



CAMPAIGN PUBLISHING AWARDS

WINNER: Campaign Business Media brand of the year 2020

PPA - INDEPENDENT PUBLISHER AWARDS

HIGHLY COMMENDED 2020: Coronavirus Response Award 2020

WINNER 2019: Independent Publishing Company of the Year

WINNER 2019: Independent Launch/Relaunch of the Year

WINNER 2019: Editor of the Year

HIGHLY COMMENDED 2019: Business Publication of the Year



MEDIA PACK 2021



TTGMEDIA.COM
MONTHLY MAGAZINE
LIVE EVENTS
ONLINE EVENTS

DANIEL PEARCE

CEO, TTG MEDIA



We are *TTG*.

We are dedicated to our mission to promote a **Smarter, Better, Fairer** travel industry, into 2021 and beyond.

We are dedicated to you, our travel partners. Dedicated to telling your own travel story in every way we can to our industry-leading audience of fully engaged professionals.

Challenge us to bring your story to life as we emerge into the new travel landscape. And the award-winning TTG Media team, winners of the Business Media Brand of the Year award at the Campaign Publishing Awards 2020, will never disappoint you.

We are *TTG*. Your *TTG*. Let's work together!

JOIN US ON OUR MISSION

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



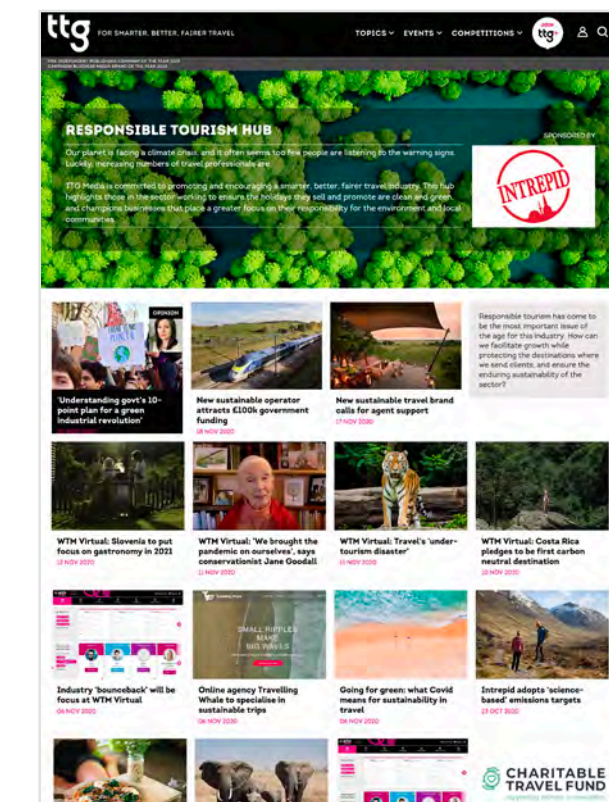
SMARTER

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** EDITORIAL TEAM



PIPPA JACKS
Group editor



SOPHIE GRIFFITHS
Editor



APRIL HUTCHINSON
TTG Luxury editor



ABIGAIL HEALY
Consulting editor



JENNIFER MORRIS
News editor



JAMES CHAPPLE
Deputy news editor



TOM PARRY
Senior reporter



ABRA DUNSBY
Features editor



MADELEINE BARBER
Special projects editor

TARGET YOUR AUDIENCE WITH TTGMEDIA.COM

ttgmedia.com provides thousands of travel professionals across the UK & Ireland with the latest industry news, insight, analysis, destination features and business-building content. Engagement has never been higher!

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.

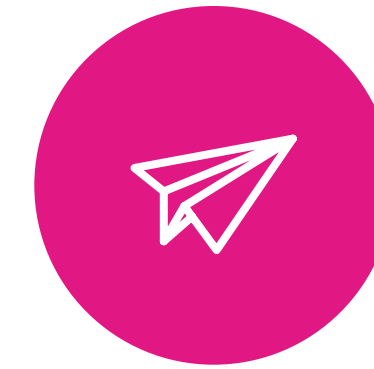
In addition, **ttgmedia.com** is the **ONLY** travel trade media website that is completely immune to ad-blocking software ensuring 100% of audience see your messages.

In September 2020, *TTG* launched TTG+, our new membership service, with a view of building an exclusive community of travel professionals over 2021 and beyond.



