



Media Pack



2021

المسافر العربي The Arab Traveller



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هاتف : ٩٧٣ ١٧٢١٣٩٠٠

EDITORIAL FEATURES FOR 2021

JANUARY/FEBRUARY

Destinations

Dubai, UAE
Egypt/Hurghada
Kuwait
Lebanon
Saudi Arabia/Jeddah
Austria
Australia/Gold Coast
Azerbaijan
Chile
Germany/Frankfurt
Hungary
India/Southern States
Malaysia
Maldives
Mauritius
Netherlands
Poland
Portugal
Sri Lanka
Spain
Thailand
Vietnam

Special Reports & Articles

Aircraft - Boeing

Airline Reports

Gulf Air
KLM
MEA
Malaysia Airlines
Saudi Arabian Airlines

Hotel Chains

Dusit
Le Meridien
Anantara Hotels & Resorts
Starwood
Fraser's Hospitality
Taj Group
ATF2021 - Cambodia
International Cruise Lines - Sail in Style
ITB Berlin 2021
Medical Facilities in Europe

MARCH/APRIL

Destinations

Egypt/Cairo/Sharm Alshaikh
Jordan
Lebanon
Morocco
Qatar
Saudi Arabia/Eastern Province
Sultanate of Oman
UAE/Abu Dhabi/Dubai/Sharjah and Southern Emirates
Brunei
Georgia
China/Beijing/Croatia/Guangzhou/Shanghai
Czech Republic
Germany/Berlin
India/Kerala
Indonesia
Philippines
Macau
Malaysia
Maldives
Malta
Seychelles
Slovenia
Thailand
Turkey
UK/London

USA/Los Angeles/Florida/New York
Special Reports & Articles

Airline Reports

Air Arabia
British Airways
Egypt Air

Hotel Chains

Movenpick
Starwood Hotels & Resorts
Radisson Blu
InterContinental Hotel Group
Hyatt / Wyndham Hotels & Resorts
Arabian Travel Market 2021 Preview
Operators - Programmes for 2021
Fitur- Spain 2021
Travel Agencies and Tour

MAY/JUNE

Destinations

UAE
Bahrain
Egypt/Alexandria
Kuwait
Saudi Arabia/Madina
Sultanate of Oman/Salah
Argentina
Belgium
Brazil
Canada
Germany/Garmisch/Munich
India/Delhi/Agra/Rajasthan
Mauritius
Mexico
New Zealand
Singapore
Switzerland/Geneva
Taiwan
USA/Hawaii/New York
Zambia

Special Reports & Articles

Aircraft - McDonnell Douglas

Airline Reports

Biman
Lufthansa
Oman Air

Hotel Chains

Accor
Kempinski
InterContinental Hotel Group
Hilton
Hyatt
Roswood Hotel
Arabian Travel Market 2021 Review
Riyadh Travel Fair 2021 Preview
Kuwait World Travel Expo 2021

JULY/AUGUST

Destinations

Algeria
Egypt/Port Said/Ismaillah
Morocco
Saudi Arabia/Asir/Taif - Jeddah Festival
UAE/Dubai/North Emirates
Azerbaijan
Croatia
Cyprus
Denmark
France
Germany/Wesbaden
Greece
India/Gujarat/Calcutta
Ireland
Kenya
Macau
Malaysia
South Africa
Spain
Switzerland/Zurich
Turkey
USA/Florida/Walt Disney

Airline Reports

Low cost Airlines
American Airlines
Emirates
South African Airways
Air France

Hotel Chains

Golden Tulip Worldwide
Four Seasons Hotels
Inter-Continental/Rixos Hotel
The Fairmont
Oberoi/Rotana Hotels
The Fairmont
Millennium Hotel/Maritim Hotels
Riyadh Travel Fair 2021 Preview
Credit Cards
International Airport

SEPTEMBER/OCTOBER

Destinations

Dubai
Jordan
Lebanon
Qatar
Saudi Arabia/Riyadh/Jeddah
Australia/Sydney
Finland
Germany/Munich
Hong Kong
Maldives
Mauritius
Peru
Romania
Sri Lanka
Sweden
Tanzania
UK/Wales
USA/Los Angeles/Disneyland

Airline Reports

Sri Lankan Airlines
Etihad
Cathay Pacific Airways
Qatar Airways

Hotel Chains

Four Seasons Hotels
Holiday Inn / Crown Plaza
ACCOR Hotel Group
Katara Hospitality
Ritz Carlton
Airlines - Classes of Service
Courier Service
Health Products

NOVEMBER/DECEMBER

Destinations

Abu Dhabi
Bahrain
Egypt/Luxor/Aswan
Kuwait
Sultanate of Oman
Argentina
Brunei
Canada
Cuba
India/Bombay/Goa
Indonesia
Italy
Izmir-Turkey
Japan
Macau
Maldives
Mexico
Nepal
Norway
Singapore
South Korea
Tunisia

