



AN OFFICIAL ARABIAN TRAVEL MARKET PUBLICATION

# ATM yearbook

A 12-MONTH TOURISM INDUSTRY REVIEW



# The Middle East travel and tourism industry's first and only yearbook

## IN PRINT AND ONLINE

The *ATM Yearbook 2021* is the first and only annual dedicated to the Middle East's travel and tourism industry.

**Available in high-quality print and digital formats**, this highly-respected journal provides a 12-month review of the sector's milestones and achievements.

An official Arabian Travel Market (ATM) publication, which is the result of an exclusive partnership between show organiser Reed Exhibitions and leading bespoke publisher, GT Media ME Ltd, profiles the entities and leaders shaping the industry's future.

### IN PRINT

#### **A history book of note**

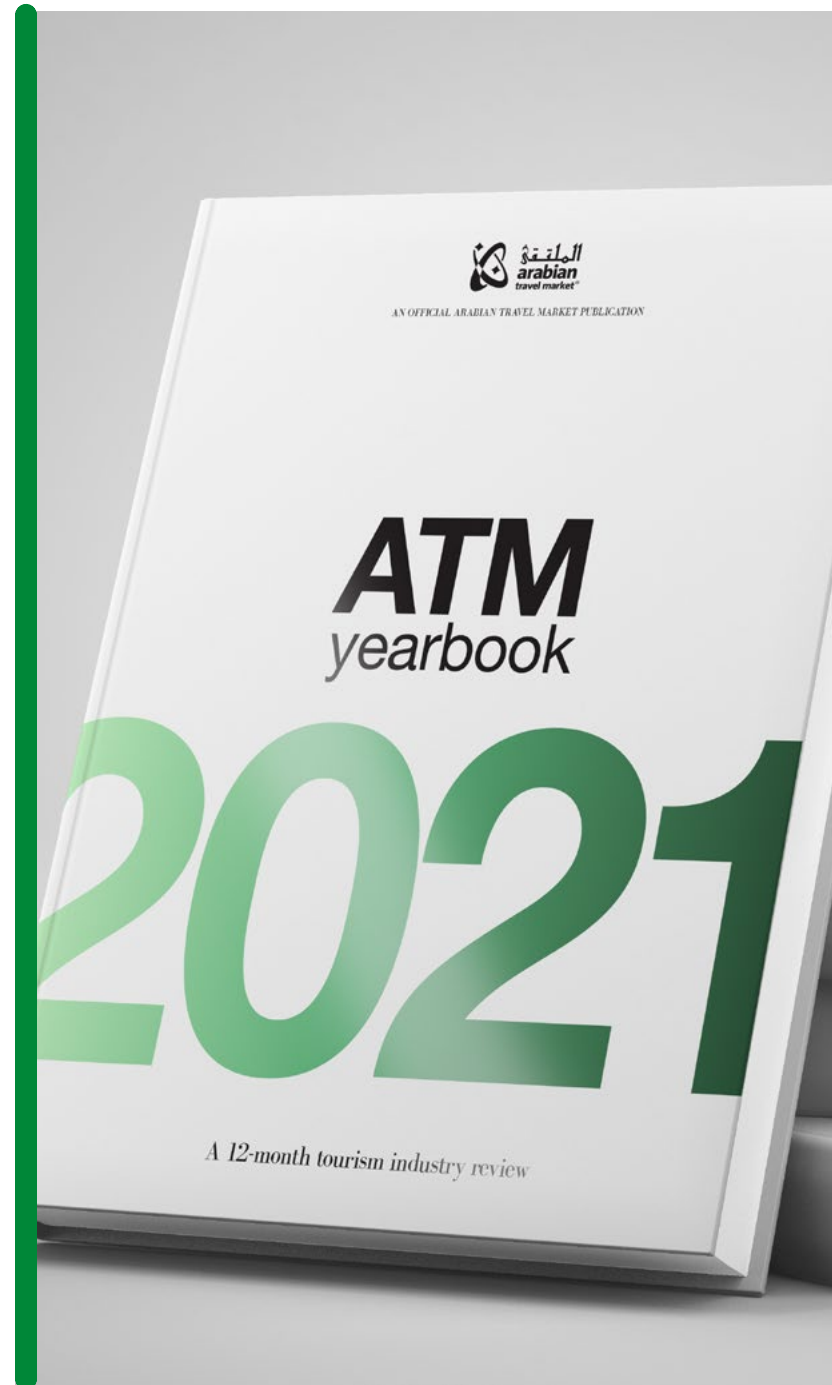
The *ATM Yearbook 2021* will be the eighth annual in the yearbook series. This high-quality publication, which provides a comprehensive overview of the industry's highlights from one ATM to the next, is considered a collector's item and a coffee table must.

### ONLINE

#### **An immersive digital experience**

The digital version of the *ATM Yearbook 2021* is distributed by email to 40,000+ ATM visitors and exhibitors and available to view or download on the official ATM website. It features engaging multimedia content including brand videos and interviews with key industry figureheads, immersing readers in a 360-degree experience.