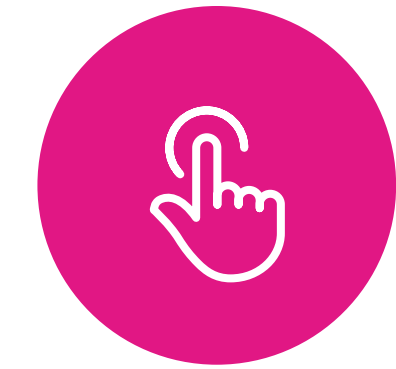
39,663+

Fully profiled
users



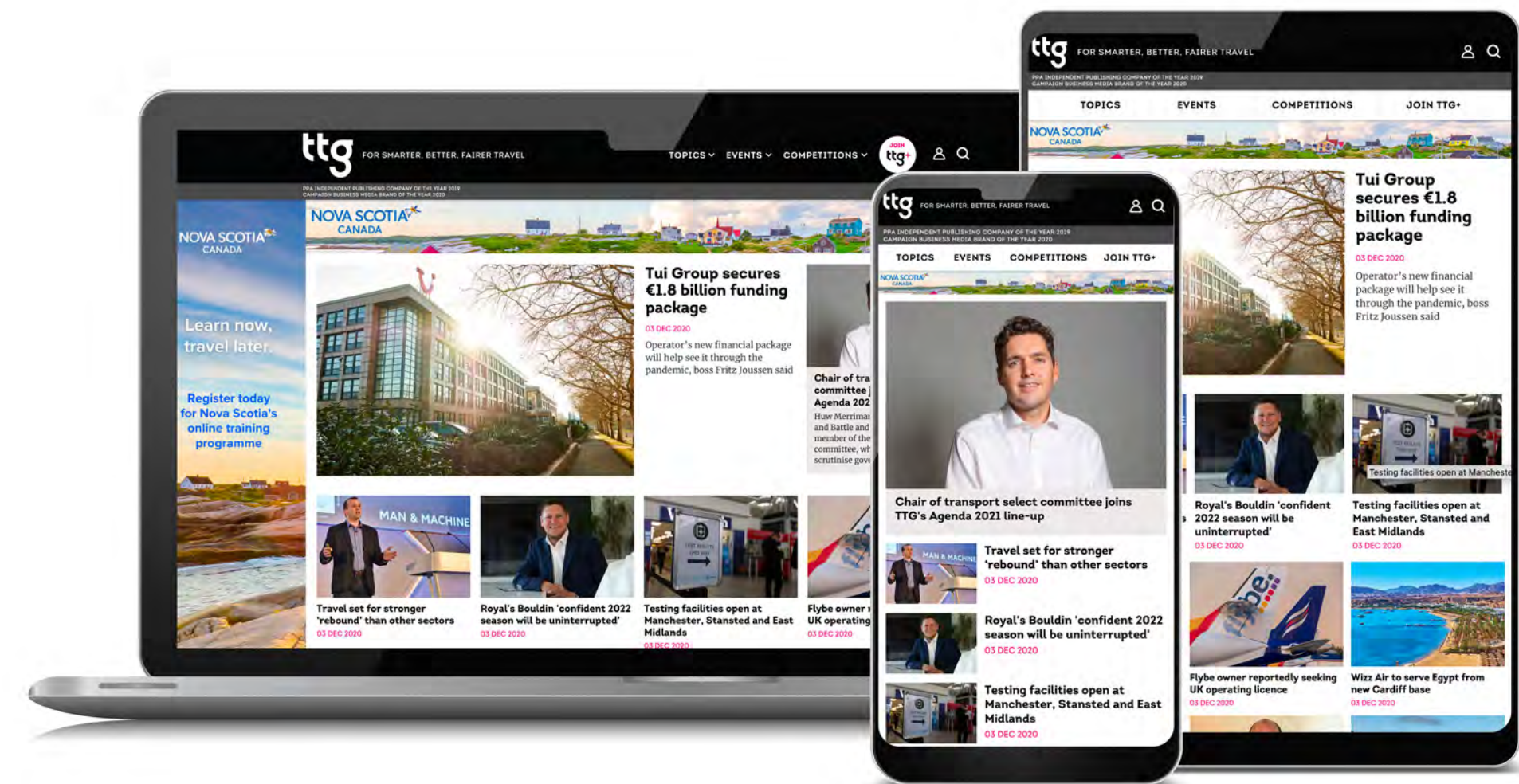
16,199+

Fully profiled
travel agents



700,000+

Page views served
per month

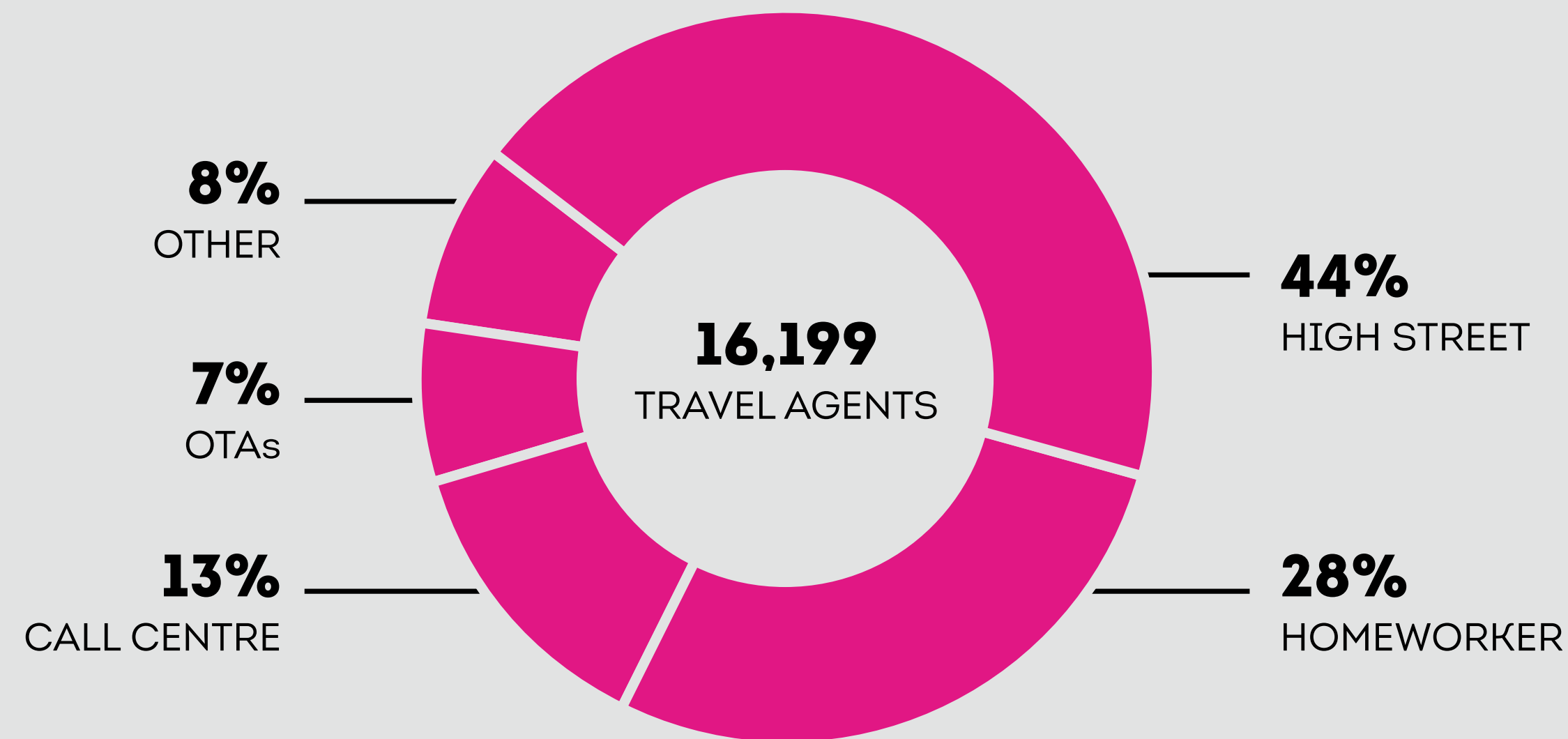


The only trade website resistant to ad-blocking software

OUR **UNIQUE** DIGITAL AUDIENCE

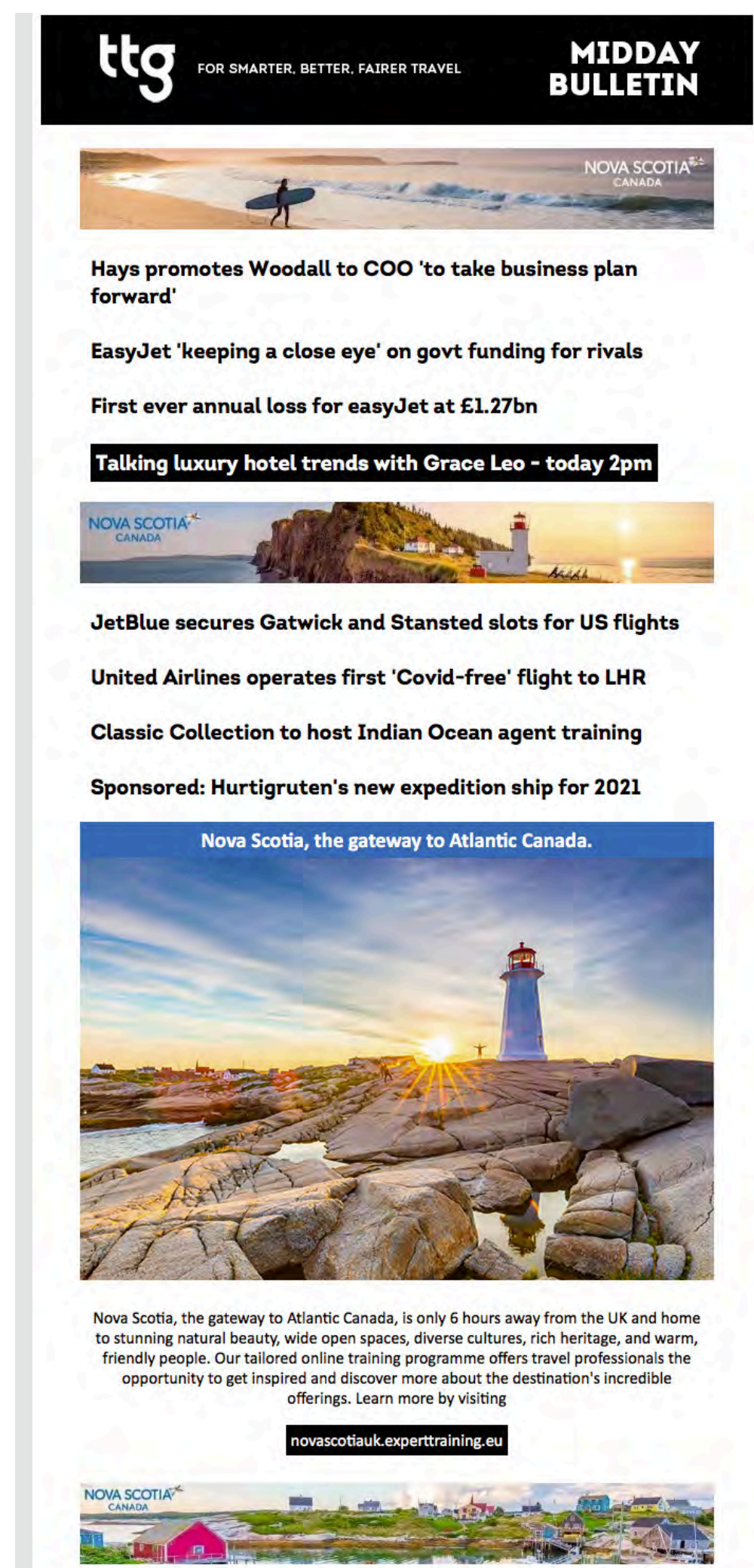
TTG Media is the **ONLY** travel trade title with fully profiled registered users, meaning you can target by agent type, geography, job title or area of specialism.

TRAVEL AGENT BREAKDOWN



AGENTS WHO SELL OR SPECIALISE IN...





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*

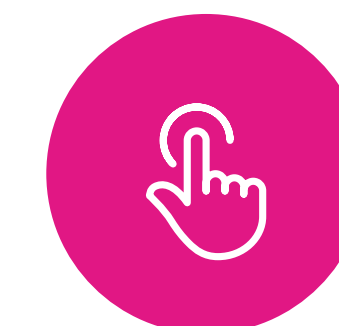