Airline Reports

Air India
Kuwait Airways
Royal Brunei
Singapore Airlines
United Airlines

Hotel Chains

Abu Dhabi National Hotels Co.
Conrad Intl Hotels
Marriott
Shangri-La
Sheraton
All About International Airport
Luxury Yachts
Izmir Travel Turkey 2021
World Travel Market 2021

Plus....Regular Features, Luxurious Hotels & Resorts of the World, International Property, Investment, Fashion, Perfumes, Jewellery, Watches, Sports, Tourist Package Programmes, Exhibitions & Conferences, etc. etc.

THE ARAB TRAVELLER – AN IDEAL ADVERTISEMENT MEDIUM



The Arab Traveller is the leading travel magazine offering the greatest opportunities for business promotion. From traveller to airline and hotel personnel, the magazine provides in-depth and extensive coverage of relevant issues in the Arab and global travel and tourism industry.

In 2021, the 37th year of publication, the total printed copy circulation exceeds 36,000 copies per issue. Published every alternate month in Arabic, the publication has a desk life of two months making each copy available to an average of 10 readers, according to a recent survey.

Highest circulation

Over 25,000 printed copies of each issue are distributed through a carefully compiled and regularly updated mailing list to the most frequent travellers in the Arab world.

The remaining 9,000 copies are distributed in bulk to airlines operating to and from Arab destinations for the benefit of their passengers on board. Copies are also supplied in bulk to international airport lounges in GCC countries; major hotels and resorts for placing in the rooms of Arabic speaking guests; clubs, etc.

Extra copies are printed and distributed at the various travel and tourism exhibitions. In addition to direct subscription service, the magazine

is also sold through selected book shops in the Arab countries and some European countries with Arab population.

We are sending more than 15,000 (Electronic Copy) by e-mail with a direct link to all of our magazine readers and all concerned people in the travel and tourism field.

Moreover, we launch each issue of the magazine in our website for all readers.

Adequate editorial support.....

If you are considering ways in which to improve on your share of the tourism market in an increasingly competitive market, then there is no better cost-effective way to do this than through a well planned advertising campaign in The Arab Traveller magazine. We provide adequate editorial support to the advertisers. Special reports on the various destinations are prepared by our editorial team after a personal visit to these destinations.

Largest distribution (printed copy) network...

GEOGRAPHICAL DISTRIBUTION

Algeria	180
Bahrain	1,858
Djibouti	36
Egypt	2,780
Iraq	295
Jordan	1,760
Kuwait	2,481
Lebanon	597
Libya	30
Mauritania	28
Morocco	435
Qatar	895

Saudi Arabia	7,639
Somalia	26
Sudan	170
Sultanate of Oman	1,915
Syria	132
Tunisia	135
United Arab Emirates	3,808
Yemen	226

Total controlled circulation & subscriptions 25,426

Arab diplomats and nationals overseas	2,119
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Retail average sales	3,175
Inflight and airport first class lounges	3,920

Total Print Order.....34,640

CIRCULATION BY TITLE

Chairman/Managing Director/Director	22%
Proprietor/Partner	13%
General Manager	38%
Senior Manager/V.P.	19%
Ruling families, Government/ Diplomatic	8%

BY BUSINESS ACTIVITY

Import/Distribution	17%
Service Companies	15%
Hotel/Travel Industry/Transportation	32%
Manufacturing Industries	11%
Accounts/Auditors/Banking/Finance/Insurance	10%
Construction/Engineering/Contracting	7%
Government/Diplomatic	8%

Grand Total = 36,000 +

- Distributes 36,000 printed copies
- 19,200 Electronic copies send by e-mail
- Magazine is available free in our website for all readers!
- Extra distribution in the Travel & Tourism Trade Fairs!



PRINT ADVERTISEMENT RATES & DATA

ADVERTISEMENT RATES IN US\$ & EURO		
4 Colour - 1 Insertion	US\$	EURO
Double Page Spread	6,262	5871
1 Page	3,174	2976
2/3 Page	2,415	2264
1/2 Page	2,150	2016
1/3 Page	1,512	1418
1/4 Page	1,276	1196
Inside Front Cover	4,956	4646
Inside Back Cover	4,531	4248
Outside Back cover	5,612	5261

Black & White - 1 Insertion		
Double Page Spread	4,508	4226
1 Page	2,288	2145
2/3 Page	1,960	1838
1/2 Page	1,512	1418
1/3 Page	1,029	965
1/4 Page	880	825
Advertising Agency Commission - 15%		
5% VAT is Applicable		

