

ATM YEARBOOK

An official
Arabian
Travel Market
publication



20
24

LEADERS SHAPING THE FUTURE
OF TRAVEL AND TOURISM

A bespoke publication



The *ATM Yearbook 2024* is a high-end publication dedicated to showcasing the best in travel to a global audience of influential industry professionals.

Part of the highly regarded *ATM Yearbook* series, a partnership between RX Global, the organiser of Arabian Travel Market and GT Media ME, a leading publisher of business intelligence journals, the publication features exclusive content on leading industry figureheads and entities from the Middle East and globally.

A bespoke title supported by the most prestigious names in travel and tourism, from global organisations and tourism ministers to leaders of destinations, airlines and hotel companies, the *ATM Yearbook 2024* is the only industry resource of its kind.

Highlighting the achievements and ambitions of those shaping travel's future, the publication provides ATM exhibitors with a unique opportunity to present their brand and vision in an attractive print and online format.

Further benefits can include video interviews conducted at the show, which are embedded in the digital version and broadcast on social media and the official ATM YouTube channel.

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

Enhancing your brand's reach and recognition



Advertising in the *ATM Yearbook 2024* provides a strategic opportunity to target influential industry professionals, enhance your brand's visibility, promote your destination, products or services, and maximise your presence at Arabian Travel Market and beyond due to the publication's remarkable shelf-life.



REACH YOUR TARGET AUDIENCE

The *ATM Yearbook 2024* is specifically designed to be read by travel industry professionals attending the show, with ATM 2023 attended by 40,000-plus delegates. By advertising in the yearbook you can reach a highly targeted audience including travel agents, tour operators destination management companies and other industry partners.



INDUSTRY VISIBILITY

With the *ATM Yearbook 2024* highly regarded in the travel industry and considered an authoritative source of information, supporting the publication will enhance your brand's visibility and credibility among industry professionals. It will help position your business as a trusted and knowledgeable player in the sector.



NETWORKING OPPORTUNITIES

Advertising in the yearbook, an official and accredited ATM title, can increase your chances of connecting with potential partners, suppliers, or clients who may be attending the exhibition. It serves as an additional touchpoint to capture the attention of attendees and create networking opportunities.



BRAND, PRODUCT AND SERVICE PROMOTION

The *ATM Yearbook 2024* features articles, case studies, and industry trends relevant to the local, regional and global travel sector. It provides an opportunity to showcase your products, services, destination or solutions to a highly engaged audience, generating valuable business leads.



BRAND RECOGNITION AND RECALL

The *ATM Yearbook 2024* will showcase your branding, playing a key role in enhancing brand recognition and recall. ATM delegates reading the publication will connect with the content and branding and are more likely to engage with you, as well as make recommendations and referrals to other industry colleagues.



ATM EXHIBITION PROMOTION

You can use leverage your advertising and editorial space in the *ATM Yearbook 2024* to create awareness about your booth, special offers, product demonstrations, or any other activities you plan to undertake during the exhibition. It helps drive traffic to your booth and increases the chances of engaging with potential clients or partners at the event.



EXTENDED EXPOSURE

The *ATM Yearbook 2024* is considered a collector's item, with a much longer shelf life than other promotional materials such as brochures or flyers. The publication is taken back to offices and homes, generating extended exposure and potential for sharing among colleagues and friends.

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



Responsible publishing

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 six years we have printed the ATM Yearbook on paper certified by FSC International under licence number Co13417. We also prioritise carbon-neutral logistics organisations for all courier services and bulk deliveries of our publications where possible.



Online

Available to view or download on the official ATM website before, during and after the show and throughout 2024

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

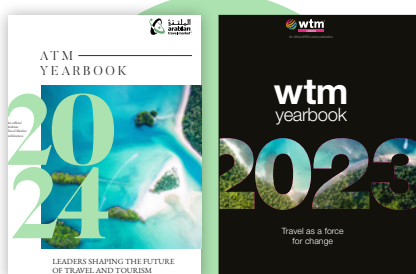
Promoted on the ATM website

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 2023

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 both the *ATM Yearbook 2024* and *WTM London Yearbook 2023*. Don't miss this exclusive opportunity

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 2024* advertising packages include video content options for the digital version.

This includes brand videos, as well as face-to-face interviews recorded at ATM 2024 that we will embed in the online publication.

DEADLINES

Space reservation: 6th April, 2024

Artwork deadline: 10th April, 2024

Contact the GT Media 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.