Midday & Evening Bulletin	15,185
TTG solus partner email	14,075
TTG Luxury newsletter	11,970
TTG Luxury solus partner email	3,122
New for 2021: TTG Cruise News	2,149

* December 2020



58%

Average newsletter click-to-open rate



17%

Average newsletter click-through rate



+16.1%

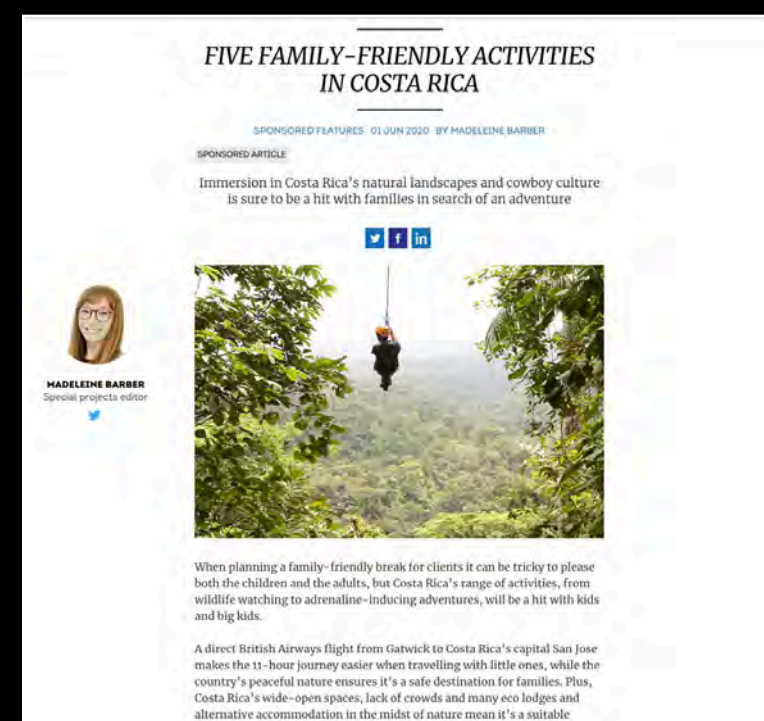
Higher click-through than the industry average

SPECIAL PROJECTS

MADELEINE BARBER
Special projects editor

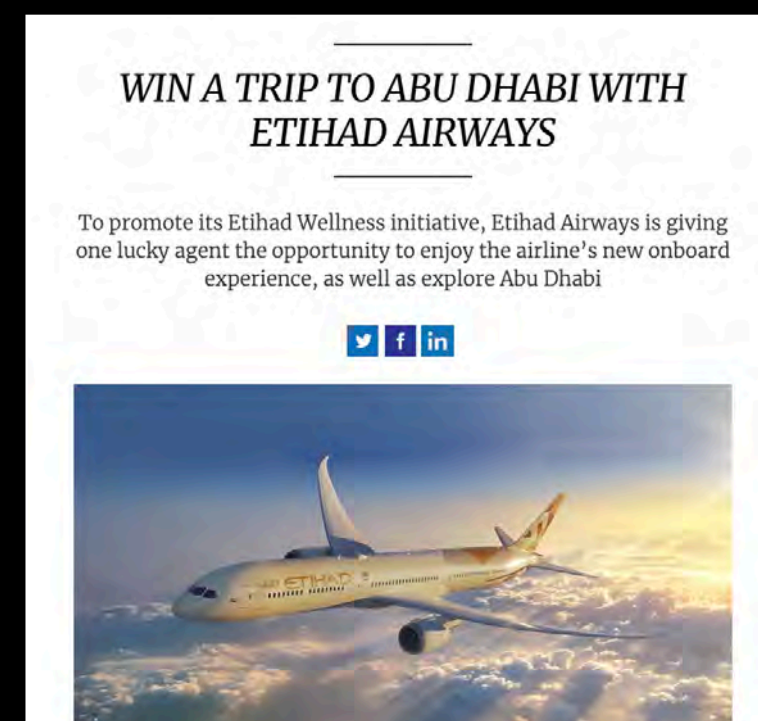


Our dedicated special projects editor oversees all content-led marketing campaigns – challenge us to create, manage and measure result-driven multi-media campaigns that meet your objectives