DIGITAL ADVERTISEMENT RATES

LEADERBOARD 650 PX(W) X 90 PX(H)		
1 month	USD	1000
2 months	USD	1500
6 months 1 year	USD	2500
1 Year	USD	4000

LARGE RECTANGLE 349 PX(W) X 250 PX(H)		
1 month	USD	800
2 months	USD	1200
6 months 1 year	USD	2000
1 Year	USD	3000

SMALL BANNER 349 PX(W) X 96 PX(H)		
1 month	USD	600
2 months	USD	1000
6 months 1 year	USD	1500
1 Year	USD	2500

SOCIAL MEDIA		
FACEBOOK, TWITTER AND LINKEDIN		
1 month	USD	3000
3 months	USD	4500
6 months 1 year	USD	6000

E-MAIL SHOT		
(Four broadcasts in a month)	USD	2550
FOR 19,000 CLIENTS (CUSTOMISED)		

PUBLISHED

First week of January, March, May, July, September and November.

COPY DEADLINE

Copy to be received 2 weeks prior to publication date. Proofs of advertisements cannot be guaranteed unless material is received on the above days.

Cancellation: 2 weeks prior to publication date.

TRANSLATION

Translation of advertisement copy from English to Arabic can be done by prior arrangement.

SPONSORED SUPPLEMENTS

A specially commissioned supplement provides advertisers with an ideal opportunity of promoting themselves in-depth to the world's most affluent travellers.

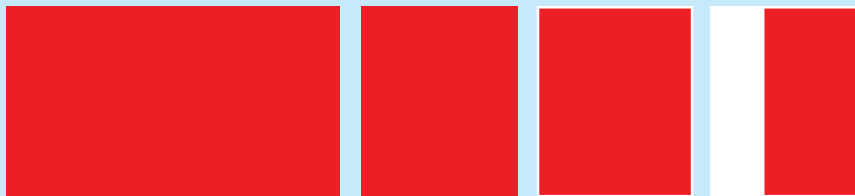
The cost of such sponsored supplements in The Arab Traveller is as follows:

Prices include the following:

1. All research, compilation and editorial costs (excluding travel/accommodation)
2. Full production, including four-colour covers, translation to Arabic, design, layout, printing and paper costs.
3. Guaranteed distribution of the promotional supplement to each recipient of The Arab Traveller.

ADVERTISEMENT SIZES

Trim Size: 297 x 210 mm

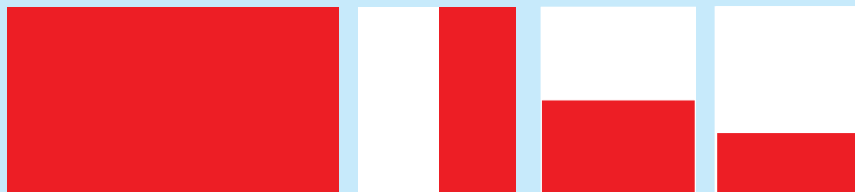


Double Page Spread
(Bleed all edges)
305 x 426 mm

Full Page
(Bleed)
305 x 215 mm

Full Page
(Type Area)
255 x 181 mm

2/3 Page
Vertical
255 x 119 mm

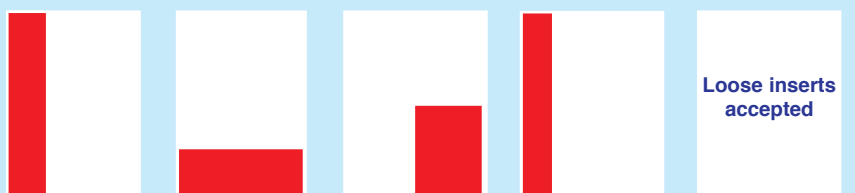


Double Page Spread
Bleeding into gutter only
255 x 400 mm

1/2 Page
Vertical
255 x 88 mm

1/2 Page
Horizontal
125 x 181 mm

1/3 Page
Horizontal
81 x 181 mm



1/3 Page
Vertical
255 x 57 mm

1/4 Page
Horizontal
60 x 181 mm

1/4 Page
Vertical
125 x 88 mm

1/4 Page
Vertical
255 x 42 mm

Loose inserts
accepted

Max. Size
255 x 180 mm
Max. weight
200 gsm

LOOSE INSERTS

Total pages of advertising and editorial (including covers)

1. Total costs, printed throughout on artpaper

4 Pages	\$11,050
8 Pages	\$22,100
12 Pages	\$33,154

- Accepted by prior arrangement only.
2. Size not to exceed 255 x 180 mm.
 3. Printed inserts must reach Bahrain at least 2 weeks before date of publication.

1 or 2 pages: US\$1,725

3 or 4 pages: US\$3,162

PAYMENT

Accounts are due 30 days from date of invoice. All payments must be made by Bank Transfer to our account. For Bank details, please contact our accounts department;

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