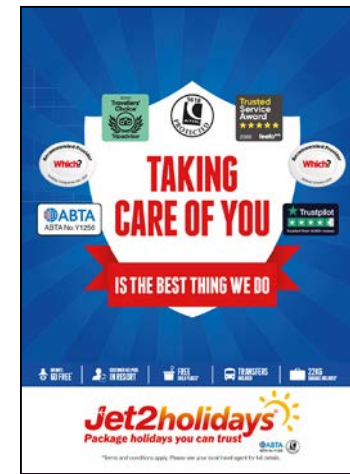
INSIDE FRONT COVER



INSIDE BACK COVER



OUTSIDE BACK COVER



FOUR-PAGE COVERWRAP

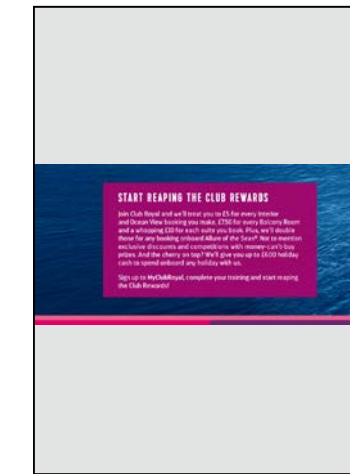
OUTSIDE FRONT COVER



INSIDE DOUBLE PAGE SPREAD WITH TABS

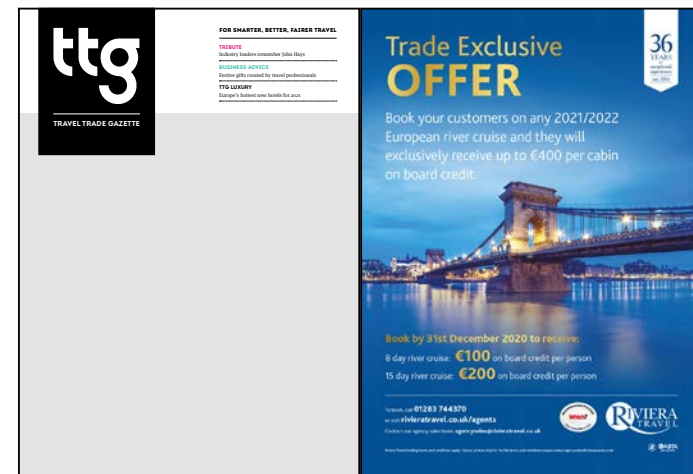


OUTSIDE BACK COVER



HORIZONTAL BELLY BAND TIPPED INTO A DPS

ROLL FOLD COVER

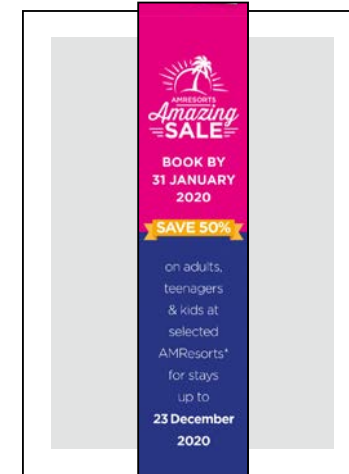


ROLL FOLD INSIDE

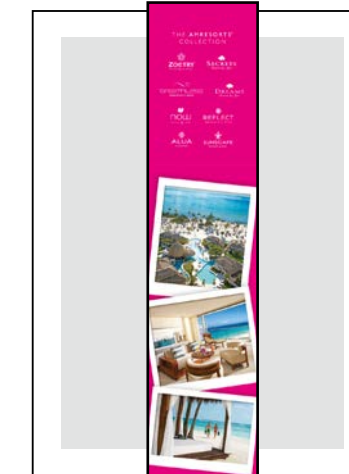


INSIDE FRONT COVER ROLL FOLD

FEATURES SECTION FRONT

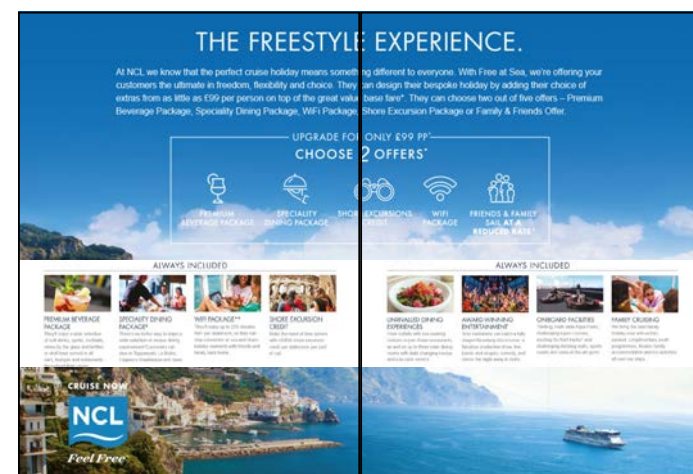


FEATURES SECTION BACK



VERTICAL BELLY BAND WRAPPED AROUND FEATURES

RUN OF PAGE



DOUBLE-PAGE SPREAD

RUN OF PAGE



FULL PAGE

PRINT ADVERTISING RATES



DOUBLE-PAGE ADVERTORIAL



FULL-PAGE ADVERTORIAL



BESPOKE SELLING GUIDE/SUPPLEMENT



BESPOKE INSERT

COVERS

Horizontal belly band tipped into double-page spread	£22,500
Four-page coverwrap	£20,000
Recyclable paper mailing wrap	£8,500

DISPLAY/CREATIVE ADVERTISING

Inside front cover roll fold	£16,500
Four-page bound insert	£12,200
Double-page advertorial	£11,700
Full-page advertorial	£7,300
Vertical belly band	£8,000
Double-page spread	£9,500
Inside front cover	£6,450
Full-page advert	£5,800
Loose insert	POA
Bespoke selling guide/supplement	POA

LIVE EVENTS

We look forward to connecting the industry again at each of our planned industry-leading, face-to-face events in 2023. Our events offer the chance for you to inspire, connect and educate your audience while positioning your business as one associated with excellence and fully aligned with our mission to build a Smarter, Better, Fairer travel industry.

- TTG TOP 50 TRAVEL AGENCIES**
- THE TRAVEL INDUSTRY AWARDS BY TTG**
- TTG LUXURY TRAVEL AWARDS**
- FAIRER TRAVEL WEEK**
- TTG LUXURY TRAVEL SUMMIT**
- TRAVEL PRIDE**



ONLINE EVENTS

TTG Media has invested in a dedicated online event platform and delivered 100-plus industry-leading events to support thousands of participating travel professionals, including dedicated destination festivals for Greece, Australia and Florida.

