MEDIA KIT

Global

TRAVEL MEDIA

INRODUCTION

In an industry where breaking news, product updates and other industry alerts are fast impacting the way we do business, it is important for today's travel professional to easily access the most comprehensive and accurate tourism news source, delivered in a quick and digestible format.

Welcome to Global Travel Media, a free news service, which allows travel sellers to have the world's tourism news at their fingertips.

Global Travel Media is fast becoming one of the most respected daily tourism news services now to nearly 64,000 online subscribers it is equally influencing and strengthening destination and product awareness in all aspects of the industry's core business sectors.

Our team's mission is to keep readers informed of the changing dynamics within the travel tourism industry on a daily basis. And quality news is what drives readers to an online news service.

Additionally, it is the elements of the website that provides travel sellers with an efficient business tool.

"BRINGING TO YOUR DESK THE FIRST AND MOST TRUSTED SOURCE OF TRAVEL NEWS FROM AROUND THE WORLD"

Accordingly, Global Travel Media has invested heavily in a highly-developed infrastructure that expertly combines the latest technology and comprehensive industry network, backed by a team of highly-skilled travel industry journalists who provide the reader with the latest and most well informed tourism coverage in geographically based editions which are relevant to the subscriber's markets.

Global Travel Media is a tool for all travel professionals.

Matthew Thomas
Publisher

Global
TRAVEL MEDIA

WHY ADVERTISE WITH GLOBAL TRAVEL MEDIA?

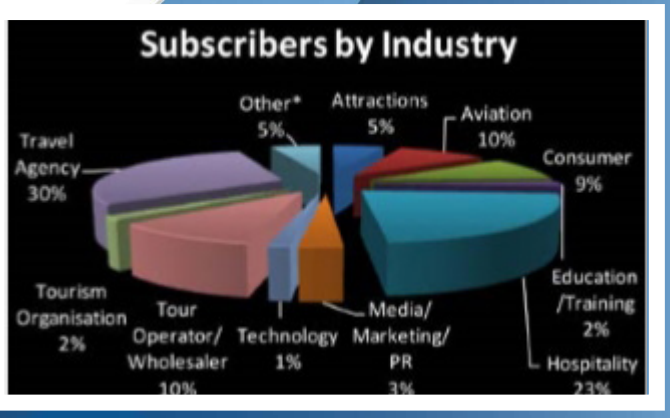
The Benefits of Direct Targeting: The Reader

Global Travel Media is circulated free to online subscribers, providing travel sellers and other industry professionals with up-to-the-moment reportage on all breaking news and industry developments.

With over 64,000 daily subscribers worldwide (and continually expanding), Global Travel Media provides each reader with a number of user-friendly, interactive tools to access the news and become fully engaged with the interactive content, providing greater connection and advertising exposure.

Distribution by Industry:

Global Travel Media's core subscribers include front-desk travel sellers, tourism boards, professional conference organisers, hospitality and airline personnel, industry executives, regional tour operators and inbound operators, and training facilities. International subscribers also include the Americas, Asia, Europe and the United Kingdom, Australian, New Zealand.



Source: Based upon active subscribers

How Does Global Travel Media work?

Global Travel Media bulletin stories are emailed directly to the subscriber's In-Box each day.
Each individual news update is also easily accessed on the website's homepage by clicking straight on to the link.

Global Travel Media coverage is picked up by the major search engines world-wide as 'news-feeds', which then direct readers back to the website where the stories and advertisements are easily accessed.

INFLUENCING THE READER

Global Travel Media is delivered by lunch time each day, with breaking news backed by product and destination reports. Global Travel Media also provides advertisers with a quick turnaround for delivering their corporate message or price-driven product.

Global Travel Media has designed a clean yet colorful layout, which includes breaking stories and key advertisements. Each advertisement is positioned on Global Travel Media website on the homepage and/or category pages which are easily accessed by clicking straight on to the link.

Global Travel Media provides display advertisement tabs on every webpage.

Global Travel Media's high-quality editorial reportage and advertising layout is complemented by an integration of other interactive tools including podcasts and direct website links.

Further Engagement:

End-users are often subscribers to news however Global Travel Media is indexed to attract major search engines so that other readers can search and locate relevant information about your company, placing your business in front of your targeted audience on a mass scale and optimising further commercial opportunities.

