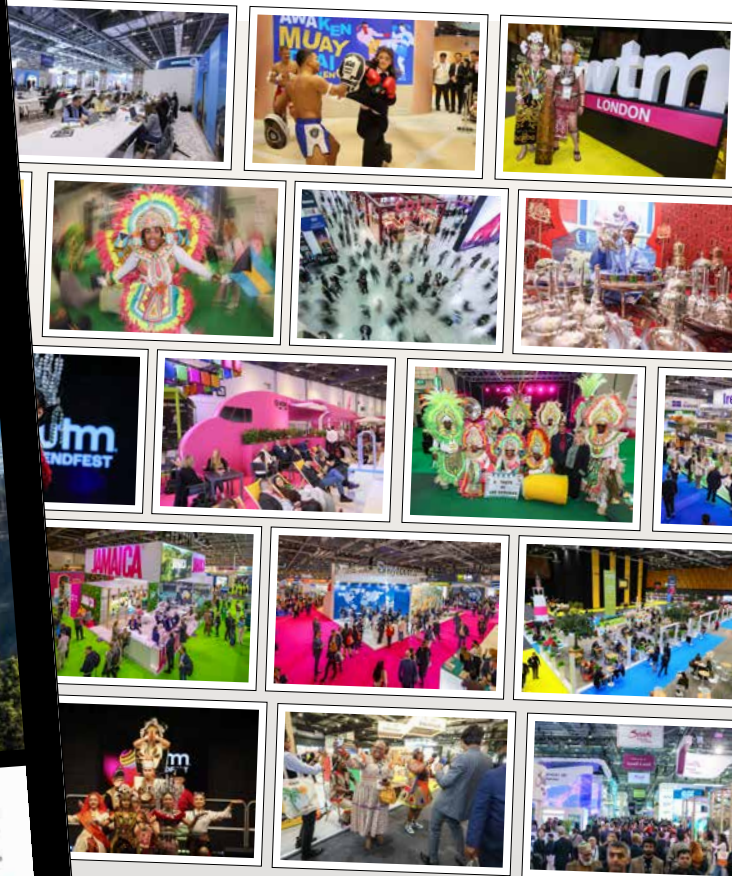
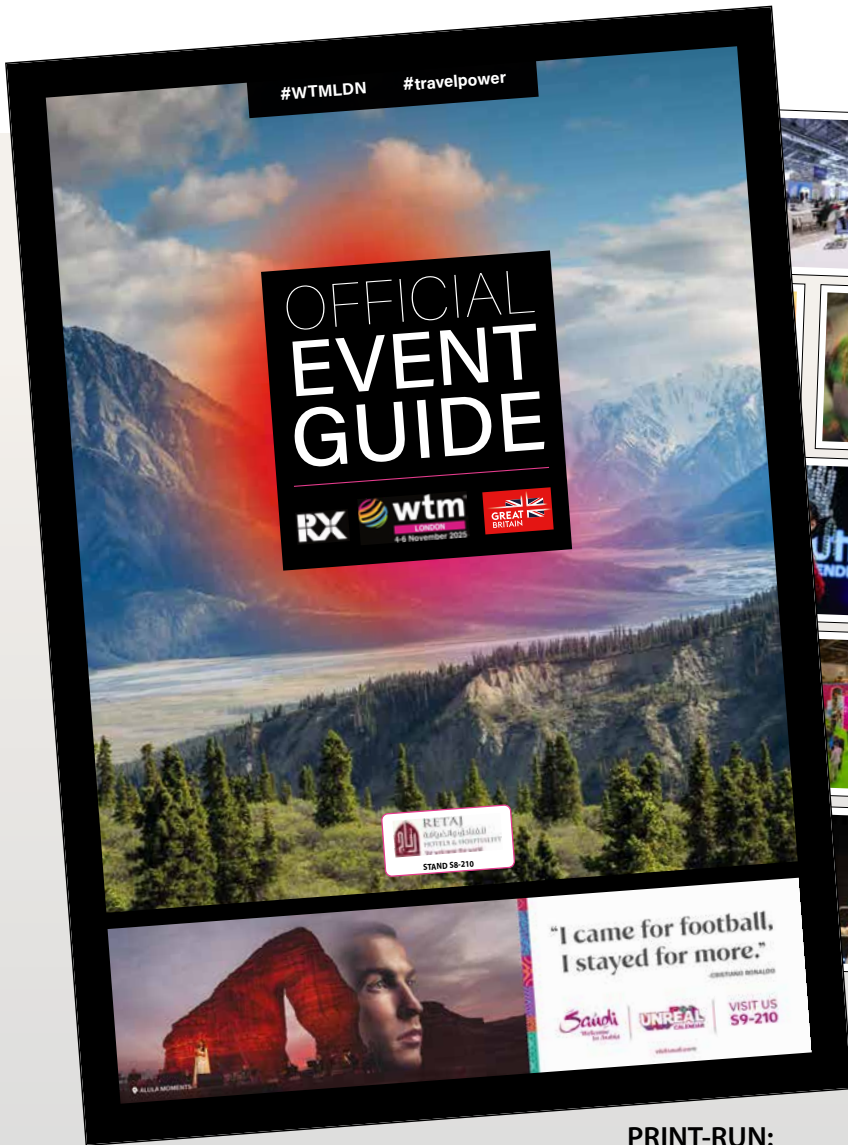