DESTINATION FESTIVALS

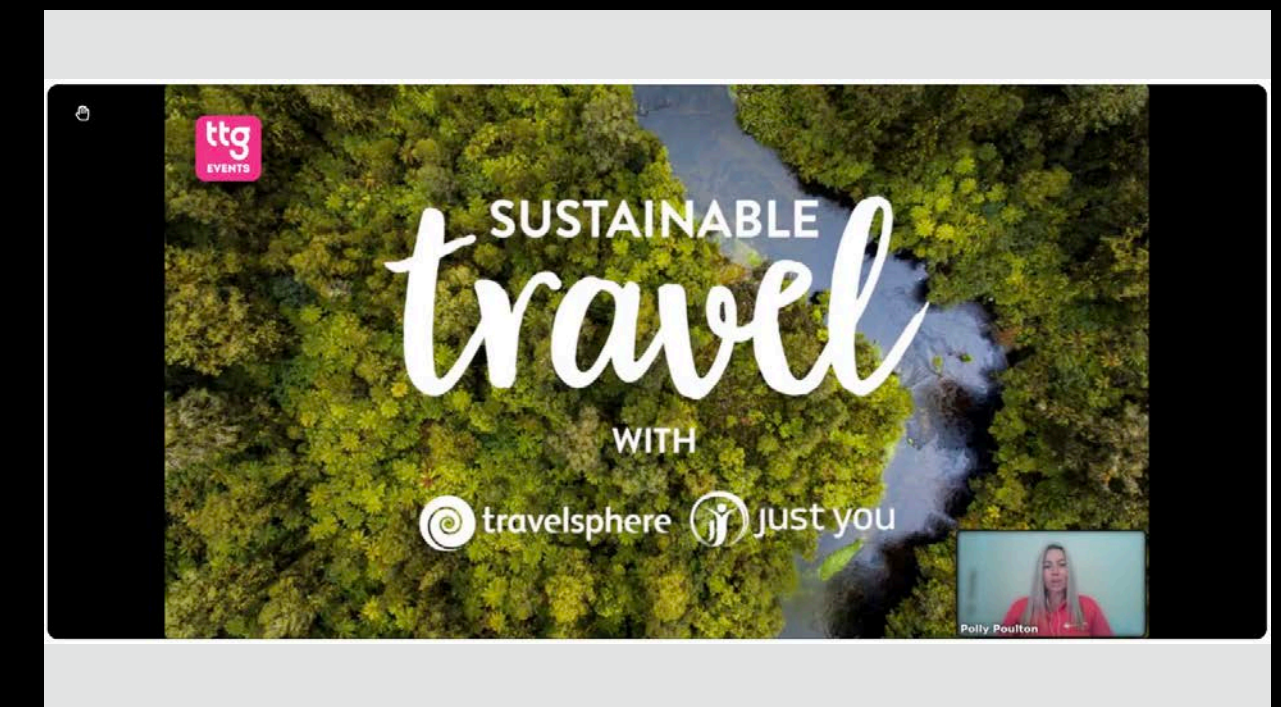
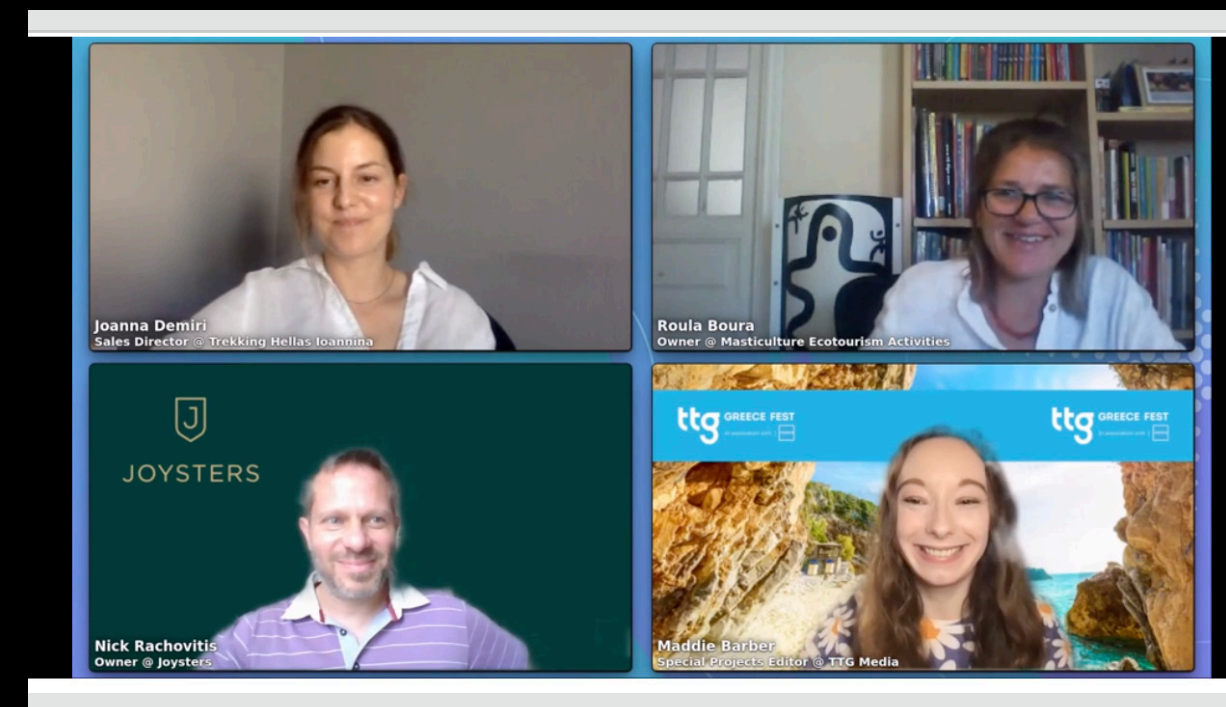
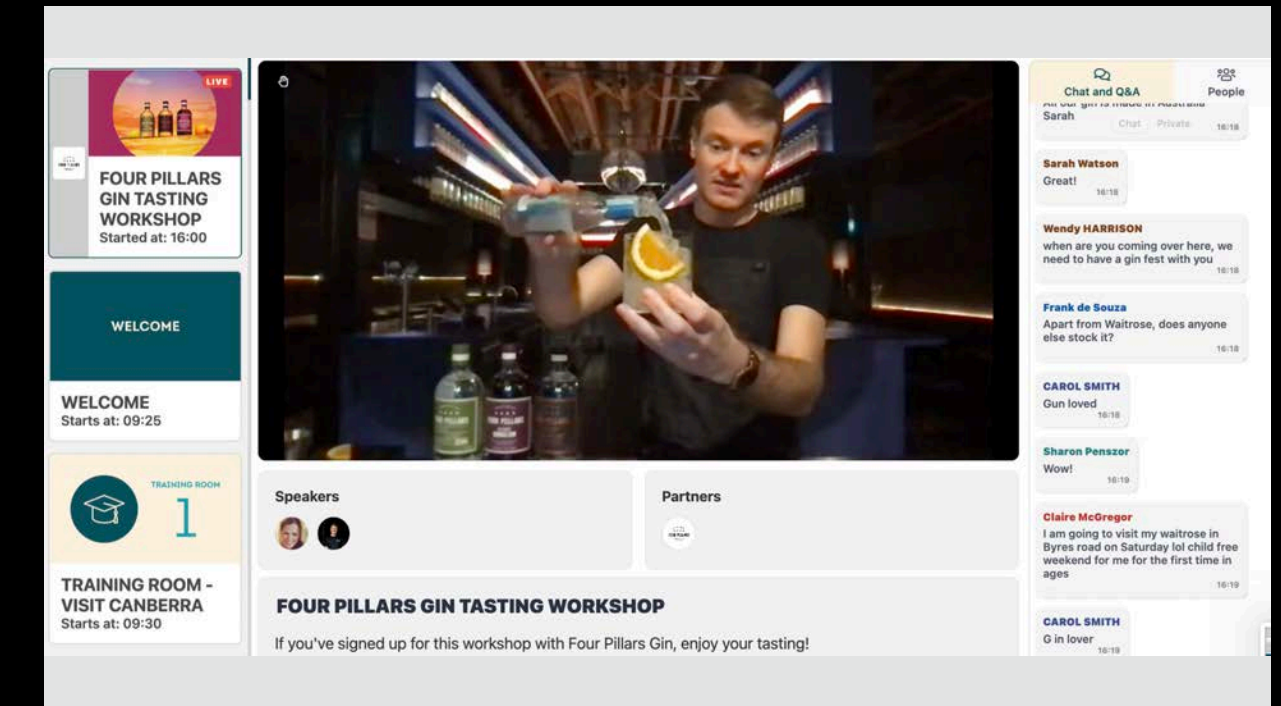
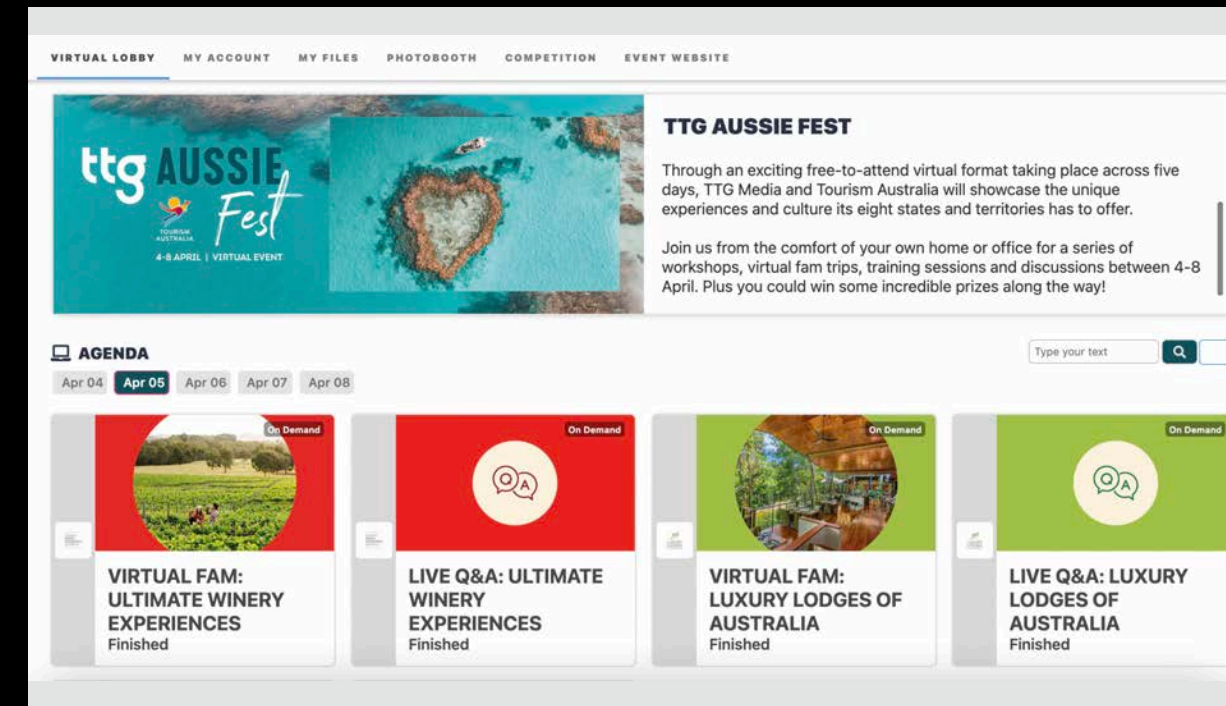
SUPPLIER SHOWCASES – 1 DAY EVENTS

INTERACTIVE WEBINARS

VIRTUAL LUXPO

TTG SEMINARS

BESPOKE EVENTS ALSO AVAILABLE



TRUSTED BY TRAVEL BUSINESSES AROUND THE WORLD



LET US **INSPIRE** YOU!

If you would like to find out more about any of the information in this media pack, please contact a member of the team below. We're more than happy to discuss your objectives and develop bespoke, creative campaigns to fit your requirements.



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