



THE MAGAZINE ON THE BUSINESS OF  
TRAVEL, TOURISM AND HOSPITALITY

TRAVEL TRENDS TODAY

**T3**



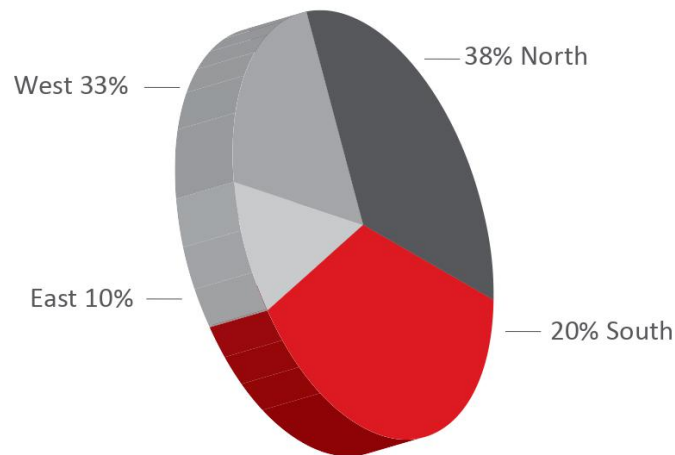
# MEDIA KIT

The Indian travel & tourism market is one of the fastest growing markets in the world. Travel Trends Today (T3) keeps you abreast about the latest happenings in the Indian and global travel and tourism market. Serving the travel trade community over last 27 years, T3 has set a benchmark in travel tourism publishing domain.

[www.traveltrendstoday.in](http://www.traveltrendstoday.in)

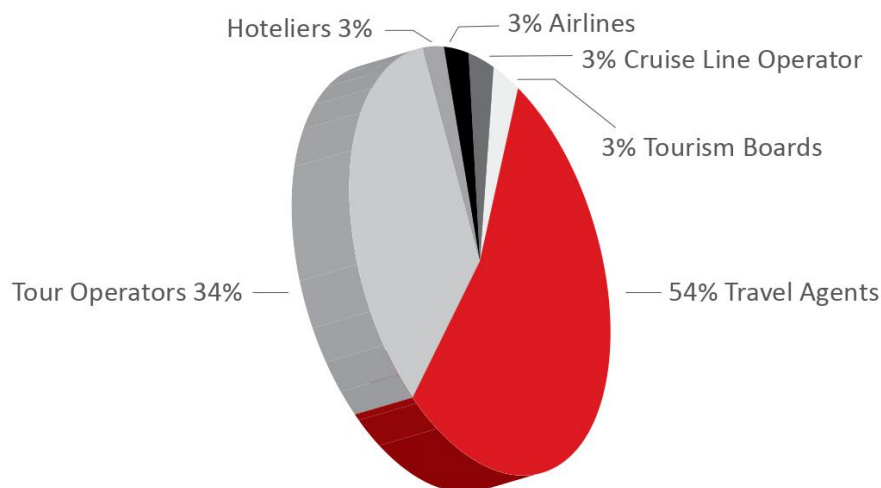


## → CIRCULATION



T3- Travel Trends Today is India's leading travel trade publication. With its excellent content it has kept the Indian travel trade informed and updated for over two decades. T3 which is the leading travel-trade publication in India currently enjoys a circulation of over 25,000 copies and is read by the entire travel-trade value chain across India.

## → READERSHIP



T3 offers its wide readership, the latest news on every vertical in the Travel Trade Industry And is distributed extensively to all segments of the travel and tourism industry mounting its Readership count of more than 100,000 readers. T3 is read by the entire travel-trade value chain across India which includes: Travel Agents, Tour Operators, Hoteliars, Airlines, Cruise Line Operators, in India and South Asia, as well as NTO's, State Tourism Boards, Travel and Tourism products & services.

