

TWENTY FIVE YEARS IN TRAVEL

A BOOK TO COMMEMORATE THE 25TH ANNIVERSARY OF ARABIAN TRAVEL MARKET
AN OFFICIAL ARABIAN TRAVEL MARKET PUBLICATION | SPECIAL SILVER ANNIVERSARY EDITION



Sun 22 - Wed 25 April 2018 • Dubai

ATM Yearbook

SILVER ANNIVERSARY EDITION

T*wenty Five Years in Travel* documents the prolific achievements of the Middle East's travel and tourism industry during the last quarter of a century.

This exclusive publication marks the 25th anniversary of Arabian Travel Market (ATM), an event that since its inaugural edition in 1994, has grown to become the region's leading travel industry show, attracting almost 30,000 visitors in 2017.

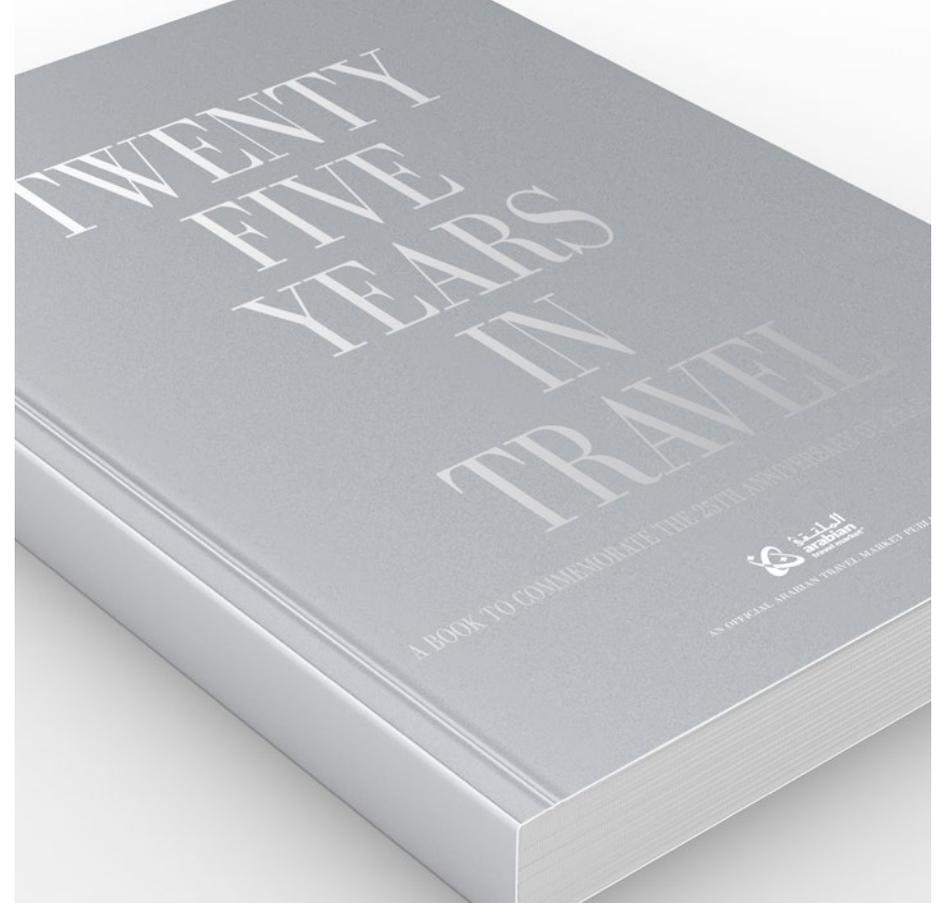
Twenty Five Years in Travel is dedicated to the event's silver anniversary and is the sixth edition in the *ATM Yearbook* series. This official ATM publication will provide a comprehensive overview of the major milestones celebrated by the show and

the industry over the past 25 years.

This one-of-a-kind yearbook will profile the visionary leaders that have spearheaded the travel and tourism sector's growth and development over the past 25 years, as well as the pioneers that are shaping its future.

A veritable Who's Who of the industry, *Twenty Five Years in Travel* will list the 25 leading figureheads in major sectors including tourism, aviation, hospitality and development.