Speak to your Global Travel Media account manager for more information

Advertising Options include:

- General Display Advertisements (text link advertisements)
- Leader Banner
- Home Page Banners
- Category Page Banners
- Hot Deals Advertisements
- Sponsored Email Banner
- Video Streaming
- Sponsored Category Links
- Email Blasts

RATE CARD

Ad Type - Partnership	Ad Size (Pixels)	Rate per Month	
Platinum Partnership Logo	300 x 60 (Max File Size – 10KB)	US$2,190	AU$2,190
Elite Partnership Logo	125 x 125 (Max File size – 20KB)	US$1,790	AU$1,790
Premier Partnership Logo	125 x 125 (Max File size – 10KB)	US$1,390	AU$1,390

Ad Type - Website	Ad Size (Pixels)	Rate per Week	
Leader Banner	728 x 90 (Max File size – 50KB)	US$1,990	AU$1,990
Vidios Hopmpage	560x315 (Upload by youtube)	US$1,990	AU$1,990
Home Page Banners pos. 1	468 x 220 (Max File size – 45KB)	US$1,790	AU$1,790
Home Page Banners pos. 2	468 x 220 (Max File size – 45KB)	US$1,590	AU$1,590
Home Page Banners pos. 3	468 x 220 (Max File size – 45KB)	US$1,490	AU$1,490
Home Page Banners pos. 4	468 x 220 (Max File size – 45KB)	US$1,390	AU$1,390
Home Page Banners pos. 5	468 x 220 (Max File size – 45KB)	US$1,290	AU$1,290
Footer Leader Banner	728 x 90 (Max File size – 50KB)	US$1,490	AU$1,490
Category Page Banners	468 x 220 (Max File size – 45KB)	US$790	AU$790
Vertical Tower Banner “A”	300 x 600 (Max File size – 45KB)	US$2,300	AU$2,300
Vertical Tower Banner “B”	300 x 600 (Max File size – 45KB)	US$1,800	AU$1,800
SIDE BAR Banner pos 1	300 x 300 (Max File size – 45KB)	US$1,150	AU$1,150
SIDE BAR Banner pos 2	300 x 300 (Max File size – 45KB)	US$1,050	AU$1,050
SIDE BAR Banner pos 3	300 x 300 (Max File size – 45KB)	US$900	AU$900
Videos Side Bar	300 x 300 (Upload by Youtube)	US$900	AU$900

Ad Type - News Alert	Ad Size (Pixels)	Rate per Week	
Email News Alert – Mini Leader Banner	300 x 60 (Max File size – 15KB)	US $2,200	AU$2,200
Email Newsletter Banner A	468 x 220 (Max File size – 45KB)	US$1,900	AU$1,900
Email Newsletter Banner B	468 x 220 (Max File size – 45KB)	US$1,800	AU$1,800
Email Newsletter Banner C	468 x 220 (Max File size – 45KB)	US$1,550	AU$1,550

Ad Type - Article	Ad Size (Pixels)	Rate per Week	
Headline News Article	Top Banner 468 x 60 (Max file size 45 KB)	US$1,050 (Per Article)	AU$1,050 (Per Article)
Headline News Article	Bottom Banner 468 x 60 (Max file size 45 KB)	US$950 (Per Article)	AU$950 (Per Article)
Headline News Article	250 x 250 (Max File size – 45KB)	US$900 (Per Article)	AU$900 (Per Article)

RATE CARD

Ad Type - Website	Ad Size (Pixels)	Rate per Week	
General Article	250 x 250 (Max File size – 45KB)	US$600 (Per Article)	AU$600 (Per Article)
General News Article	Top Banner 468 x 60 (Max file size 45 KB)	US$800 (Per Article)	AU$800 (Per Article)
General News Article	Top Banner 468 x 60 (Max file size 45 KB)	US$600 (Per Article)	AU$600 (Per Article)

Ad Type -Advertorial	Word Count	Rate per Insertion	
Advertorial Feature	Approximately 700 words and images Including 2 Backlinks	US$5,500 (Per Insertion into our Headline News)	AU$5,500 (Per Insertion into our Headline News)
Guest Posts		US$250 (Per insertion)	AU$250 (Per insertion)
Social Media Posting of releases on Facebook, LinkedIn, Twitter, Google+		US$100 (Per Month)	AU$100 (Per Month)
GTM Press Clipping Service		US$200 (Per Month)	AU$200 (Per Month)

Rates current as of January 2019 and are shown exclusive of GST and are subject to change.
Make check payable to Global Travel Media

