

ATM YEARBOOK 2023

An official
Arabian
Travel Market
publication



30
YEARS OF
TRAVEL

Marking three decades of
Arabian Travel Market

DRIVING THE TOURISM AGENDA



The ATM Yearbook series is the voice and barometer of the Middle East's travel and tourism industry, an authority on the sector's fast-changing dynamics for more than a decade. A history book and collectors' item, the ATM Yearbook documents the achievements and ambitions of the region's tourism leaders and is a sought-after resource for industry professionals who value high-quality business intelligence journals.

The highest online engagement of any travel industry title in the Middle East

TOTAL READERS

80k

ONLINE ENGAGEMENT

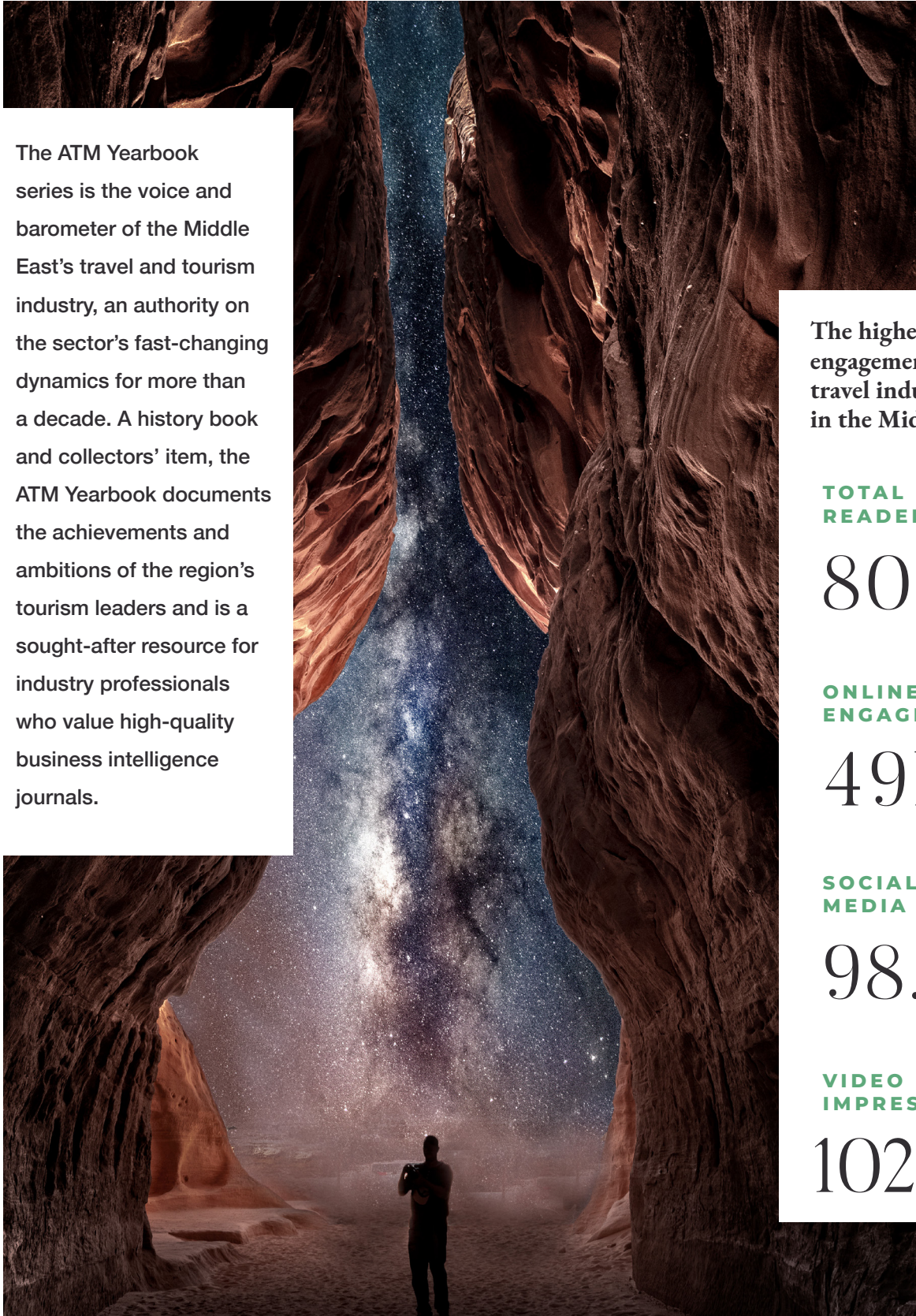
49k

SOCIAL MEDIA

98.1k

VIDEO IMPRESSIONS

102.7k



30 YEARS IN TRAVEL



30 Years in Travel, the 11th edition in the ATM Yearbook series and an official Arabian Travel Market title, celebrates three decades of Arabian Travel Market. This pearl anniversary edition will document the phenomenal achievements of the Middle East's travel and tourism sector, as well as the region's leading event for travel professionals, over the past 30 years and look ahead to the sector's bright future. In line with the show's sustainability theme, the publication will champion leaders and pioneers of responsible tourism.

TRAVEL AND TOURISM'S TOP 30 LEADERS

RESPONSIBLE TOURISM PIONEERS

30 YEARS IN REVIEW INDUSTRY TIMELINE

INDUSTRY DATA AND INSIGHTS

TOURISM MEGA PROJECT UPDATE

HOTEL SECTOR PIPELINE

TRENDS AND GAMECHANGERS

30 MOMENTS THAT CHANGED TRAVEL

VIDEO INTERVIEW CONDUCTED AT THE SHOW

DISTRIBUTION



Print



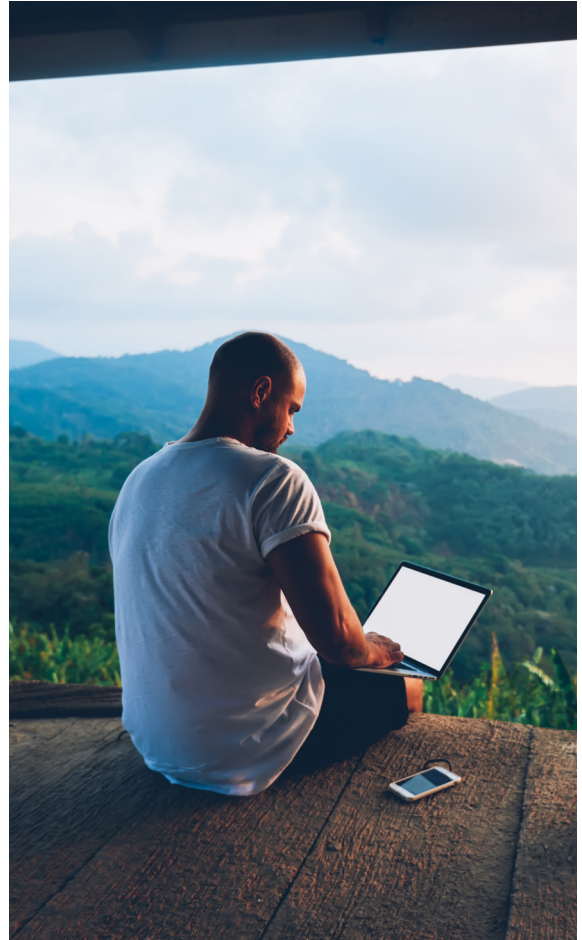
Limited to an exclusive print-run of **20,000**

Delivered to every exhibition stand at ATM