OFFICIAL **wtm**[®]

LONDON

Event Guide 2026 Media Kit



PRINT-RUN:
25,000 COPIES

CONNECT WITH
HIGH-QUALITY
BUYERS AT WTM
LONDON



wtm[®]

LONDON

3 - 5 NOVEMBER 2026

THE ULTIMATE INSIDER'S GUIDE TO WTM LONDON

- PRINT
- ONLINE
- E-MAILING

The **WTM Event Guide** is the official publication for **WTM London**, providing exhibitors with a strong platform to communicate essential information directly to their WTM target audience, including buyers and key industry leaders.

As the main resource for professionals in the trade sector and international media, the guide provides detailed updates on the market, the event and its leading exhibitors, **ensuring that all participants have access to accurate and highly relevant information.**

360°: We utilize a variety of communication channels to maximize visibility and make sure your message reaches your audience, no matter where they are or when they need it.



PRINT CIRCULATION

25,000
copies

- › Main entrance areas
- › Central information desks
- › WTM Buyers' Club
- › Conference locations
- › International Media Centre
- › Speed Networking zones
- › Cargo Bike

ONLINE

WTM TOTAL AUDIENCE REACH

1.7M



SOCIAL MEDIA

259K



WEB TRAFFIC

240K



MEDIA PARTNERS

45



WTM TRAFFIC STATS TOTAL WEB USERS

329K



TOTAL WEB SESSIONS

706K



TOTAL PAGE VIEWS

1.75M



ORGANIC WEB TRAFFIC

33.2K



FIGURES & READER PROFILE

Source: WTM London

Over 46,500
PROFESSIONALS FROM 182 COUNTRIES

5,500+
WORLD CLASS HOSTED BUYERS



ATTENDEES FROM OVER
182 COUNTRIES



40,000
BUSINESS
APPOINTMENTS



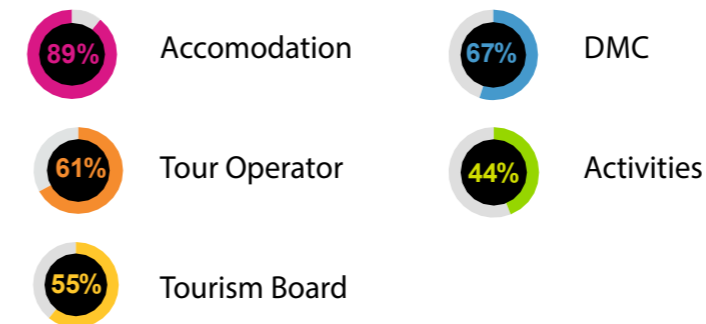
58%
BUYER PURCHASING
RESPONSIBILITY



5,500
BUYERS

TOP 5 COMPANIES BUYERS WANT TO MEET AT WORLD TRAVEL MARKET

2024 Stats



SOCIAL MEDIA

The contents of the WTM Event Guide are shared through WTM London's social media channels.



TESTIMONIALS

H.E. Sheikh Nayef Bn Eid Al Thani
Chairman & Managing Director,
Retaj Group



The WTM Event Guide is an invaluable platform that captures the diversity and dynamism of the industry. It connects leaders, innovators, and brands across markets, allowing companies to share their journey and vision with a worldwide audience.

