

Travel **News**

PRICELIST 2016
print & web

No 1 publication for the Swedish travel industry



Travel News är den ledande och mest lästa branschtidningen för den svenska rese- och turistindustrins beslutsfattare.

Vi bevakar och analyserar alla delar av resebranschen som flyg, charter, resebyråer, arrangörer, hyrbil, rederier, destinationer utländska och inhemska samt hotell och mötesindustrin.

Tidningen är sedan 1 november 2015 återigen en del av RES, som grundade Travel News på 80-talet. Nytt för 2016 är en uppdaterad design och logotyp.

Välkommen till oss som annonsör 2016 – när du vill påverka de som dagligen styr svenskarnas resmönster och vanor!

DANIEL HIRSCH, *Chefredaktör*



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Travel News has been an independent industry publication since 1985, and provides its readers with knowledge, news and analysis of trends; all essential to their professional lives.

OUR READERS

THE TARGET GROUPS YOU REACH
AND THE ENVIRONMENTS WHERE
YOU ARE VISIBLE

- Spenderar mer än 30 minuter med varje utgåva
- Spend more than 30 minutes on each edition
- Think that Travel News is educational, serious and interesting
- 50% have a managerial role within the company
- Are from a variety of sectors within the travel industry
- Work with both business and private travel

SPONSORSHIPS

GRAND TRAVEL AWARD

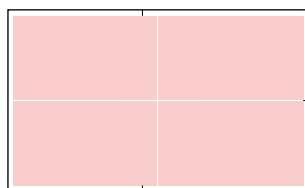
The travel industry's own Oscars celebrate their 23th anniversary in 2015, the travel industry's most important event. The GTA's are divided into 4 sections; first an inspiring and educational seminar for up to 450 paying guests. This is followed by a dinner & mingle for seminar guests and the newly-arrived evening guests; 700. An award ceremony, where industry suppliers win prizes in different categories, and where the travel agents within the private and business sectors have voted the winners in each category. Last but not least is the evening's party.

TRAVEL NEWS STUDIO

Current and inspiring seminars for the travel industry.

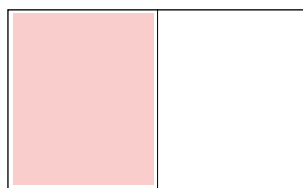


PRICELIST PRINT *TRAVEL NEWS* 2016



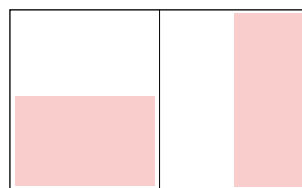
Spread

Text-face: 396 x 236 mm
Bled-off: 430 x 275 mm*
Prize: 62 800 SEK



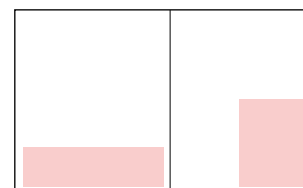
1/1 Page

Text-face: 181 x 236 mm
Bled-off: 215 x 275 mm*
Prize: 37 400 SEK



Half page horizontal

Text-face: 181 x 116 mm
Bled-off: 215 x 136 mm*
Prize: 23 600 SEK



Quarter page horizontal

Bled-off: 181 x 60 mm
Prize: 14 900 SEK

1/2 Spread

Text-face: 396 x 116 mm
Bled-off: 430 x 136 mm*
Prize: 37 400 SEK

1/1 Page back cover

Text-face: 215 x 255 mm*
Prize: 45 900 SEK

Half page vertical

Text-face: 88,5 x 236 mm
Bled-off: 105,5 x 275 mm*
Prize: 24 100 SEK

Quarter page vertical

Bled-off: 99 x 129 mm
Prize: 14 900 SEK

Request position: First spread and request position insert: + 10 percent.

Other formats: Such as Gate fold, barndoor, cover wrap, bellyband, etc: request quotation.

Material ready for printing: All prepared advertising material that is sent in to the magazine must be ready and checked for printing. To be supplied in PDF format. 5 mm bleed. Advertising material should be submitted as a PDF ready for printing with a 5 mm bleed. 300 dpi. All pictures in the advertisement must have a minimum resolution of 300 dpi. All pictures must be defined in CMYK. Spot colours (PANTONE) are to be converted to CMYK. *We don't accept open documents.*

PUBLISHING DATES 2016

Nummer	1	2	3	4	5	6	7	8
Utgivning	15 Feb	16 Mar	29 Apr	16 Jun	12 Sep	12 Oct	11 Nov	16 Dec
Material	25 Jan	24 Feb	8 Apr	26 May	22 Aug	21 Sep	21 Oct	25 Nov

TECHNICAL SPECIFICATION PRINT & WEB

CREATIVE SOLUTIONS

ou might want to do something out of the ordinary to become even more visible. In that case we have lots of creative solutions. We also can assist with production of simple advertisements. Contact us at sales to find out more.

DELIVERY OF ADVERTISING MATERIAL

Delivery address: res.se/annons. Please choose the correct issue and follow the instructions. Documents should be looked as pdf. Typefaces, images and crop marks must be included.

Document naming: Please name your file as following:

TravelNewsissueyear_advertising_company_size.pdf.

Digitalt material is sent to the salesperson in charge with at least 72 dpi in Flash, Gif or Jpg, max weight 65 kB. Material should be delivered at latest three working days before the campaign start.