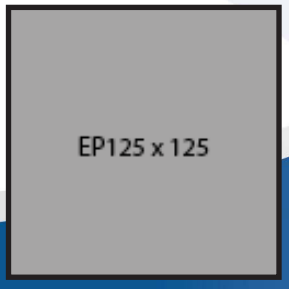
BANNER SPECIFICATIONS FOR ADVERTISERS

Media Compatibility Chart

Product	Amimated Media	Static Media
Websit Advertising		
Platinum Partnership Logo - EP300x60		X
Elite Partnership Logo - EP125x125		X
Premier Partnership Logo - PP125x60		X
S728x90	X	X
468x220	X	X
300x600	X	X
300x300	X	X
250x250	X	X
Websit Advertising		
468x220	X	X

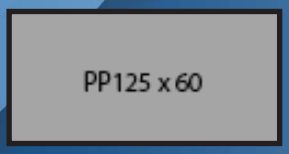
General Media Standards

EP125 x 125



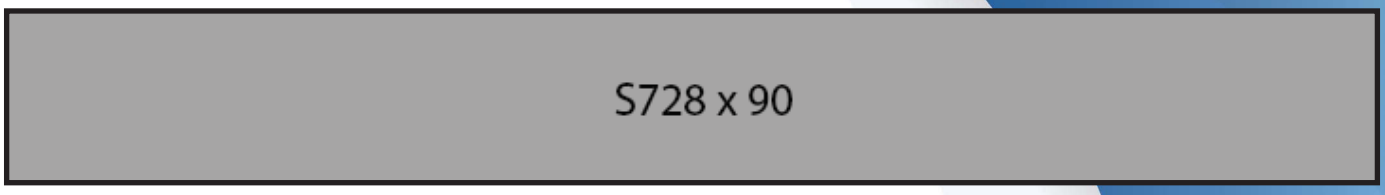
- Width: 125 pixels Height: 125 pixels
- Third Party Click Tracking?: Yes
- File Format: .gif or .jpg
- Max. File Size
  - o Animated .GIF: N/A
  - o Static Media: 30k

PP125 x 60



- Width: 125 pixels Height: 60 pixels
- Third Party Click Tracking?: Yes
- File Format: .gif or .jpg
- Max. File Size
  - o Animated .GIF: N/A
  - o Static Media: 20k

S728 x 90

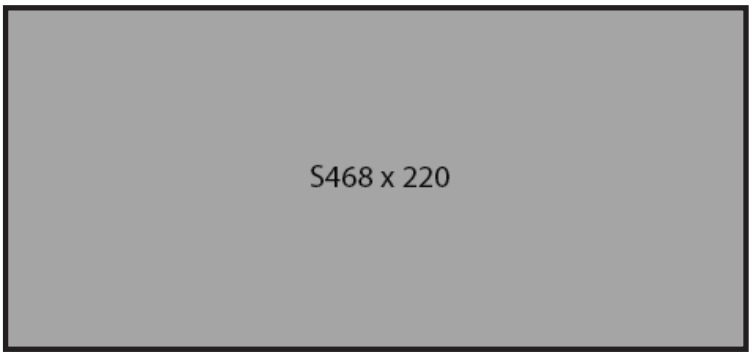


- Width: 728pixels Height: 90pixels
- Third Party Click Tracking?: Yes
- File Format: .gif or .jpg
- Max. File Size
  - o Animated .GIF: 50k
  - o Animation length: 15 seconds in total/ Multiple loops
  - o Static Media: 50k

BANNER SPECIFICATIONS FOR ADVERTISERS

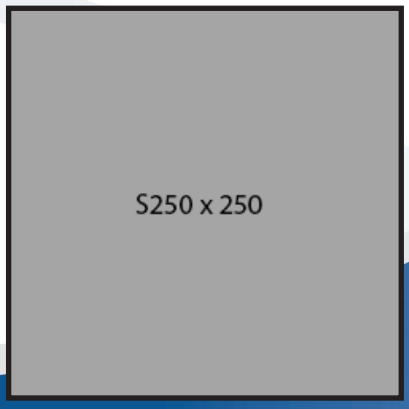
General Media Standards

S468 x 220

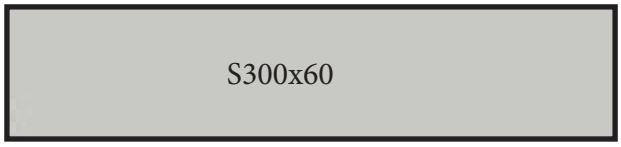


•Width: 468 pixels Height: 220 pixels
•Third Party Click Tracking?: Yes
•File Format: .gif or .jpg
•Max. File Size
o Animated .GIF: 45k
o Animation length: 15 seconds in total/ Multiple loops
o Static Media: 45k