Kgomotso Ramothea
Chief Executive Officer,
Memberships,
African Travel and Tourism
Association



I think the WTM Official Event Guide adds a much needed depth to making the most of your visit to such a large and important event like World Travel Market. Using the guide will ensure attendees get a lot more out of attending World Travel Market beyond meetings and networking.

Ursula Horne
Head of Insights, BBC



There is so much to see and do at WTM that the guide is an essential companion for getting you to the right place at the right time.

Dave Goodger
Managing Director, EMEA
Tourism Economics, an
Oxford Economics company



It's a must read as a summary of everything going on at WTM – it's the first thing I look for as I walk through the door on the opening morning.

PRINT / AD OPPORTUNITIES



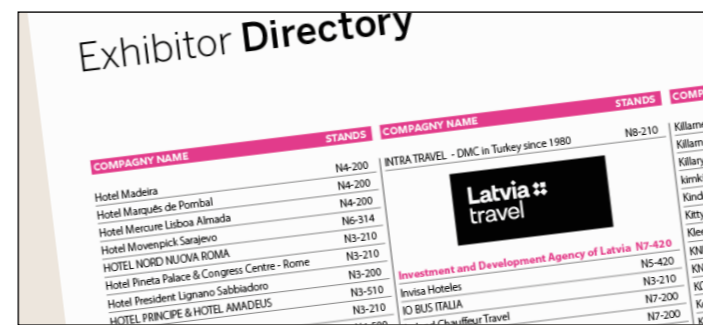
ADVERTISING RATES (€)		Participation reserved to WTM London exhibitors
> 1 / 4 page	1,800	
> 1 / 2 page	2,700	
> 1 full page	5,500	
> 1 double page	9,900	

HIGHLIGHT POSITIONS (€)	
> Logo & stand N° on front cover	6,000
> 1/5 page banner on front cover	23,500
> Inside Front Cover: 1 page advertisement	23,500
> Back Cover	23,500
> Inside Back Cover / before p 10:	
1 full page Advertisement	17,800
1 double page Advertisement	32,000
> Bookmark - Insertion into 1 edition	9,900
> Insert in the magazine	upon request



ADVERTORIAL RATES (€)	
> 1 / 2 page	2,900
> 1 full page	5,900
> 1 double page	10,500

LOGO ON HALL PLAN (€)	
> Standard-size Logo & Stand	800
> Large Logo & Stand	2,900



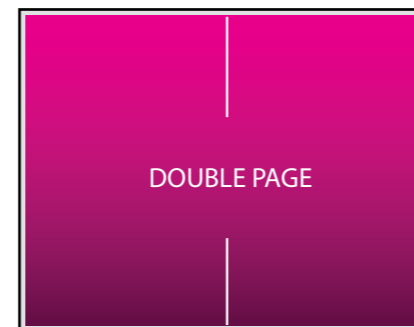
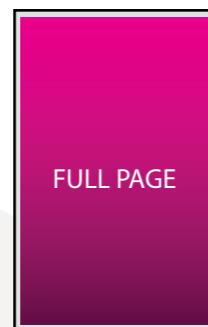
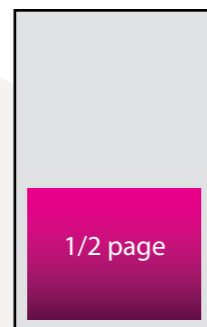
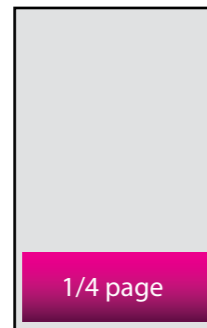
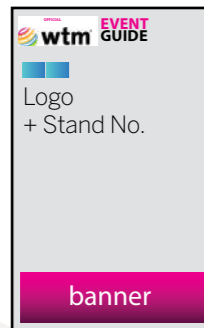
EXHIBITOR DIRECTORY (€)	
> Logo & Highlight Entry	500



WTM DISTRIBUTION BIKE (€)	
> Your logo printed on the bike signage	
Full sponsoring	7,900

LOGO PACKAGE (€)	
> Your logo & stand Number on the Hall plan & in the Directory	only 999