Distributed through dispensers at every show entrance point

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

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



\$33.5bn
10%
73,057
1mm
78%
\$1bn

Saudi Arabia

Coming soon

10%
73,057
1mm
78%
\$1bn



Online

Available to view or download on the official ATM website before, during and after the show and throughout 2022

All content will be showcased on the new GT Media ME Ltd website, a hub for insightful cross-sector business intelligence

Promoted on the ATM website

Promoted via social media before, during and after the event

Distributed online via email to all ATM visitors and exhibitors with around **95,000** travel professionals receiving the publication in this format in 2022

GT Media ME is one of few publishers in the GCC to strictly use paper from responsible sources. For at least five years we have printed 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	£16,950
Full Page	£11,450
Inside Front Cover DPS	£18,450
Inside Back Cover	£14,850
Outside Back Cover	£20,850



SPECIAL PACKAGES

Special packages and rates are available to supporters of 30 Years in Travel and the WTM London Yearbook 2023, set to be published in November. Don't miss this exclusive and limited opportunity, with early bird discounts available.

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 2023* advertising packages include video content options for the digital version.

This includes brand videos, as well as face-to-face interviews recorded at ATM 2023 that we will embed in the online publication.

DEADLINES

Space reservation: 6th April, 2023
Artwork deadline: 10th April, 2023

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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.