



^{dnata}
World Traveller
MEDIA KIT 2017

Your unbeatable connection to travellers from the Middle East



PRINT



DIGITAL

ABOUT WORLD TRAVELLER

Launched in 2005, World Traveller is the Middle East's biggest and best travel magazine. It has the largest circulation of any travel title in the Middle East, via both print and online platforms, and enjoys unique, independently audited distribution to the region's most frequent travellers, including those in Saudi Arabia. World Traveller is written by a team of hugely accomplished Middle East-based writers who are well versed in the travel habits of the region's holidaymakers, and cater specifically to them.

AT-A-GLANCE FACTS

World Traveller magazine is the official customer magazine of dnata Travel, the largest travel company in the Middle East

The magazine is published in both print and digital formats, with its official website worldtravellermagazine.com partnered with dnatatravel.com

dnatatravel.com enjoys unique page views of 1 million per month, attracts an average of 110k new users per month, and has a repeat, transacting customer base of 52%

The print edition of World Traveller is officially the highest-circulating luxury travel magazine in the Middle East

The digital edition of World Traveller is delivered to 380,000 opt-in subscribers each month, the biggest digital reach of any travel magazine in the Middle East



ABOUT DNATA TRAVEL

dnata Travel is the biggest travel company in the Middle East. A truly global company, it operates in 77 countries, and has over 200 outlets. It also operates Emirates Holidays and owns a number of other travel companies and brands including Travel Republic, Stella, Gold Medal and Netflights, as well servicing 2,067 independent travel agents globally.

AT-A-GLANCE FACTS

dnata Travel advisors handled over 3.5 million bookings last year

There are over 305,000 five-star hotels on dnata Travel's global database

dnata Travel represents over 30 airlines and books ticket sales of AED7.5 billion per year

dnata Travel advisors booked over 7 million bed nights last year

dnata Travel is part of The Emirates Group, along with Emirates Airline, for whom it operates Emirates Holidays

Last year's total outbound travel spend from the Gulf region was \$64 million



WORLD TRAVELLER MAGAZINE PRINT/DIGITAL ADVERTISING

Opportunities

All advertisements booked into the print edition of World Traveller magazine also run in the digital edition

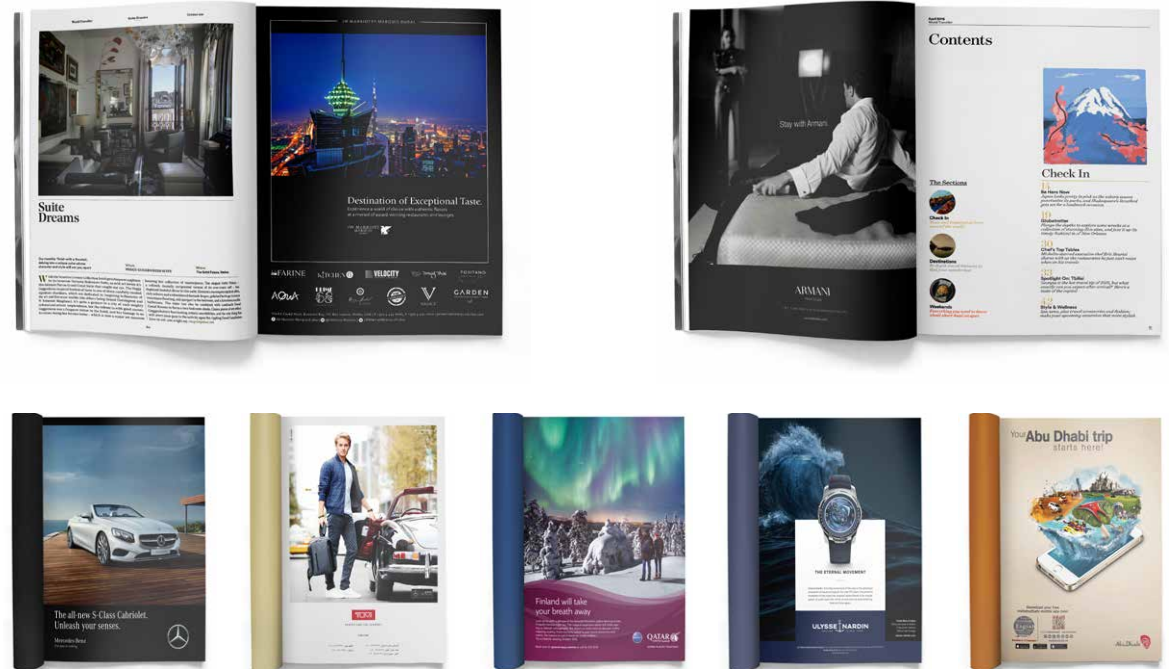
Opportunity to run native advertising, written by World Traveller magazine's editorial team

Cross-platform, tailored packages available on request

Rates

FULL PAGE	US\$16,800
DPS	US\$25,600
OBC	US\$22,400
IBC	US\$19,200
IFCS	US\$33,280
OPP CONTS	US\$19,200
Guaranteed Position	+10%

Advertisements



Tourism authorities have the option of sponsoring dedicated guides to their destinations. These guides are written by World Traveller's editorial team and distributed via both the print and digital editions of the magazine. Additional copies are distributed and available annually from dnata Travel and Emirates Holiday outlets across the Middle East

Bespoke Destination Guides



We Love Doha

We Love The Maldives

We Love Dubai

We Love Abu Dhabi

WORLDTRAVELLERMAGAZINE.COM ADVERTISING

Opportunities

Partnered with dnatatravel.com

Editorially-led, content-rich site, with advertising restricted to native advertising only

Call-to-action web links to dnatatravel.com

Cross-or-single-platform sponsored content available

Why Native Advertising?

When done well, native advertising blends seamlessly with the editorial style of the magazine so that it is naturally accepted by the reader. It's a soft sell, which utilises only subtle, if any, branding so as to not interrupt the flow of magazine. The same editorial team that produces World Traveller is also assigned to write the magazine's native advertising, meaning that the equivalent high standards are met and the magazine's brand values maintained. This team is experienced in knowing what will appeal to our readers, so will work closely with the client to ensure that their sponsored content does just that.

The
Emirates
Group

dnata

Hot Media
PUBLISHING

For advertising enquires

.....
David Wade
Group Commercial Director
+971 4 369 0917 / +971 55 724 8252
david@hotmediapublishing.com

For editorial enquires

.....
John Thatcher
Editorial Director
john@hotmediapublishing.com