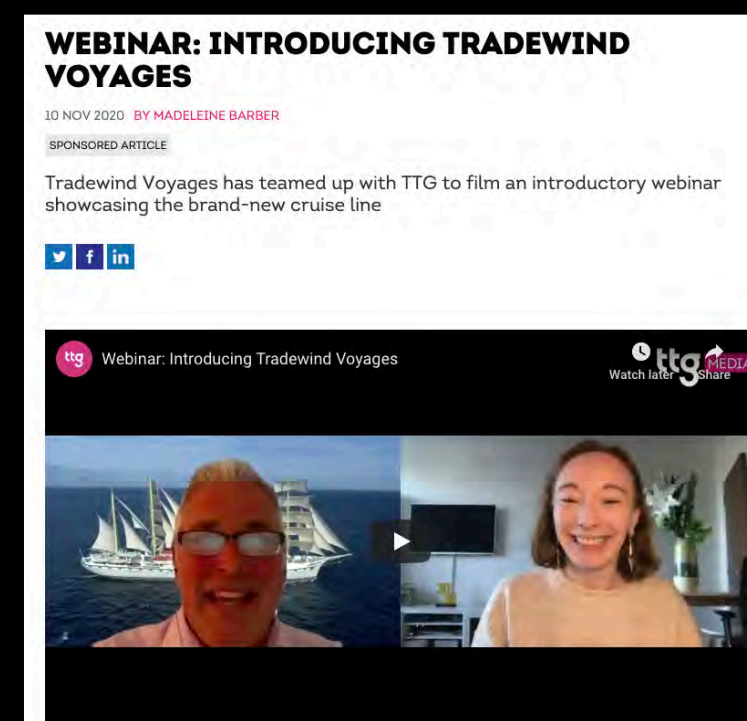
ONLINE ADVERTORIALS

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



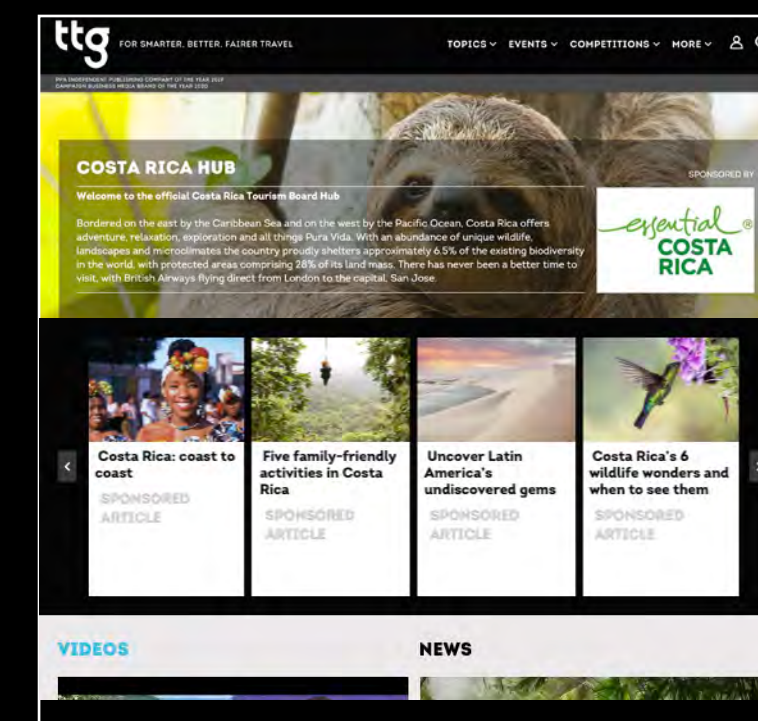
COMPETITIONS

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 collected and managed compliantly before being shared.



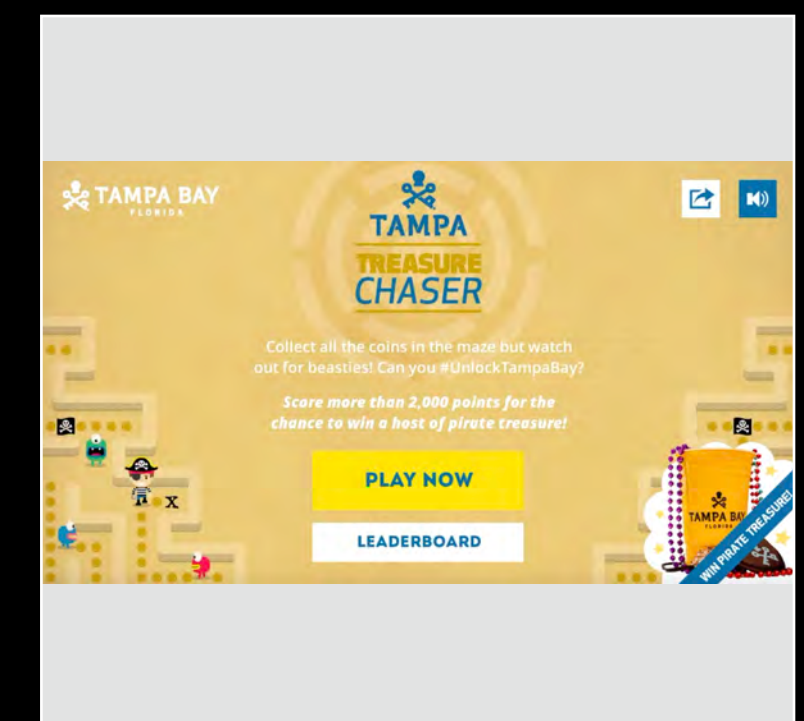
WEBINARS

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 & Ireland a single resource of co-produced features, news, webinars, online advertorials, key contacts and partner updates, promoted for 12 months.