S250x250



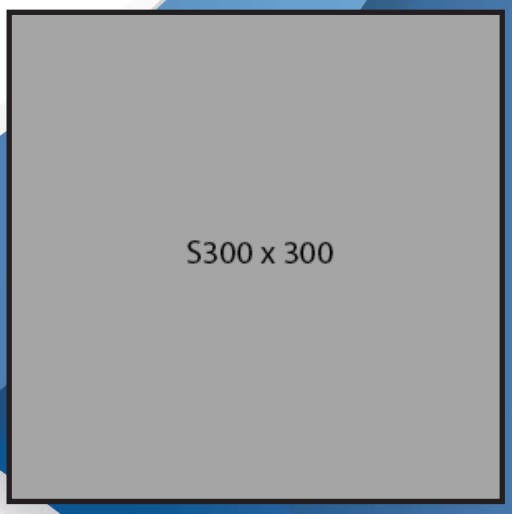
•Width: 250 pixels Height: 250 pixels
•Third Party Click Tracking?: Yes
•File Format: .gif or .jpg
•Max. File Size
o Animated .GIF: 50k
o Animation length: 15 seconds in total/ Multiple loops
o Static Media: 50k



- Width: 300 pixels Height: 60 pixels
- Third Party Click Tracking?: Yes
- File Format: .gif or .jpg
- Max. File Size

o Animated .GIF: N/A
o Static Media: 30k

S300x300



•Width: 300 pixels Height: 300 pixels
•Third Party Click Tracking?: Yes
•File Format: .gif or .jpg
•Max. File Size
o Animated .GIF: 45k
o Animation length: 15 seconds in total/ Multiple loops
o Static Media: 45k

GLOBAL TRAVEL MEDIA STATS BY REGION

Oceania	Dec-16	Dec-17	Dec-18
Australia	2,892,757	3,043,519	3,098,548
New Zealand	158,205	185,687	191,104
Fiji	0	3,247	3,308
Solomon Islands	0	369	391
Papua New Guinea	0	586	466
Vanuatu	0	487	492
Total	3,050,962	3,233,895	3,294,309

Asia / China	Dec-16	Dec-17	Dec-18
Bhutan	14,425	629	601
Cambodia	4,170	6,221	14,822
China	223,930	349,396	363,796
Indonesia	89,237	98,516	70,050
Japan	28,694	15,298	53,943
Laos	497	136	151
Malaysia	57,262	55,160	119,794
Myanmar	1,508	5,124	5,003
Philippines	19,816	22,313	21,895
Singapore	228,769	249,879	247,765
South Korea	31,204	37,367	10,566
Taiwan	14,703	12,449	16,002
Thailand	408,238	427,021	485,850
Vietnam	39,474	52,892	55,191
Total	1,161,927	1,332,401	1,465,429

Europe	Dec-16	Dec-17	Dec-18
Austria	8,721	3,957	5,204
Bulgaria	2,591	5,778	5,223
Belgium	3,410	2,994	4,232
Czech Republic	2,535	4,740	6,015
Denmark	3,218	1,414	4,602

GLOBAL TRAVEL MEDIA STATS BY REGION

Europe	Dec-16	Dec-17	Dec-18
Finland	16,775	102,845	103,020
France	345,641	468,576	478,466
Germany	141,337	132,063	135,216
Greece	1,605	1,925	8,432
Hungary	17,722	1,753	1,911
Ireland	20,803	60,280	62,149
Italy	9,500	12,304	15,877
Netherlands	102,331	62,812	104,384
Norway	426,621	422,155	432,493
Poland	2,909	27,512	16,131
Portugal	13,015	14,097	14,021
Romania	3,823	7,522	3,799
Spain	11,944	20,606	22,001
Sweden	5,139	7,322	13,011
Switzerland	24,154	15,693	16,762
Turkey	7,038	26,399	25,165
Ukrane	9,071	52,847	13,993
United Kingdom	94,355	190,375	198,309
Russia	64,944	23,994	30,304
Total	1,339,202	1,669,963	1,720,720

