MEDIA KIT

Gl🌐bal
TRAVEL MEDIA

"Bringing to Your Desk the First and Most Trusted
Source of Travel News from Around the World"

WWW.EGLOBALTRAVELMEDIA.COM

WWW.EGLOBALTRAVELMEDIA.COM.AU   WWW.EGLOBALTRAVELMEDIA.ASIA   WWW.EGTMEDIA.COM

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.

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.

Stephen Morton

FOUNDER / CEO

WHY ADVERTISE WITH GLOBAL TRAVEL MEDIA?

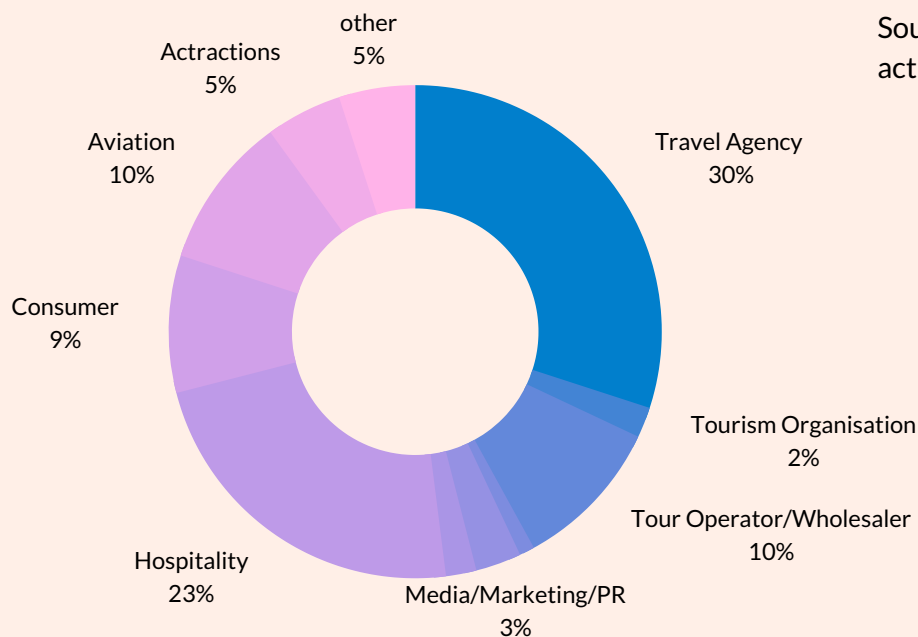## HE BENEFITS OF DIRECT TARGETING: THE READER

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.

SUBSCRIBERS BY INDUSTRY

Source: Based upon active subscribers

- other 5%
- Actractions 5%
- Aviation 10%
- Consumer 9%
- Hospitality 23%
- Media/Marketing/PR 3%
- Tour Operator/Wholesaler 10%
- Tourism Organisation 2%
- Travel Agency 30%

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.

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$2,290	AU$2,290
Elite Partnership Logo	125 x 125 (Max File size – 20KB)	US$1,990	AU$1,990
Premier Partnership Logo	125 x 125 (Max File size – 10KB)	US$1,590	AU$1,590