**The combination of print and digital formats ensures contributors reach their target audiences with their key brand messages.**



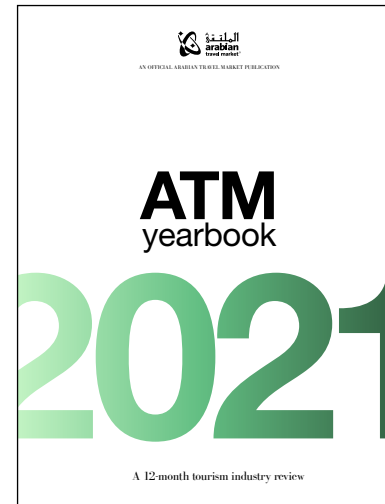
# YEARBOOK FEATURES

## INFORMATIVE, ENGAGING, COMPREHENSIVE

- Interviews with industry figureheads shaping the industry's future
- Profiles of major entities driving the sector's development
- Year-in-review timeline
- Industry data
- Tourism project updates
- Hotel sector pipeline
- Global destination hotspots
- Top trends
- Brand videos
- News headlines of the year

## A WHO'S WHO OF

- Government and industry leaders
- Tourism entities
- Tourism investment agencies
- Destination marketing companies
- Airlines and airports
- Hotels and hospitality firms
- Travel technology giants



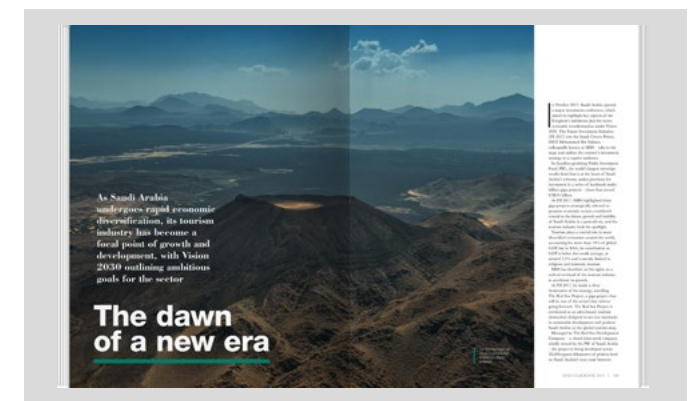
IN PRINT AND ONLINE WITH EXCLUSIVE VIDEO INTERVIEWS IN DIGITAL EDITION

# HIGHLIGHTS

- The first annual dedicated to the Middle East's travel & tourism sector
- The only 12-month review of industry milestones & achievements
- High-quality publication available in print and digital formats
- Print & video interviews with industry pioneers
- Brand videos to enhance reader engagement
- The eighth edition in the prestigious ATM Yearbook series

The 2019 edition of the ATM Yearbook series marked the 26th edition of Arabian Travel Market

- A who's who of the travel industry
- A collector's item & history book
- An official ATM publication



DON'T MISS THIS UNIQUE OPPORTUNITY

# DISTRIBUTION

---

## Print

---

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

---

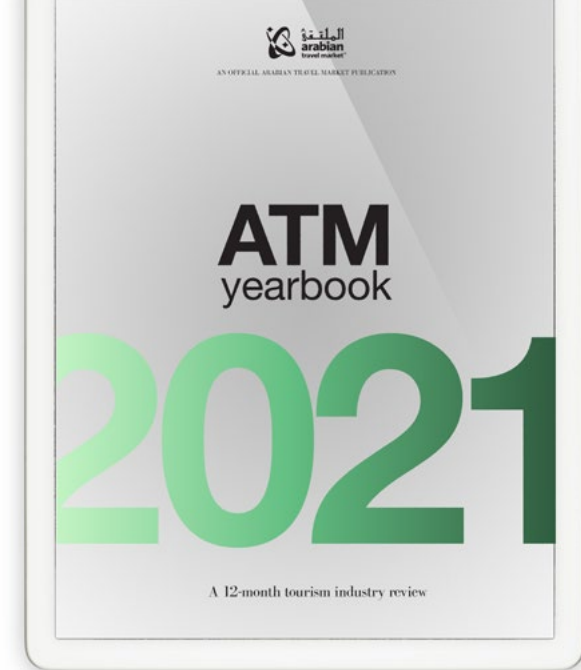
Delivered to the official Arabian Travel Market appointed hotels and to business class lounges at Dubai International Airport

---

Distributed through dispensers at every show entrance point

---

In 2019, ATM attracted more than **40,000** attendees



## Online

---

Available to view or download on the official ATM website before, during and after the show, and for the remainder of the 2021

---

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 the *ATM Yearbook 2021* in this format

# AUDIENCE ENGAGEMENT

REACH 50,000+ INDUSTRY  
PROFESSIONALS AND DECISION MAKERS

ATM has more than **52,700 social media followers** across Twitter, Instagram, Facebook and LinkedIn, all of whom will receive the digital edition of the *ATM Yearbook 2021*



## THE NUMBERS THAT MATTER



Twitter followers

**17.8k**



Facebook followers

**24.6k**



Instagram followers

**7.8k**



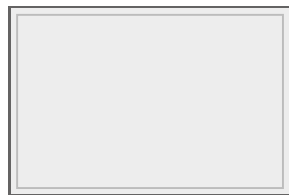
LinkedIn followers

**2.5k**

# 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: 29th April, 2021

Artwork deadline: 5th May, 2021

## 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

- 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.

## VIDEO

Our *ATM Yearbook 2021* advertising packages include video content options for the digital version.

This includes brand videos, as well as face-to-face interviews recorded at ATM 2021 that we will embed in the online publication.

## CONTACT THE GT MEDIA ME TEAM

---

### **PUBLISHER**

**Khaled Algaay**

Tel: +44 (0)7500077791

Email: kalgaay@gtmediame.com

### **EDITORIAL DIRECTOR**

**Gemma Greenwood**

Tel: +44 (0)7597 352385

Email: gemma@gtmediame.com

### **GT MEDIA ME LTD.**

22 Wenlock Road, London

N1 7GU, United Kingdom

Tel: +44 207 6085137

Fax: +44 870 4285885



#### **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. GT Media ME Ltd also publishes the successful Arabic-language consumer luxury lifestyle title, Ain Almusafir.