America's	Dec-16	Dec-17	Dec-18
Argentina	1,389	6,441	6,509
Brazil	5,724	7,472	11,132
Canada	81,275	82,820	129,063
Colombia	800	646	723
Mexico	2,745	13,219	9,017
United States of America	6,344,585	2,462,580	2,537,010
Total	6,436,518	2,573,178	2,693,454

GLOBAL TRAVEL MEDIA STATS BY REGION

South Asia	Dec-16	Dec-17	Dec-18
India	72,170	160,708	147,099
Sri Lanka	7,959	3,127	4,139
Pakistan	1,733	2,023	14,002
Bangledesh	766	1,702	1,698
Nepal	418	871	859
Total	83,046	168,431	167,797
Middle East	**Dec-16**	**Dec-17**	**Dec-18**
Iran	604	1,737	1,689
Israel	9,463	25,231	1,288
Jordan	668	938	903
Kuwait	0	954	999
Oman	1,224	1,802	1,805
Qatar	0	26,177	29,969
Saudia Arabia	1,827	8,216	3,613
UAE	73,949	59,347	66,699
Total	87,735	124,402	106,965
Africa	**Dec-16**	**Dec-17**	**Dec-18**
Morocco	1,173	1,508	1,503
South Africa	71,784	23,934	74,360
Total	72,957	25,442	75,863
Other Countries	321,396	327,155	338,679