Front Cover



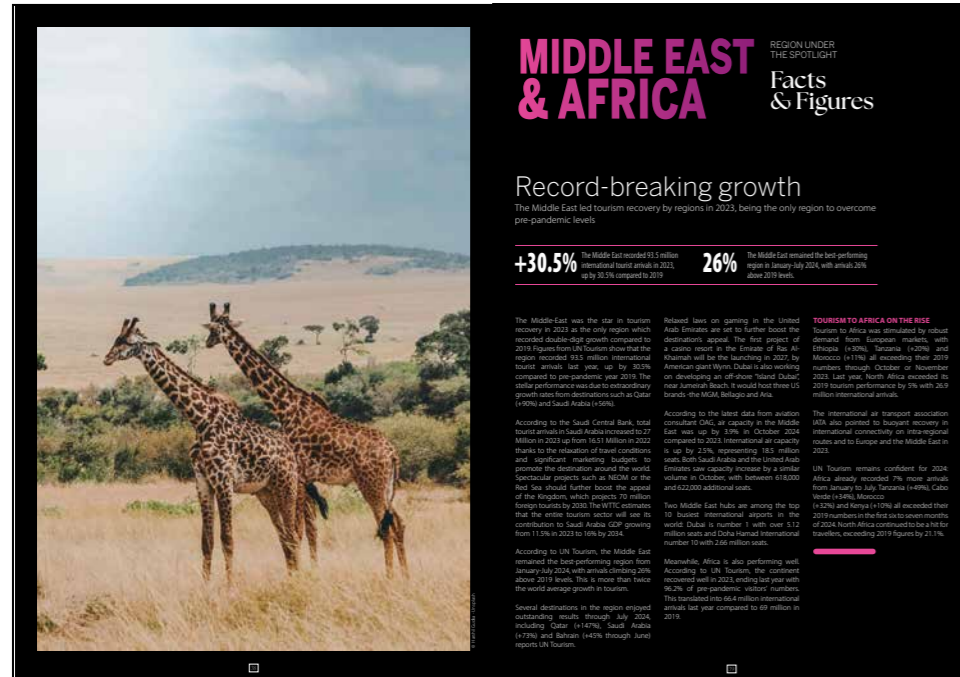
PACKAGES

BRONZE	SILVER	GOLD	PLATINUM
1/4 PAGE ADVERTISEMENT 1 STANDARD-SIZE LOGO - FREE	1/2 PAGE ADVERTISEMENT 1/2 PAGE ADVERTORIAL 1 STANDARD-SIZE LOGO ON HALL PLAN - FREE	1 PAGE ADVERTISEMENT 1 PAGE ADVERTORIAL 1 STANDARD-SIZE LOGO ON HALL PLAN - FREE	2 PAGE ADVERTISEMENT 1 PAGE ADVERTORIAL 1 LARGE-SIZE LOGO ON HALL PLAN - FREE
1,800 €	5,300 €	10,900 €	14,900 €

EDITORIAL

Our carefully curated content is crafted to be **essential for trade visitors and media**, helping them organize their time at the event, **focus on key areas**, and stay informed about **market trends and leadership insights**.

Leverage this unique platform to amplify YOUR voice. Reach out to our editorial team for collaboration on topics and interviews.



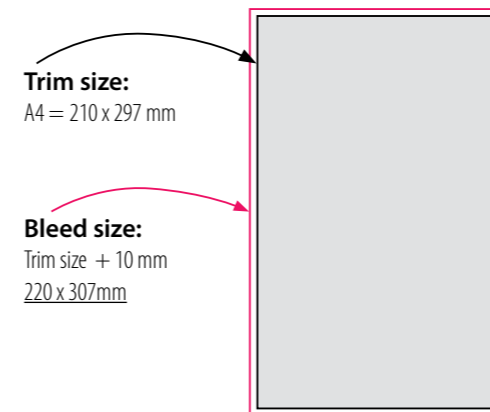
EDITORIAL OPPORTUNITIES FOR EXHIBITORS

How to be part of WTM EVENT GUIDE ?