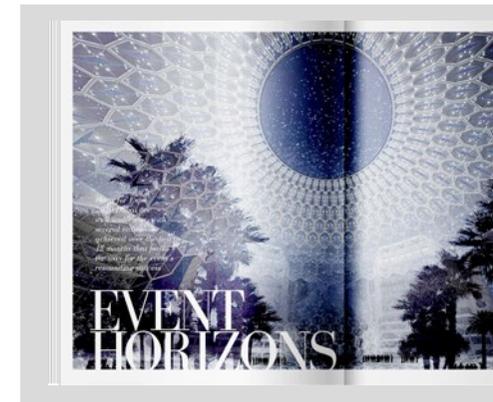
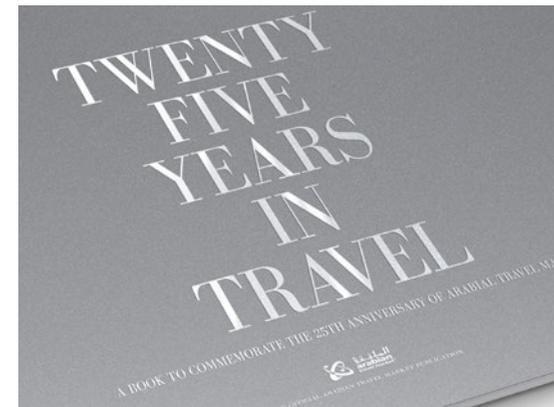
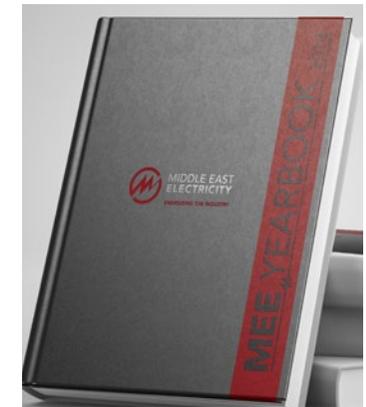
The 25th anniversary edition of the *ATM Yearbook* series will also document major milestones, feature pertinent facts and figures, and for the first time, feature interactive multi-media video content in its digital edition.



CELEBRATING 25 YEARS IN
TRAVEL AND TOURISM AND
THE VISIONARY LEADERS
SPEARHEADING THE
INDUSTRY'S FUTURE

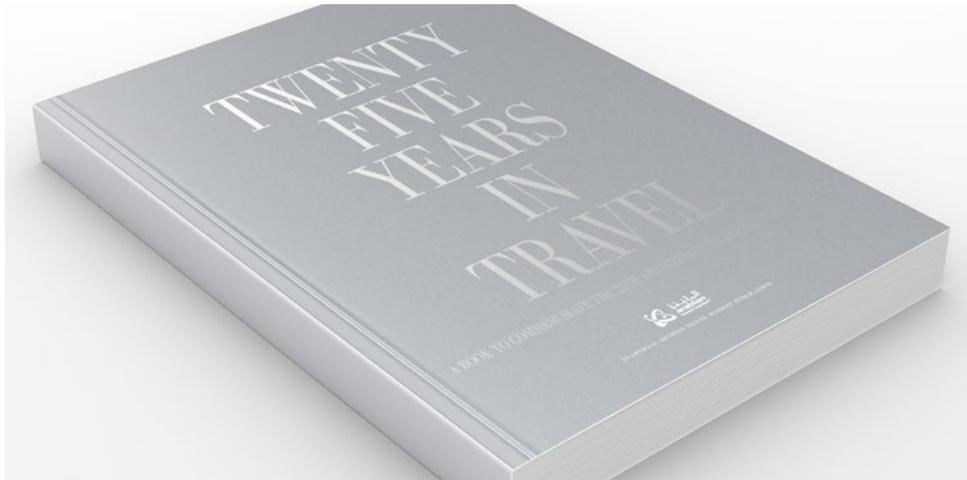
HIGHLIGHTS

- » ATM's dedicated 25th anniversary publication
- » High-quality book format available in print and online
- » New for 2018 – interactive multi-media video content
- » Featuring profiles of the industry's 25 most influential leaders
- » A collector's item and history book
- » The sixth edition in the prestigious *ATM Yearbook* series
- » The only publication to document the industry's achievements over the past 25 years
- » An official ATM publication



DON'T MISS THIS UNIQUE OPPORTUNITY

OVERVIEW



Twenty Five Years in Travel will be circulated via exclusive distribution channels to ensure it reaches the industry's most influential stakeholders, including ATM exhibitors, buyers and key decision makers attending the show.