ILLUSTRATION IS FOR DISPLAY PURPOSES ONLY

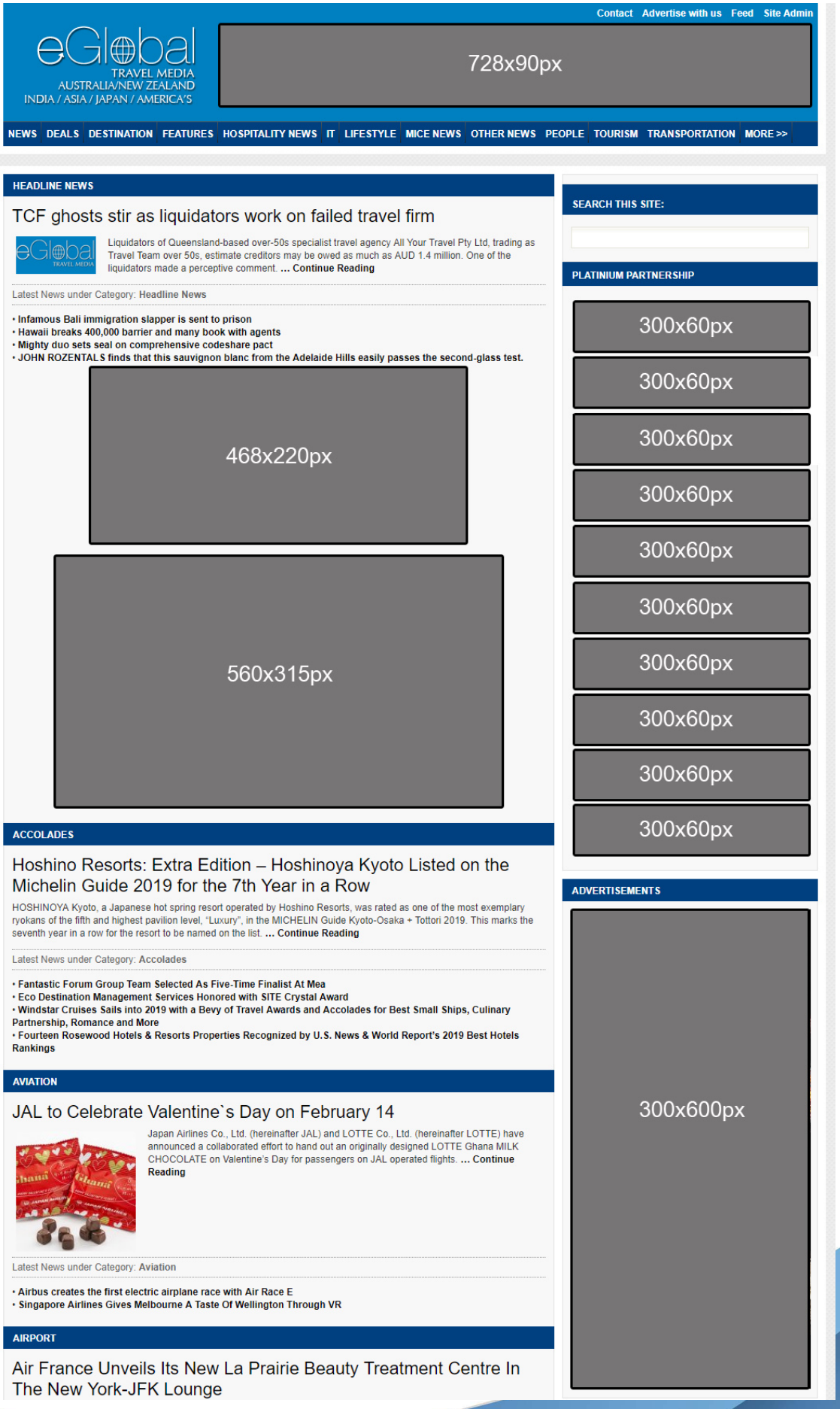


ILLUSTRATION IS FOR DISPLAY PURPOSES ONLY

On 18 July 2016, Alitalia inaugurates a new Rome-Beijing direct flight, resuming service between Italy and the People's Republic of China. **... Continue Reading**

Latest News under Category: **Aviation**

- **Oman Air Celebrates Launch Of Second Daily Service Between Muscat And London**
- **British Airways Celebrates 80 Years of Flying to Hong Kong With VIP Gala**
- **Etihad Airways and Avianca sign codeshare agreement**
- **SWISS carries 3.5 million passengers in the first-quarter period**

468 x 220 px

AIRPORT

SkyTeam Opens New Lounge at Dubai International Airport

SkyTeam, the global airline alliance, today officially opened its latest lounge at Dubai International Airport. Situated in the newly-built Concourse D, Terminal 1, the lounge has been designed to offer high-end hospitality and amenities for Elite Plus, First and Business Class passengers of the ten SkyTeam member airlines serving the airport. **... Continue Reading**

ELITE PARTNERSHIP SPONSORS

125x125 | 125x125
125x125 | 125x125
125x125 | 125x125
125x125 | 125x125

Qatar Airways Cargo Launches Express Services

Qatar Airways Cargo has today announced the launch of QR Express, a solution to deliver airport-to-airport air freight service for time critical shipments.

... Continue Reading

Latest News under Category: **Cargo & Freight**

CHARITY

Charity sports dinner to raise money for cancer research

Two of Australia's favourite sportspeople, cricket great Merv Hughes and Olympian Michael Milton are hosting celebrity sports charity dinner at Lake Crackenback Resort & Spa on Friday 22 April. **... Continue Reading**

Latest News under Category: **Charity**

COMPETITION

Win a chance to re-do your holiday adventure

Remember that wild adventure you had once upon a time? **... Continue Reading**

Latest News under Category: **Competition**

468 x 220 px

ADVERTISMENTS

300x300 px

PREMIER PARTNERSHIP SPONSORS

125x60 px | 125x60 px
125x60 px | 125x60 px
125x60 px | 125x60 px

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eGlobal TRAVEL MEDIA

300x60px

Friday February 08, 2019

The Editors Desk - The Latest Tourism News

e-Global Travel Media - Bringing to your desk the first and most trusted source of travel news

Be the first to read today's online edition: CLICK HERE

468x220px

Headline News

TCF ghosts stir as liquidators work on failed travel firm

Liquidators of Queensland-based over-50s specialist travel agency All Your Travel Pty Ltd, trading as Travel Team over 50s, estimate creditors may be owed as much as AUD 1.4 million. One of the liquidators made a perceptive comment.

Read More

Infamous Bali immigration slapper is sent to prison

If you want to avoid jail in Bali, never lose your temper and treat an Indonesian immigration officer as the woman does in the video clips below.

Read More

468x220px

Hawaii breaks 400,000 barrier and many book with agents

Close to 40% of all visits to Hawaii from Australia continue to be booked through travel agents – and that's official.

Read More

Mighty duo sets seal on comprehensive codeshare pact

The biggest airline in China is about to share codes with the biggest international airline in the world – a far-reaching deal with global implications.

Read More

JOHN ROZENTALS finds that this sauvignon blanc from the Adelaide Hills easily passes the second-glass test.

I reckon that the best Australian sauvignon blancs come from Orange and the Adelaide Hills, and I reckon it's no coincidence that both areas have a bit of attitude and are coolish.

Read More

468x220px

Advertising enquiries: http://www.eglobaltravelmedia.com.au/advertise
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