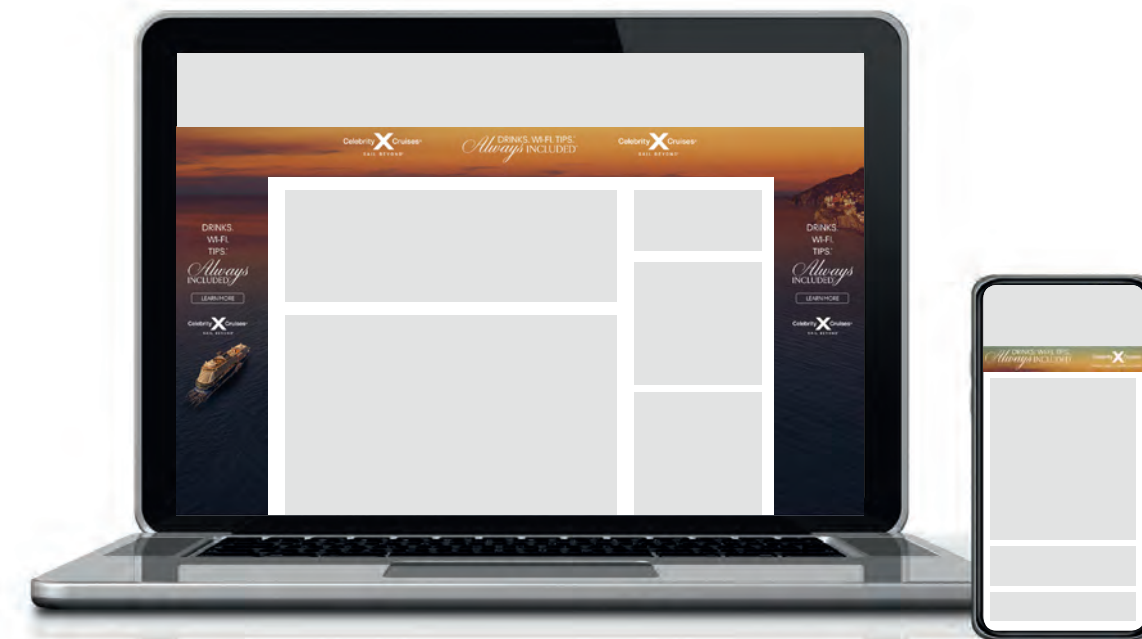


ONLINE GAMES

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.



FIREPLACE



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



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



LEADERBOARD

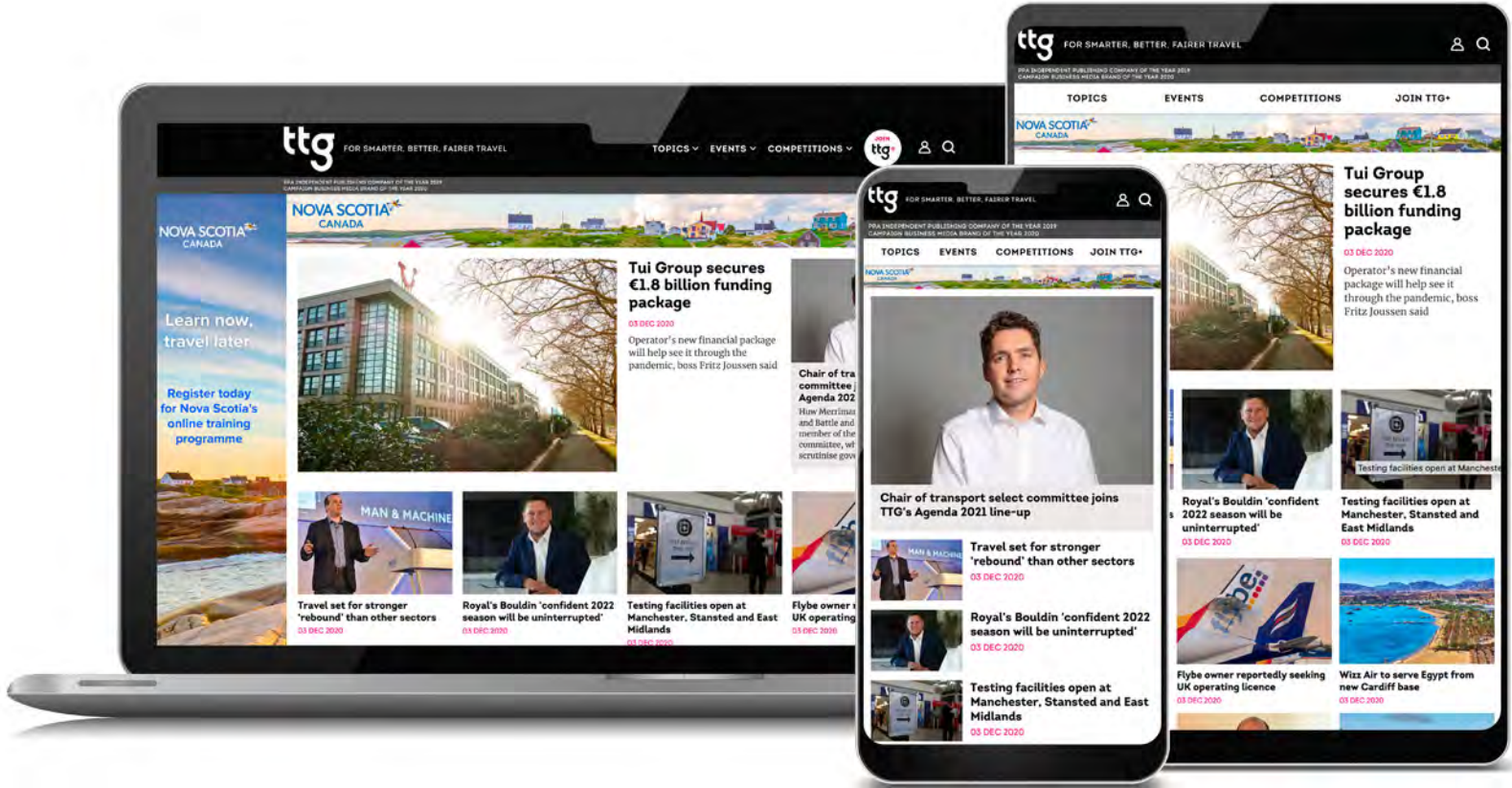


BILLBOARD

DIGITAL ADVERTISING RATES

WEBSITE ADVERTISING RATES

Fireplace on home page - 1 week tenancy	£8,000
Fireplace on other topic page - 1 week tenancy	
(Cruise/Destinations/Luxury/Agency/Operators & others)	£5,000
New for 2021: Billboard on home page - 1 week tenancy	£7,000
Leaderboard	£45 cpm
MPU	£45 cpm
New for 2021: Double MPU	£65 cpm



CREATIVE SOLUTIONS

EMAILS

Midday/Evening bulletin takeover	£5,000
Cruise/Luxury newsletter takeover	£5,000
TTG solus partner email	£5,000
TTG Luxury solus partner email	£5,000

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



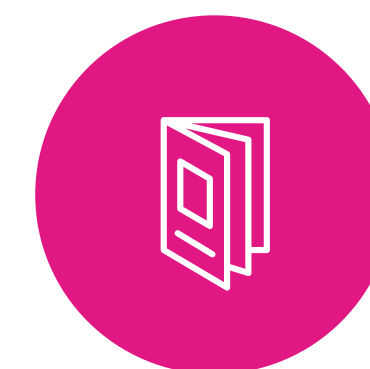
* Pending ABC audit in December 2020

YOUR NEW MONTHLY TtG MAGAZINE

TTG magazine is the oldest travel trade publication in the world. In 2021, and 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 **10,597*** 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**.



