



AN OFFICIAL ARABIAN TRAVEL MARKET PUBLICATION

2022

# ATM yearbook

**TOURISM FOR  
SUSTAINABLE GROWTH**

MEDIA INFORMATION 2022 | PRINT & ONLINE

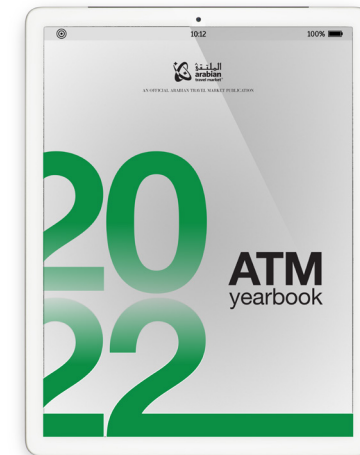
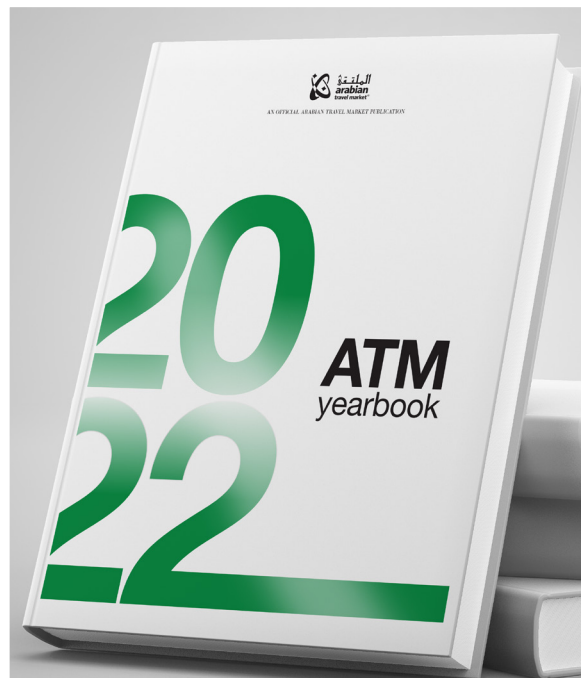
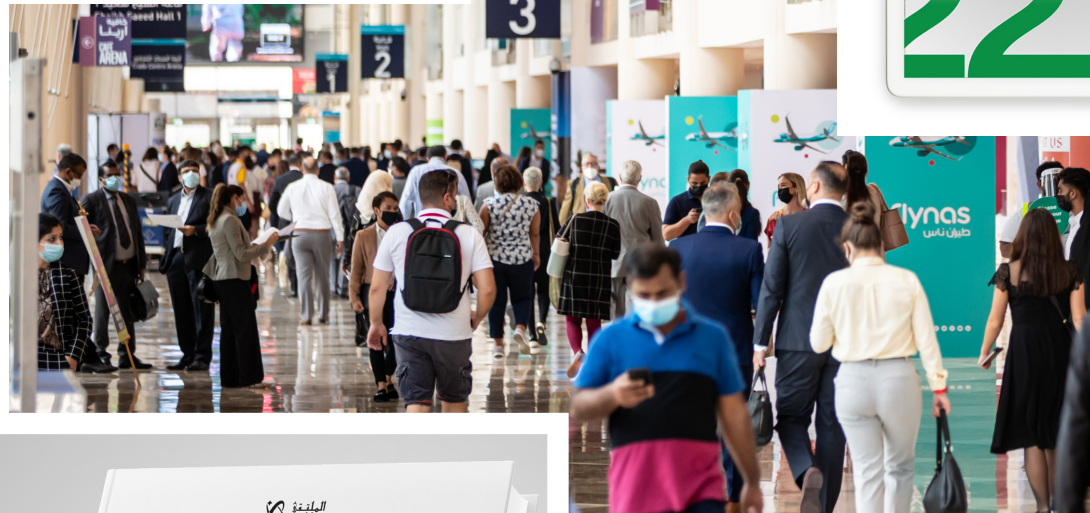
# The Middle East travel and tourism industry's first and only yearbook

IN PRINT AND ONLINE

**ATM Yearbook 2022** is the Middle East's leading travel industry title, with an enviable audience of more than **49,000 readers**.

Produced in high-quality print and interactive digital formats, the publication, now in its 10th year, has the highest online engagement of any regional travel trade title, with a record **108,000 social media** viewers in 2021.

The popular digital edition, featuring exclusive video interviews with high-profile industry figureheads, attracted some **49,000 viewers in 2021**, elevating the yearbook's role as the primary platform for top-level tourism sector insights.



Total readers

**80k**

Online engagement

**49k**

Social Media

**89.1k**

Video impressions

**102.7k**





# Highlights

- The **highest online engagement** of any trade title in the Middle East region
- **More readers** than any other regional travel trade title
- The **first and only yearbook** dedicated to the Middle East's travel and tourism sector
- **High-quality print** and digital formats
- **Exclusive** video interviews with industry heads
- The only **12-month review** of industry milestones, achievements, and ambitions
- Profiles of **industry pioneers** and examples of best practice
- An **official ATM** publication
- Part of the **ATM and WTM Yearbook franchise**



The 2021 edition of the ATM Yearbook documented the most challenging 18 months in the industry's history and the marked the 28th edition of Arabian Travel Market



DON'T MISS YOUR CHANCE TO ENGAGE **50,000 READERS**

# DISTRIBUTION

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## Print

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

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Delivered to every exhibition stand at ATM

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Distributed through dispensers at every  
show entrance point

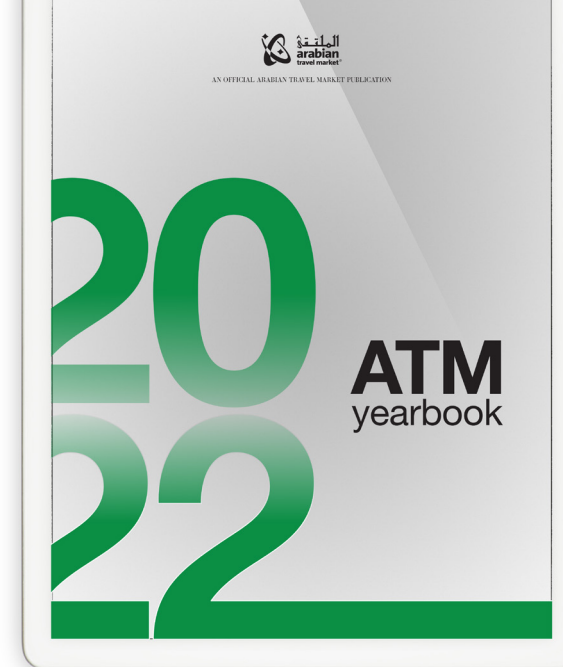
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Available in the Buyers' Club Lounge, at  
the Media Centre and in all VIP hospitality  
areas

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

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## Online

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

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Promoted on the ATM website

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Promoted via social media before, during and after  
the event

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Distributed online via email to all ATM visitors and  
exhibitors with around **95,000** travel professionals  
receiving the publication in this format in 2021

# 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



Special packages and rates available to supporters of the ATM Yearbook 2022 and the WTM London Yearbook 2022. Don't miss this exclusive and limited opportunity, with early bird discounts available.

## DEADLINES

Space reservation: 5th April, 2022  
Artwork deadline: 9th April, 2022

## 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 2022* advertising packages include video content options for the digital version.

This includes brand videos, as well as face-to-face interviews recorded at ATM 2022 that we will embed in the online publication.

## CONTACT THE GT MEDIA ME TEAM

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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.