AD TYPE - WEBSITE	AD SIZE (PIXELS)	RATE PER WEEK	
Leader Banner	728 x 90 (Max File size – 50KB)	US$2,990	AU$2,990
Vidios Hopmpage	560x315 (Upload by youtube)	US$2,990	AU$2,990
Home Page Banners pos. 1	468 x 220 (Max File size – 45KB)	US$1,990	AU$1,990
Home Page Banners pos. 2	468 x 220 (Max File size – 45KB)	US$1,790	AU$1,790
Home Page Banners pos. 3	468 x 220 (Max File size – 45KB)	US$1,690	AU$1,690
Home Page Banners pos. 4	468 x 220 (Max File size – 45KB)	US$1,590	AU$1,590
Home Page Banners pos. 5	468 x 220 (Max File size – 45KB)	US$1,490	AU$1,490
Home Page Banners pos. 6	468 x 220 (Max File size – 45KB)	US$1,390	AU$1,390
Footer Leader Banner	728 x 90 (Max File size – 50KB)	US$1,590	AU$1,590
Category Page Banners	468 x 220 (Max File size – 45KB)	US$990	AU$990
Vertical Tower Banner "A"	300 x 600 (Max File size – 45KB)	US$2,600	AU$2,600
Vertical Tower Banner "B"	300 x 600 (Max File size – 45KB)	US$1,900	AU$1,900
SIDE BAR Banner pos 1	300 x 300 (Max File size – 45KB)	US$1,350	AU$1,350
SIDE BAR Banner pos 2	300 x 300 (Max File size – 45KB)	US$1,250	AU$1,250
SIDE BAR Banner pos 3	300 x 300 (Max File size – 45KB)	US$1,000	AU$1,000
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$1,250 (Per Article)	AU$1,250 (Per rticle)
Headline News Article	Bottom Banner 468 x 60 (Max file size 45 KB)	US$990 (Per Article)	AU$990 (PerArticle)
Headline News Article	250 x 250 (Max File size – 45KB)	US$990 (Per Article)	AU$990 (PerArticle)

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RATE CARD

AD TYPE - PARTNERSHIP	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)

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Rates current as of January 2020 and are shown exclusive of GST and are subject to change.
Make cheques payable to Global Travel Media

BANNER SPECIFICATIONS FOR ADVERTISERS

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

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

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
- Max. File Size
  o Animated .GIF: 50k o Animation length: 15 seconds in total/ Multiple loops o Static Media: 50k

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

BANNER SPECIFICATIONS FOR ADVERTISERS

S468 X 60

- Width: 468 pixels Height: 60 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

S300X60

- 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

S300X600

- Width: 300 pixels Height: 600 pixels
- Third Party Click Tracking?: Yes
- File Format: .gif or .jpg
- Max. File Size
  o Animated .GIF: 60k o Animation length: 15 seconds in total/ Multiple loops o Static Media: 60k

Global
TRAVEL MEDIA

GLOBAL TRAVEL MEDIA STATS BY REGION

COUNTRY	DEC-19
Australia	778,932
United States	183,902
China	20,598
Singapore	73,517
United Kingdom	47,883
India	39,040
Thailand	36,034
Hong Kong	52,132
Canada	18,417
New Zealand	44,556
Malaysia	20,752
Indonesia	13,116
Philippines	14,779
United Arab Emirates	17,597
Germany	12,704
France	10,180
Japan	13,764
Norway	46,551
Vietnam	12,396
South Africa	6,522
Spain	5,037
Italy	3,772
Netherlands	4,891
Russia	4,139
Taiwan	4,429
South Korea	7,500
Switzerland	3,689
Sweden	1,960
Fiji	2,260
Brazil	2,409
Seychelles	650
Macao	4,529
Myanmar	884
Qatar	4,916
Cambodia	1,352
Peru	361
Orther	100,221
Total	**1,616,371**
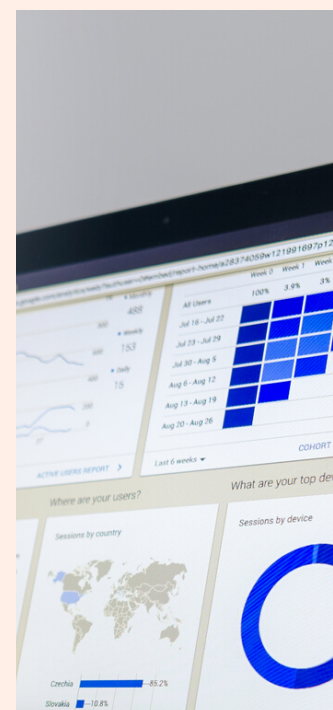
HOME PAGE