Provide us with your input:

- Coverage of your company's main news and strategies
- A strategic platform for your Top management / Government officials
- Contributions and thought leadership for our Regional Spotlights and Special Features

FORMATS (WIDTH BY HEIGHT)



Material Deadline:
15th October 2026
Mail: production@cleverdis.com

STANDARD POSITIONS	Trim size (mm)	Bleed size (mm)	Trim size (inches)	Bleed size (inches)
Full page	210x297	220x307	8.27x11.69	8.66x12.09
Double page	420x297	430x307	16.54x11.69	16.93x12.09
1/2 page	190x120	-	7.48x4.72	-
1/4 page	190x48	-	7.48x1.89	-

HIGHLIGHT POSITIONS	Trim size (mm)	Bleed size (mm)	Trim size (inches)	Bleed size (inches)
Logo + Stand N° on Front cover	32x20	-	1.26x0.79	-
Banner	190x48	-	7.48x1.89	-
inside front cover	210x297	220x307	8.27x11.69	8.66x12.09
Back cover	210x297	220x307	8.27x11.69	8.66x12.09

HALL PLAN LOGOS	PRINT Size (mm)	PRINT size (inches)
Large logo	74x54	2.9x2.12
Standard logo	32x20	1.26x0.79

IMPORTANT INFORMATION FOR PRINT MATERIALS

All ads must be supplied in CMYK.

Materials that do not meet the specifications below will be adjusted, and the advertiser will be billed for production.

Required Format:

PDF/X-1a is the mandatory file format. Ensure files are properly created for accurate reproduction. Refer to Adobe's guidelines at adobe.com/products/acrobat/pdfs/pdfx.pdf. Files should follow SWOP guidelines, with a total ink density not exceeding 300%.

Proofs:

For full-page and spread ads, a contract-level digital proof at full size, conforming to SWOP standards (including a color bar), is required. Acceptable proofs include Epson Contract Proof, IRIS, Kodak Approval, Digital Match Print, Progressive Press Proof, Fuji Pictro, and Fuji Final Proof.

Material Requirements for In-House Design

Services:

› Photos: Color scans must be 300 dpi in CMYK; B/W scans must be 300 dpi grayscale.

› Logos: Vector .eps or .ai files are preferred. Convert type to outlines unless fonts are provided. JPGs

must be 300 dpi.

› Native Files: If supplying native files, include the fonts used. Black type on a light background should be 100% black only. Files should follow SWOP guidelines, with total ink density not exceeding 300%.

Deadline:

All print elements (print file and color proof) must be submitted before the deadline. After the deadline, no additional elements will be accepted, and your content will be published only in the online version.

ADVERTORIALS

All advertorials in our publications adhere to our editorial style guide. They are written like articles, highlighting key selling points and benefits, often using real-life scenarios or case studies to show effectiveness. Advertorials are intended to provide trade professionals with relevant information for their business practices and buying decisions.

Images:

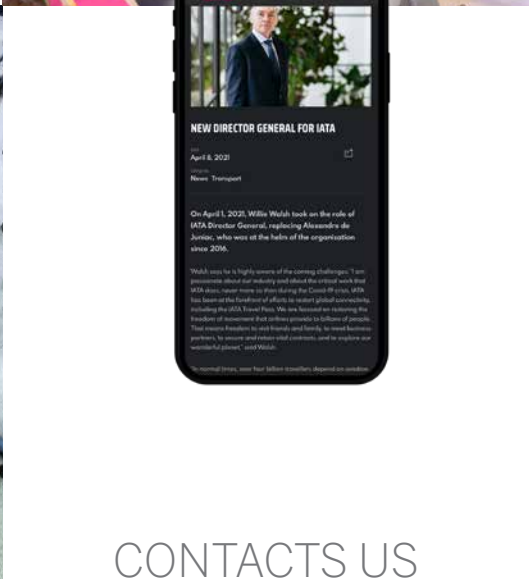
- › The advertiser must own the copyright for any images provided.
- › Written consent is required for images featuring people.

- › Images must directly relate to the advertorial's message or product.
- › Featured images should ideally be horizontal, 1500 pixels wide, and 300 dpi resolution.
- › Ads, company logos, slogans, URLs, and contact details are not permitted.

Word Count:

- › Double page : 800 words
- › Full page: 550 words
- › Half-page: 250 words
- › Quarter page: 90 words

Content: Content guidelines are agreed upon before editing. Clients must provide all necessary information and specify key points. After the advertorial is created, a PDF is sent to the client for corrections and approval, which should be clearly annotated on the PDF. The final version will then be sent for a "OK to Print" confirmation, either scanned or digitally signed. Any additional changes requested by the client, beyond the initial corrections, will be billed at 10% of the original price and must be paid before publication.



CONTACTS US



ADVERTISING

EDITORIAL

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