There will be print and digital versions of the publication available.

The digital version, distributed online and available to view or download on the home page of the official ATM website, will

feature interactive multi-media video content, providing industry stakeholders with a unique opportunity to showcase their entities to the most influential decision makers in tourism and business, from public figureheads to major investors.

A digital version of *Twenty Five Years in Travel* will be sent to all visitors and exhibitors immediately after the show has concluded. An estimated 40,000 travel professionals will receive the publication in this format.

VIDEO

The In-Read format showcases video at the heart of editorial content. Viewable by design, the format launches when in view on the screen. Once the view has been completed, the player merges seamlessly back into the page. In-read is available on desktop, tablet and mobile across the site on non-gallery article pages.



IN PRINT AND ONLINE

WITH NEW DIGITAL

FEATURES ADDED FOR 2018

DISTRIBUTION

PRINT

Distributed through dispensers at every show entrance point

Limited to a print-run of **20,000** to retain exclusivity

Delivered to every exhibition stand

Available in the Buyers Club Lounge, at the Media Centre and in all VIP hospitality areas

Delivered to the official Arabian Travel Market appointed hotels and to business class lounges at Dubai International Terminals

In 2017, ATM attracted more than 28,000 visitors, a number that is independently audited by the Audit Bureau of Circulation (ABC) to ensure it is completely accurate and refers to unique attendees only. This represents a 7% attendance growth compared to 2016.



**DELIVERED
TO EVERY
EXHIBITION
STAND**

DISTRIBUTION



ONLINE

The digital publication will be:

Available to view or download on the home page of the official ATM website before, during and after the show, and for the remainder of the 2018

Shared via a link on social media prior to the show

Promoted via social media before, during and after the event

Distributed online via email to all ATM visitors and exhibitors after the show. An estimated **40,000 travel professionals** will receive *Twenty Five Years in Travel* in this format



AUDIENCE ENGAGEMENT

Twenty Five Years in Travel will reach the industry's major decision makers

ATM has more than **37,500** social media followers across Twitter, Instagram, Facebook and LinkedIn, all of whom will receive the digital edition of *Twenty Five Years in Travel*

Twenty Five Years in Travel will reach the industry's major decision makers



THE NUMBERS THAT MATTER



Twitter followers

15.6k



Facebook followers

11.7k



Instagram followers

2.2k



LinkedIn followers

7.8k

RATES & SPECIFICATIONS

RATES

| | |
|------------------------|---------|
| Double Page Spread | £14,850 |
| Full Page | £9,850 |
| Inside Front Cover DPS | £16,650 |
| Inside Back Cover | £12,850 |
| Outside Back Cover | £17,650 |



- Bleed (3mm all round)
- Trim (actual page size)
- Non bleed/safety

DEADLINES

Space reservation: 5th April, 2018

Artwork deadline: 9th April, 2018

SINGLE PAGE

Bleed size: 206 x 261mm

Trimmed size: 200 x 255mm

(3mm bleed: top, bottom and for edge)

Non bleed/Safety: 176 x 235mm

DOUBLE PAGE SPREAD

Bleed size: 406 x 261mm

Trimmed size: 400 x 255mm (3mm bleed: top, bottom and for edge)

Non bleed/Safety: 376 x 235mm

ARTWORK SPECS

Print-ready high-resolution PDF files only.

- Supply all creative as single page PDFs.
- All images 300 DPI.
- Convert all to cmyk and embed all fonts.
- Convert all text in logos etc from vector based programmes (Adobe Illustrator etc.) to outlines.
- Output resolution 2400 DPI/frequency 150 LPI.

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