10,597*

Total circulation



9,062

Travel agents



100%

Profiled readers



2,926

Homeworker readers

TTG FEATURES LIST 2021



JANUARY

CRUISE
TOURING & ADVENTURE
USA



FEBRUARY

AUSTRALASIA
CARIBBEAN
CANADA



MARCH

RESPONSIBLE TOURISM
LATIN AMERICA
CITIES & SHORT BREAKS
[TTG's Guide to Cruise](#)



APRIL

RIVER CRUISE
AIRPORTS & AIRLINES
MEDITERRANEAN



MAY

EXPEDITION CRUISE
GREECE & CYPRUS
WEDDINGS &
HONEYMOONS



JUNE

SPAIN, CANARIES &
BALEARICS
INDIA & INDIAN OCEAN
TOURING & ADVENTURE
[TTG's Guide to Cruise](#)



JULY

ATTRACTIONS & TICKETS
ALL-INCLUSIVE
CENTRAL & EASTERN
EUROPE



AUGUST

CRUISE
CITIES & SHORT BREAKS
HOTELS, RESORTS & SPAS



SEPTEMBER

USA
WEDDINGS &
HONEYMOONS
SKI & WINTER
[TTG's Guide to Cruise](#)



OCTOBER

CRUISE
WINTER SUN
WTM PREVIEW



NOVEMBER

ASIA
CANADA
AUSTRALASIA



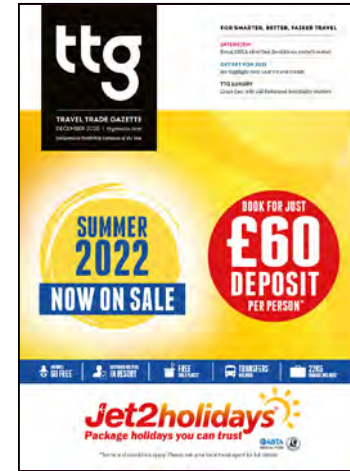
DECEMBER

USA
TOURING & ADVENTURE
YEAR AHEAD IN TRAVEL
[TTG's Guide to Cruise](#)