# → RATE CARD

## MECHANICAL DATA - SIZE IN CM (W X H)

Text Area	: 25 x 39.5
Column Width	: 5.7
Print Area (Trimmed Size)	: 27.3 x 42.5 (please add 3mm margin on all four sides after cutmarks)

## ADVERTISING RATES AND SIZES

Display	Size cm (w x h)	Rate (in ₹)
Full page	(Bleed) 27.9 x 43.1 - (Non-Bleed) 25 x 39.5	95,000
Junior page	18 x 24	60,000
Half page	25 x 20	57,000
Quarter page	12.2 x 20	30,000
Strip	25 x 8	30,000
Back Cover	(Bleed) 27.9 x 43.1 - (Non-Bleed) 25 x 39.5	150,000
Inside Front Cover	(Bleed) 27.9 x 43.1 - (Non-Bleed) 25 x 39.5	120,000
Inside Back Cover	(Bleed) 27.9 x 43.1 - (Non-Bleed) 25 x 39.5	120,000
Double Spread	(Bleed) 55.6 x 43.1 - (Non-Bleed) 52 x 39.5 (add 6 mm gutter space on above Double spread sizes)	180,000

Paper: High quality Art paper  
 Printing: Sheet-fed offset  
 Input Material: CD in JPEG, CDR, TIFF, EPS,  
 PDF formats in 300 dpi with colour hard copy.  
 Publication Date: 10th of every month  
 Material Date: 1st of every month

\*Customised option available on request.  
 \*Special position/page available on request at  
 25% extra cost on above rates.

### Series Discount :

- 3 insertions: 10%
- 6 insertions: 15%
- 6+ insertions: 20%



# WEBSITE

The screenshot shows the T3 website layout with the following annotated sections:

- Leader board:** Located at the top right of the page.
- IMU-1:** Points to the 'Hadippal!' advertisement on the right side.
- Vertical Banner:** Points to the 'BEST POPULAR' and 'BEST COMMENTED' news sections on the right side.
- IMU-2:** Points to the 'SATTE' advertisement on the right side.
- Center Banner:** Points to the 'God made Madhya Pradesh beautiful. We made it comfortable.' advertisement at the bottom of the main content area.

Center Banner

Scan to visit T3 Online



# → RATE CARD

## GENERAL BANNER ADS

	Banner Size (W x H)	Price per month (in ₹)
Leaderboard	728 x 90	1,50,000
Vertical Banner	120 x240	80,000
Center Banner	550 x 100	1,10,000
IMU - 1	336 x 280	1,50,000
IMU - 2	336 x 280	1,50,000

## RICH MEDIA PROPERTIES

	Price Per Week (in ₹)
Page Curl	1,80,000
Road Block - 2 times a week	1,80,000
Road Block - 2 times a week + Page Curl on other days	3,50,000

## DOWNLOADS

Minimum commitment of 50 contacts, additional contact @ ₹ 5000 / contact

Price / Month	2,00,000
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## NEWSLETTER & EDM

Full Banner 468 x 60	1,50,000
Vertical Banner 120 x 240	1,00,000
EDM	₹ 3 / email id