CANCELLATIONS

For cancellation later than 14 days before the copy date given in the price list, a booking fee of 50% of the value of the space booked will be charged. If cancellation takes place later than one week before the copy date, we reserve the right to invoice the agreed advertising rate. förbehåller vi oss rätten att fakturera avtalat annonspris.

PRISLIST WEB TRAVEL NEWS 2016

AT TRAVEL NEWS' WEB, OUR READERS FIND EVERYTHING FROM SHORT NEWS BITS TO IN-DEPH INTERVIEWS – TO LE TOUR READERS BE ON TOP OF WHAT'S HAPPENING, WHAT'S TALKED ABOUT AND GETTING INSPIRED.

JOB ADVERTISING ON THE WEB

Text equivalent to a quarter-size advert in Travel News: One heading and around 900 characters.

Price: SEK 9,000/3wks, SEK 15,000/3wks Double format

THE WEBSITE IN BRIEF

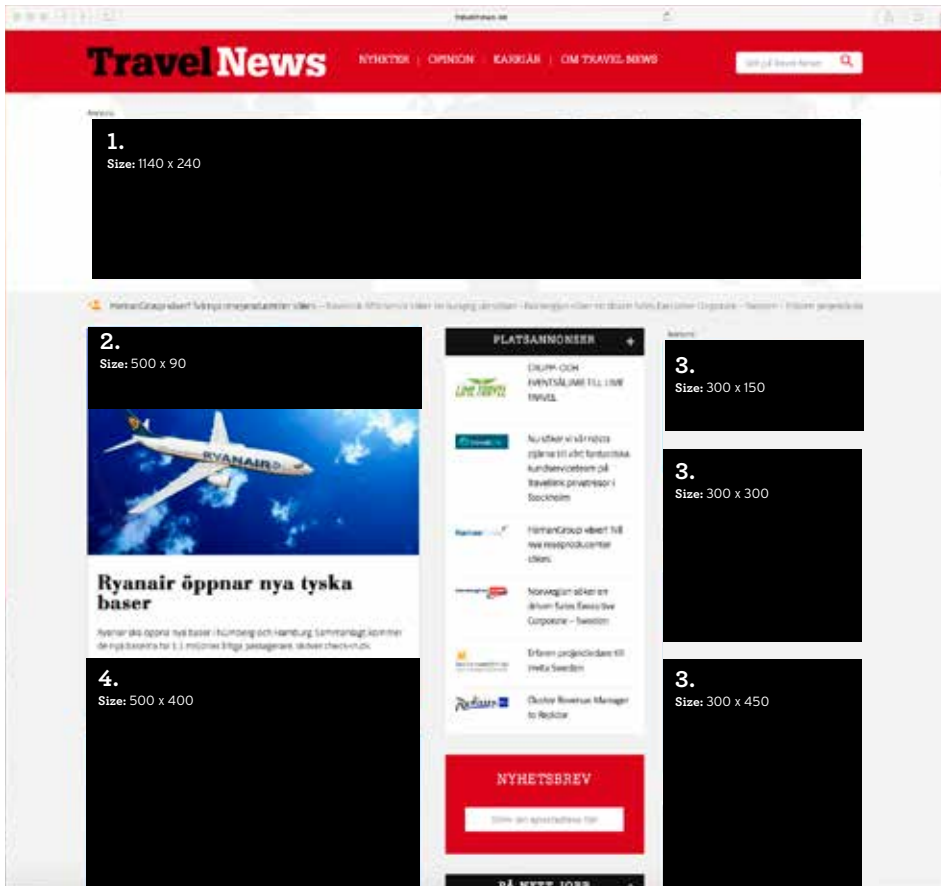
Visitors to our website are those who require daily information on travel industry events; private or business travel businesses, travel agent managers (both private and business), producers, purchasers and charter tour operators. Hotels, rental cars and flights are also sectors represented by our site visitors. In addition, we are also visited by the top managers in the entire travel industry. Essentially, everyone you want to have in order to achieve as good and cost-effective business as possible.

- Listed on the Swedish advertising Kia-index
- Approx. 10,400 individual visitors each week and around 28,500 per month
- Site adverts
- Daily news
- Guest bloggers

DAILY NEWSMAIL

- Approx. 9,300 subscribers within the travel industry
- 35-40% daily opening rate
- Half of our subscribers to the newsletter have a managerial role
- The mail is sent out each working day in the morning

PRICELIST WEB TRAVEL NEWS 2016



ADVERTISEMENT RATE CARD

All prizes include 50% Share of voice

1. ADVERT FORMAT TOP BANNER

Size: 1140 x 240
Price/week: 15 000 SEK

2. ADVERT FORMAT MIDDLE BANNER SMALL

Size: 500 x 90
Price/week: 6 000 SEK

3. ADVERT FORMAT "SKYSCRAPER" STYLE

Size: 300 x 150
Price/week: 4 500 SEK

Size: 300 x 300
Price/week: 6 500 SEK

Size: 300 x 450
Price/week: 8 500 SEK

4. ADVERT FORMAT RECTANGLE

Size: 500 x 400
Price/week: 8 500 SEK

DAILY NEWSMAIL

TOP BANNER

Size: 520 x 60
Price/week: 8 500 SEK

SQUARE

Size: 400 x 400
Price/week: 11 000 SEK

BOTTOM BANNER

Size: 520 x 60
Price/week: 6 000 SEK

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