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

ADVERTISING OPPORTUNITIES IN PRINT

OUTSIDE FRONT COVER



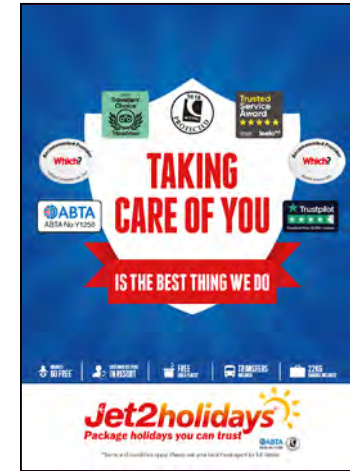
INSIDE FRONT COVER



INSIDE BACK COVER



OUTSIDE BACK COVER



FOUR-PAGE COVERWRAP

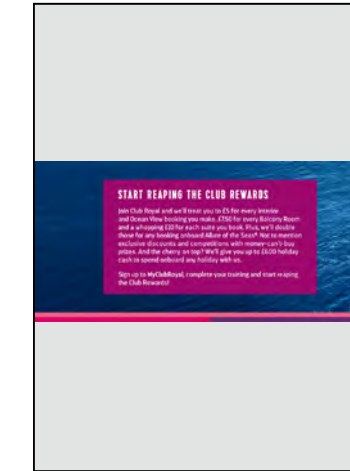
OUTSIDE FRONT COVER



INSIDE DOUBLE PAGE SPREAD WITH TABS



OUTSIDE BACK COVER



HORIZONTAL BELLY BAND TIPPED INTO A DPS

ROLL FOLD COVER



ROLL FOLD INSIDE

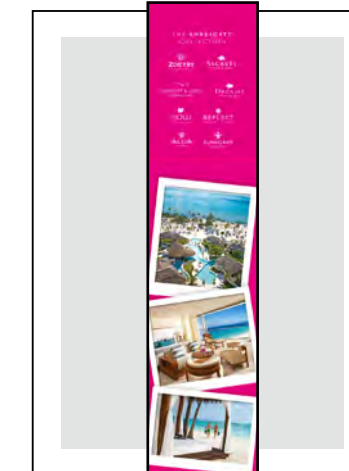


INSIDE FRONT COVER ROLL FOLD

FEATURES SECTION FRONT

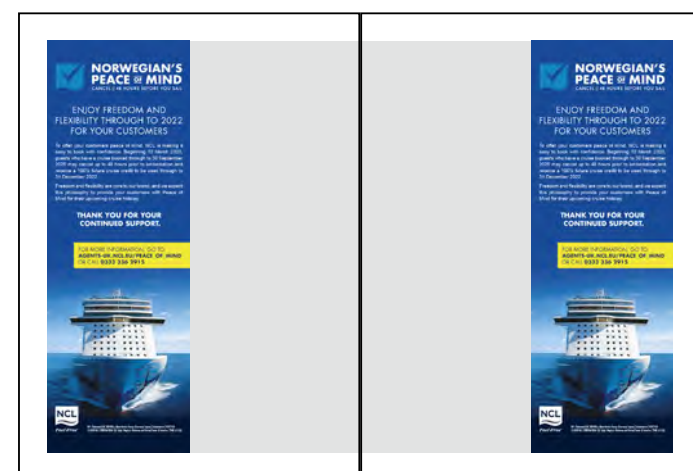


FEATURES SECTION BACK

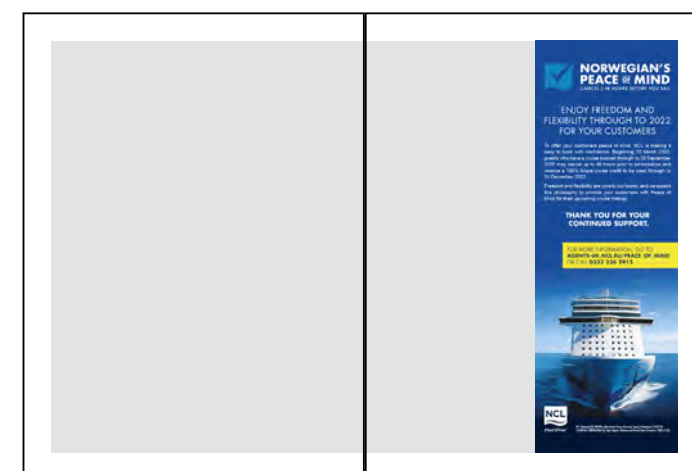


VERTICAL BELLY BAND WRAPPED AROUND FEATURES

RUN OF PAGE



RUN OF PAGE



BOOKENDS

HALF-PAGE VERTICAL

RUN OF PAGE



RUN OF PAGE



DOUBLE-PAGE SPREAD

FULL PAGE

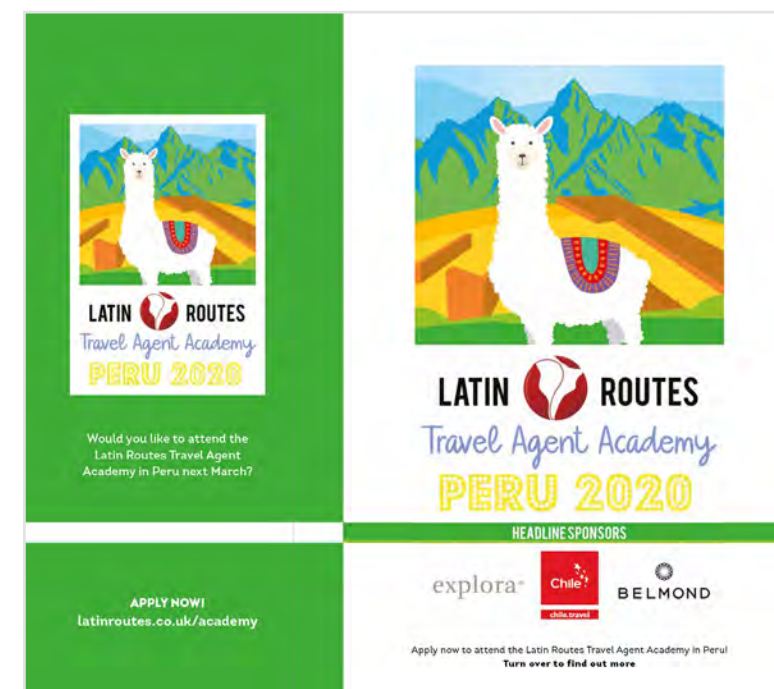
PRINT ADVERTISING RATES



DOUBLE-PAGE ADVERTORIAL



FULL-PAGE ADVERTORIAL



BESPOKE SELLING GUIDE/SUPPLEMENT



BESPOKE INSERT

COVERS

Horizontal belly band tipped into double-page spread	£24,250
Four-page coverwrap	£20,350
New for 2021: Recyclable paper mailing wrap	£12,455

DISPLAY ADVERTISING

Double-page spread	£10,555
Bookends (2 x half-page vertical adverts)	£10,350
Inside front cover	£7,150
Full-page advert	£6,450
Half-page vertical	£3,850

CREATIVE SOLUTIONS

Inside front cover roll fold	£18,000
Four-page bound insert	£13,555
Double-page advertorial	£13,000
Vertical belly band	£12,550
Full-page advertorial	£7,000
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 2021. Our events offer the chance for you to inspire, connect and educate our 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

TTG TOURING & ADVENTURE FESTIVAL

TTG CRUISE FESTIVAL

THE TRAVEL INDUSTRY AWARDS BY TTG

TTG LUXURY SUMMIT

TTG DIVERSITY & INCLUSION IN TRAVEL CONFERENCE

TRAVEL PRIDE



ONLINE EVENTS

In April 2020, TTG Media invested in a dedicated online event platform and has delivered over 100+ industry-leading online events to support thousands of participating travel professionals through the global pandemic. We plan to continue our online event programme through 2021 to meet the needs of our audience.