HOME PAGE

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**

Qatar Airways Cargo Launches Express Service

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

ELITE PARTNERSHIP SPONSORS

125x125   125x125

125x125   125x125

125x125   125x125

125x125   125x125

ADVERTISMENTS

300x300 px

PREMIER PARTNERSHIP SPONSORS

125x60 px   125x60 px

125x60 px   125x60 px

125x60 px   125x60 px

MAILINDEX PAGE

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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GLOBAL TRAVEL MEDIA TEAM

AUSTRALIAN EDITORIAL TEAM

Stephen Morton
Founder
E: stephen@egtmedia.com
T: + 61 2 8005 8352
M: +61 412 288 274

Peter Needham
Managing Editor - Australasia
E: peter@egtmedia.com
T: + 61 2 8006 0240
M: +61 4 1558 4342

John Savage
Journalist
E: jsavage@egtmedia.com
M: +61 413121215

Ian McIntosh
Contributing Editor
email: ian@egtmedia.com

Jill Walsh
Business Travel Editor
email: Jill@egtmedia.com

Richard Coles
Training Insights Contributor /
Trainer / Presenter
M: +61 4341 52545
colestraining@gmail.com

Roderick Eime
Email : rodeime@gmail.com

INDIA AND SOUTH ASIA EDITORIAL TEAM

Anand Katti
Managing Editor
India & South Asia
E: anand@egtmedia.com
T: +91-222765 7927
M: +91-98204 94322

Madhura Katti
Managing Editor India & South Asia
E: madhura@egtmedia.com
T: + 91-22-2765 7927
M: +91-9833129133

GLOBAL TRAVEL MEDIA TEAM

GLOBAL TRAVEL MEDIA AMERICAS EDITORIAL TEAM

Matthew Thomas
Publisher
E: matt@egtmedia.us.com
T: +1 415 468 4800
M: +1 415 518 2300

Shelley Bradford Bell
Managing Editor – The Americas
E: shelley@egtmedia.us.com
T: +1 415-468-4800
M: +1 415-724-0136

GLOBAL TRAVEL MEDIA SALES TEAM

Stephen Morton
Chief Executive Officer
E: stephen@egtmedia.com
T: + 61 2 8005 8352
M: +61 412 288 274

Anand Katti
Managing Editor
India & South Asia
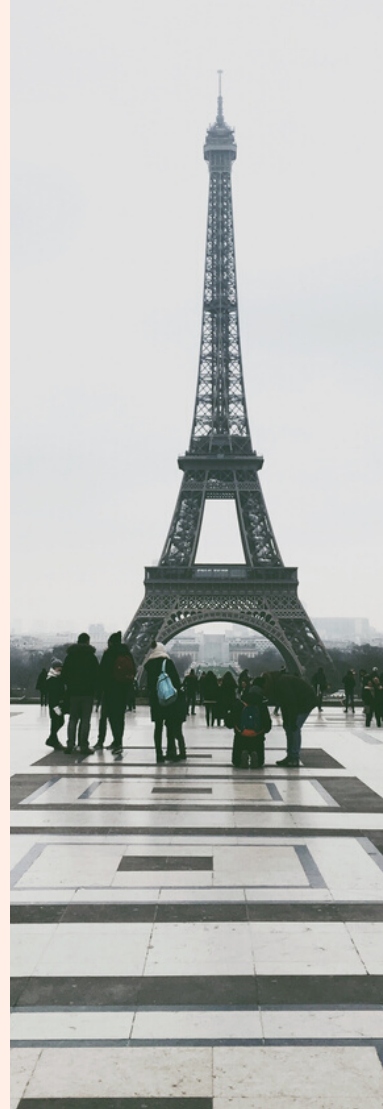E: anand@egtmedia.com
T: +91-222765 7927
M: +91-98204 94322

Nedra Bell
Sales The Americas
Eamil : Nedra@egtmedia.us.com

Hataithip PimchaiBusiness
Development Manager /
Social Media Manager
Email : maysa@egtmedia.com
T : +66 656 901095

fb.com/GlobalTravelMedia

@EGTmedia

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WWW.EGLOBALTRAVELMEDIA.COM.AU