### Note:

Taxes as applicable would be charged

All Ads are on tenancy basis

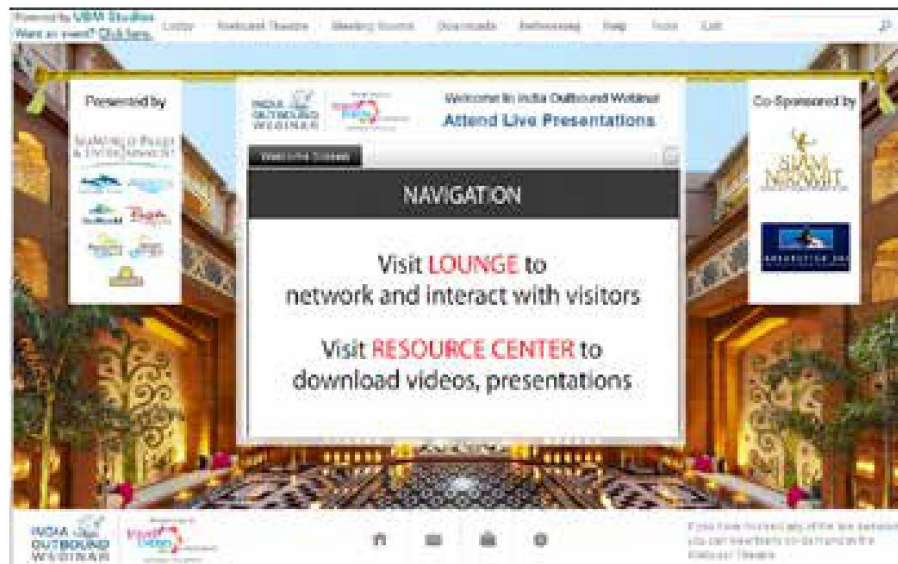
All Positions are sold on 33% SOV

All Dimensions are in pixels & in width x height format

[www.traveltrendstoday.in](http://www.traveltrendstoday.in)

# → WEBINARS

T3 webinar is a way for people to conference or train together over the Internet. A meeting host is able to broadcast a presentation to the attendees through a live feed. There is also an audio component that is available either over the phone or over the Internet. Webinars are a step towards being able to video conference to its full extent



## Educate And Engage Target Audiences

Webinars provide a forum for presenting in-depth and highly credible information that reaches prospects at multiple stages of the buyer readiness cycle at the same time.

Access the largest, most influential community of buyers by aligning your Webinar with **Travel Trends Today (T3)**

## Interactive Platform To Suit Your Marketing Needs

**Editorial Webcasts** – Our editors lead topic creation and recruit speakers, analysts and other experts, while our audience development experts drive traffic to the Webinar. Includes a brief speaking opportunity at the end of the Webinar.

**Custom Webinars** – You have control of the content, while we provide complete audience development, marketing, production and project management as well as a professional moderator to manage the discussion with your presenters.

## Event Features

- One-hour live presentation with hosting and technical support
- Webinar features include: live Q&A, surveys, polling, live URL links, downloadable documents
- Guaranteed leads and access to all opt-in registrant information, including name, company, title, and email for post-event follow-up



# → WEBINARS



## Audience Marketing Campaign

- Promotion to relevant segments of the Travel Trends Today (T3) database
- Dedicated e-mail campaign
- Banner Ads uploaded on [www.traveltrendstoday.in](http://www.traveltrendstoday.in)
- Telecalling for reminder calling and promoting the Webinar
- SMS Reminders sent on day of event to registered database
- Pre and post reminder e-mail communication to registrants
- On-demand viewing available for 6 months

## Production Services

- Expert turnkey project management and event production, including training on the Webinar platform tool prior to event
- MP4 file of Webinar delivered via FTP site

## Deliverables:

- 1 Live Audio + Presentation Webinar session of 60 minutes (5 minutes of Introduction + 40 mins of presentation session + 10 minutes for Q&A + 5 mins for Poll, Concluding Remarks etc)
- Upload upto 2 documents (PDF's, Whitepapers, Case Studies, Fact & Data Sheets etc) for attendee's to download
- Logo on the registration & login pages till live Webinar day
- Custom Poll Question can be integrated within the presentation
- Custom Survey (upto 5 question max) can be integrated within the presentation
- 6 months of archive of your Webinar

## Tariff Card Price:

Pricing available on request.

## WHY ADVERTISE?

- Founded in 1984
- Serving the travel and trade community over 3 decades
- Very high engagement with travel & trade fraternity
- Frequency: 12x a year (Monthly)
- Read by more than 1 lakh readers
- Optimum advertising exposure and maximum impact
- Send out the right messages to captive audience
- Brand building/awareness
- Superior editorial content
- Detailed reports, trends, analysis & best practises of industry
- Larger reach to decision makers/captains of the industry

## ABOUT T3 Online

T3 Online offers a comprehensive range of tried and trusted online solutions to suit your digital requirements. Online marketing creates an impact, engages your target audience and offers you the opportunity to showcase your product to a wider, global audience. It also offers flexibility through its various creative solutions and encourage new business. T3 Online enables instant communication with readers when and how they want it.

**STAY WITH THE LEADER!**  
**STAY AHEAD!!**

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