DESTINATION FESTIVALS

SUPPLIER SHOWCASES - 1 DAY EVENTS

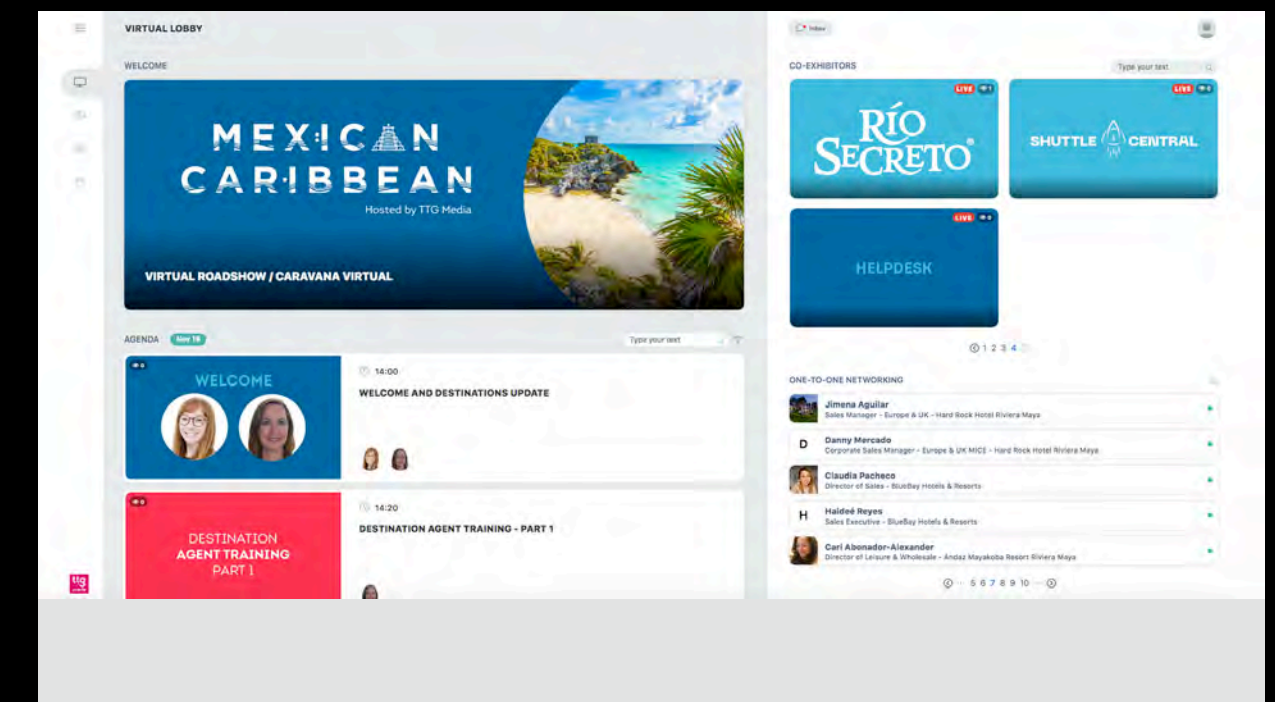
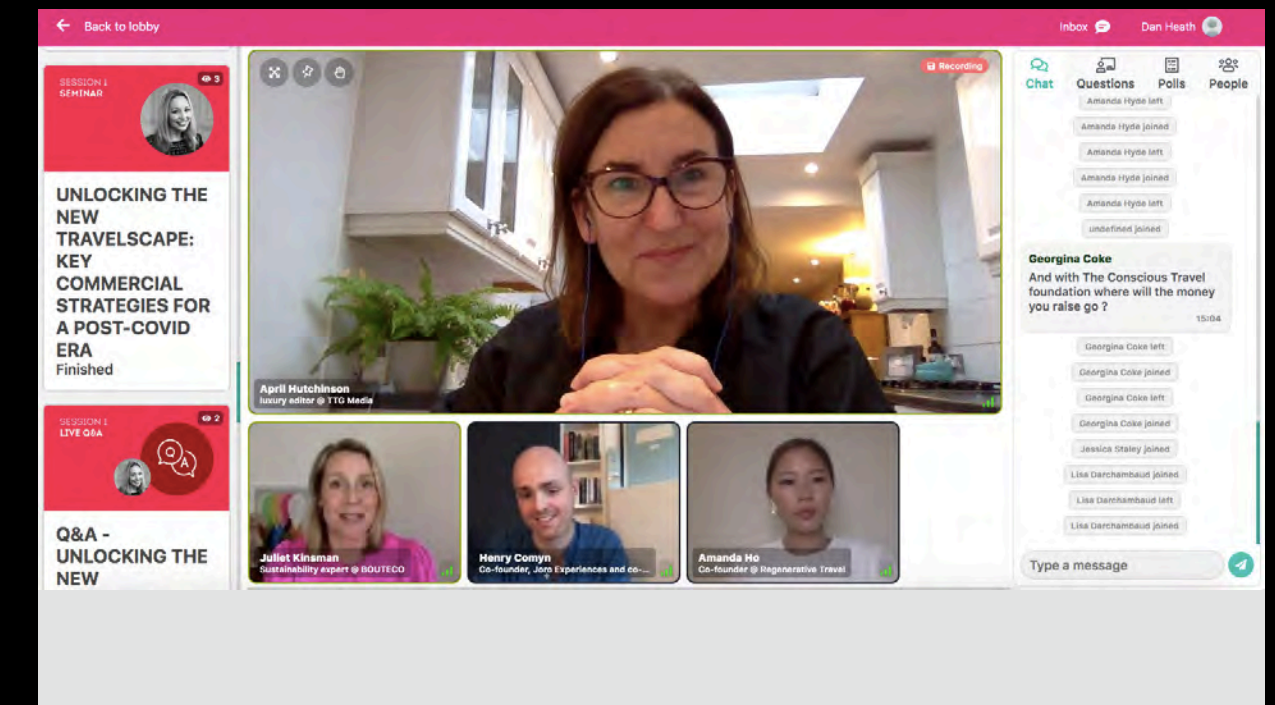
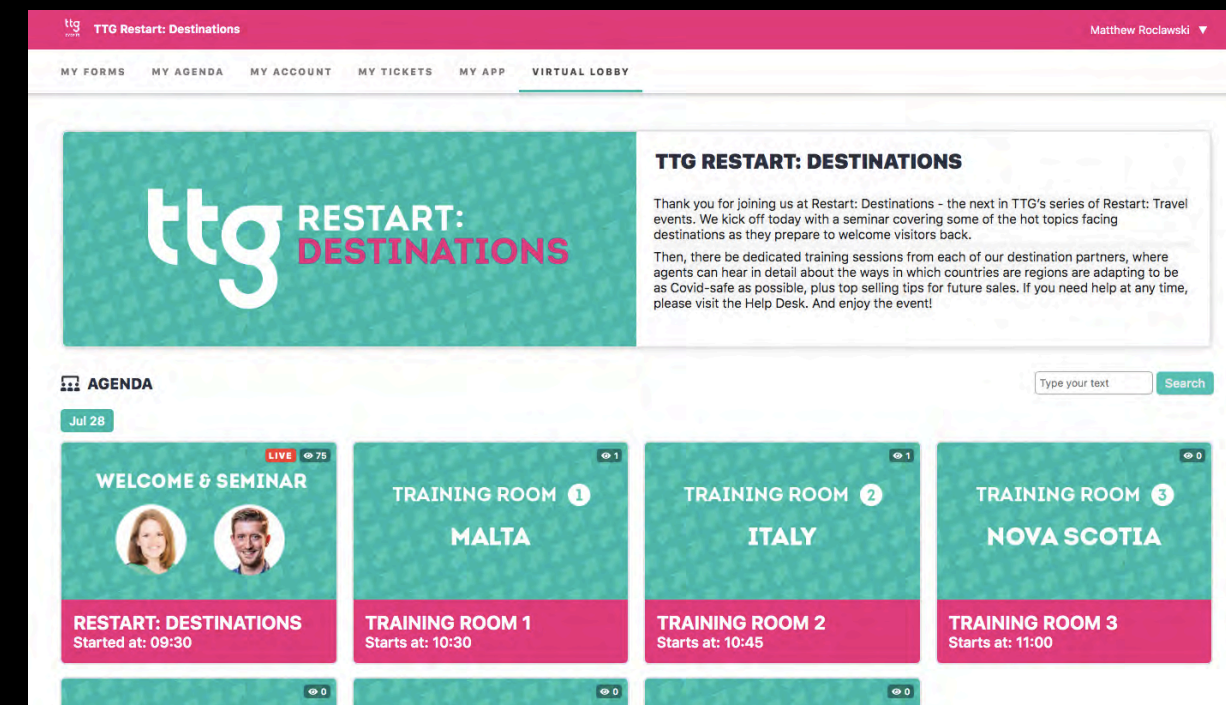
INTERACTIVE WEBINARS

VIRTUAL LUXPO

TRAINING WITH THE TOP 50

TTG SEMINARS

BESPOKE EVENTS ALSO AVAILABLE



TRUSTED BY TRAVEL BUSINESSES AROUND THE WORLD

VISIT **FLORIDA**[®]

virgin atlantic 

easyJet
holidays

Celebrity **X** Cruises[®]
SAIL BEYOND[™]

Jet2holidays 
Package holidays you can trust

Queensland
AUSTRALIA

 **SILVERSEA**[®]

RIVIERA
TRAVEL
The world. Within reach.

PALLADIUM
HOTEL GROUP


SPRING
HOTELS GROUP

 **NORWEGIAN**
CRUISE LINE[®]


DiscoverAmerica.com


TOURISM
AUSTRALIA

ANA 
Inspiration of JAPAN

 **DESTINATION
CANADA**

 **Malta**
Tourism Authority



 Auberge Resorts Collection

LET US **INSPIRE** YOU!

If you would like to find out more about any of the information within 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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