

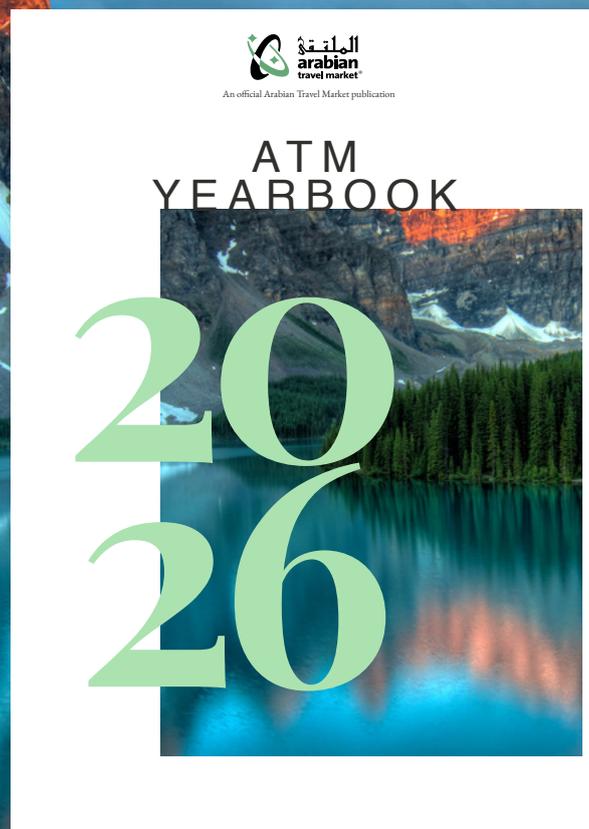
ATM YEARBOOK

An official
Arabian
Travel Market
publication



2026

The travel industry's annual power read



MEDIA KIT 2026

Celebrating 14 years at the heart of travel in the Middle East, and globally, the **ATM Yearbook 2026** is the only collector grade annual that captures the energy, ideas and content of Arabian Travel Market (ATM).

A collaboration between RX Global – the force behind ATM – and GT Media ME, a world-leading publisher of business intelligence annuals, the yearbook distils four packed show days into a year round marketing asset your partners and target audience will keep on the boardroom table long after the lights go down on the exhibition floor.



SCAN QR CODE
TO VIEW
LAST YEAR'S
EDITION

Turning insight into opportunity

Why your brand belongs in the *ATM Yearbook 2026*:



STAYING POWER THAT SELLS

A limited press run of 20,000 copies is hand delivered to every stand and key touchpoint at the show, then carried back to offices around the world, guaranteeing prolonged shelf life and repeated brand impressions.



AUTHORITY THAT INFLUENCES

With thought leading features, CEO interviews and big picture data, the yearbook is trusted reading for more than 55,000 ATM delegates and 100k+ online readers, positioning your organisation as part of the conversation that shapes tomorrow's travel and tourism industry.



MULTI-CHANNEL FIRE POWER

Your story doesn't stop at the page: high-impact video interviews filmed on site are embedded in the interactive edition and amplified across ATM social feeds and the official ATM YouTube channel, driving a further 80k video impressions.



NETWORKING ON TURBO CHARGE

A presence in the yearbook turns every copy in circulation into a business card, sparking conversations that move quickly from curiosity to conversion.

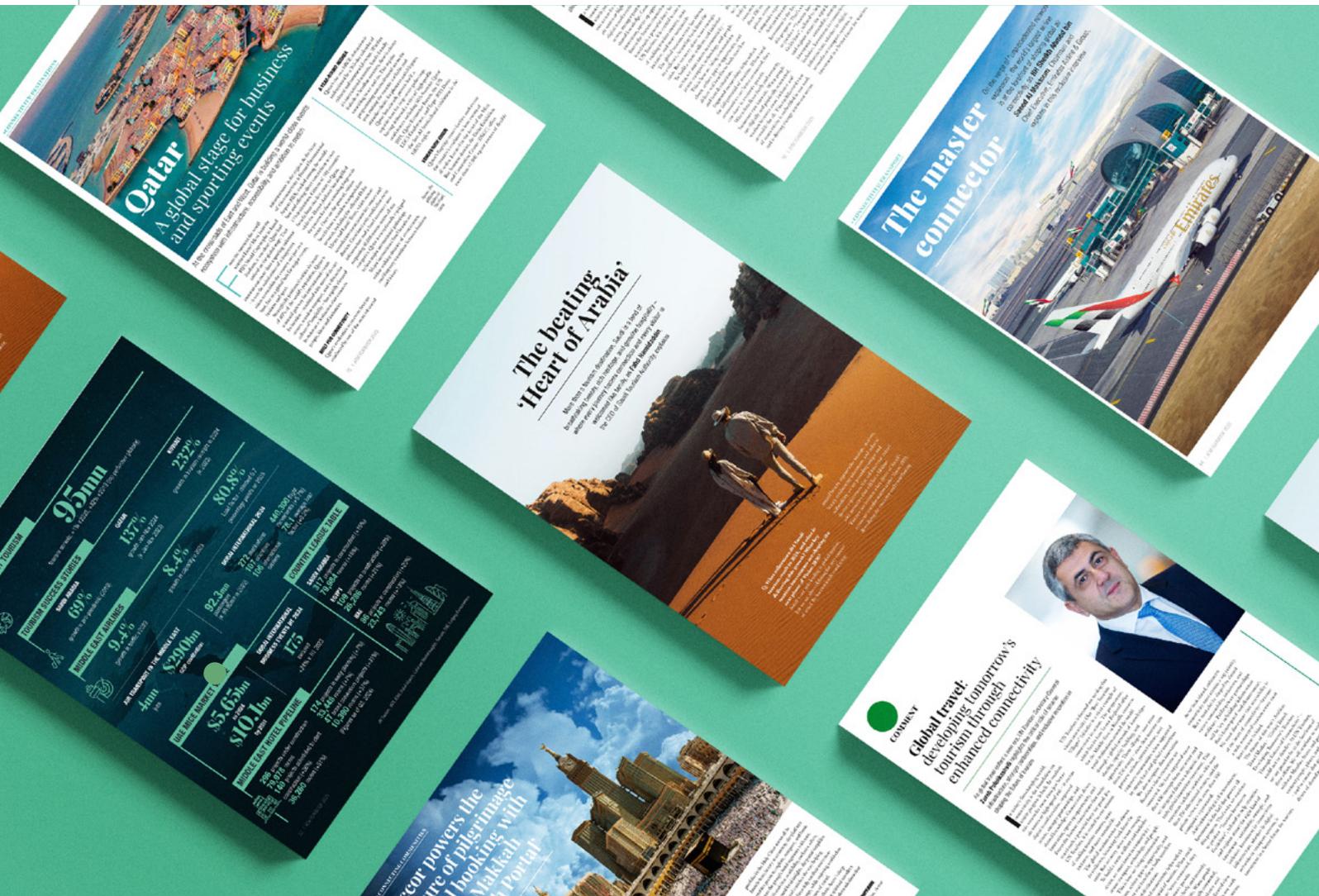


EARLY PARTNER ADVANTAGE

Secure your space before 15th February 2026 to unlock preferential advertising rates and prime editorial positioning—available exclusively to first-mover partners.



Tourism's talking point, in print



The ATM Yearbook 2026 edition will dive into:

- Visionary thought leadership & C suite perspectives
- Game-changing tourism megaproject updates
- Responsible tourism pioneers
- Data-rich industry insights & trend analysis
- Disrupters and market gamechangers
- Global investment hotspots worth watching
- Every sector, from aviation, cruise and hospitality to travel tech, sustainability and destination marketing
- Destination showcases & company profiles
- Timeline of the year's defining tourism moments

Be where the world turns the page

YEARBOOK AUDIENCE AT A GLANCE



55k+
travel trade
profession



146k
total readers of print
& digital combined



260k
video views across
ATM channels



81k
online engagements
with the digital edition



1.78M
social media
impressions



DISTRIBUTION WITH IMPACT



Print copies are placed at entrance dispensers, the Buyers' Club, Media Centre, VIP lounges, selected partner hotels and Dubai International Airport business class lounges, while the digital edition is hosted on the official ATM and GT Media ME websites and promoted year round to a database of 95,000 travel professionals.

LEADING THE RESPONSIBLE PUBLISHING MOVEMENT



GT Media ME is committed to sustainable publishing and one of the only publishers in the GCC to strictly use paper from responsible sources. For the last seven years we have printed the *ATM Yearbook* on paper certified by FSC International under licence number C013417. We also prioritise carbon-neutral logistics organisations for all courier services and bulk deliveries of our publications where possible.



Rates & specifications

Double Page Spread	£18,950
Full Page	£12,950
Inside Front Cover DPS	£22,450
Inside Back Cover	£15,950
Outside Back Cover	£25,950

RATES

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

- 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.

DOUBLE PAGE

Bleed size: 406 x 261mm

Trimmed size: 400 x 255mm

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

Non bleed/Safety: 376 x 235mm

- Convert all text in logos etc from vector based programmes (Adobe Illustrator etc.) to outlines.
- Output resolution 2400 DPI/frequency 150 LPI.

VIDEO

Our *ATM Yearbook 2026* advertising packages include video content options for the digital version.

This includes brand videos, as well as face-to-face interviews recorded at ATM 2026 that we will embed in the online publication.

DEADLINES

Space reservation: 6th April, 2026

Artwork deadline: 10th April, 2026

SPECS

MEDIA KIT 2026

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About GT Media ME Ltd

GT Media ME Ltd is a boutique high-end publishing company with operations in the UK and UAE. The company specialises in custom publishing, with high-profile clients including royalty and governments internationally.