



MEDIA PLANNER

MICE Travel Advisor – A pioneer in the world of global meetings' industry!

WHO ARE WE?

MICE Travel Advisor is a meetings and event industry magazine and daily news portal dedicated to the global MICE industry. Its editorial coverage includes meetings, incentive, exhibitions and conference (MICE) industry.

MICE Travel Advisor has built a unique and trusted platform for the international travel market and a global circulation and committed digital readership.

Highlights

Daily breaking news and latest meeting & event updates



Exclusive Show Highlights and Show Reviews on trade fairs



Readership includes B2B segment and premium selling channels



Targets and caters to the needs of MICE industry



CIRCULATION

2,20,000 + readers

OUR PARTNERS

100 + International
Trade Shows

NEWSLETTER OPENING

35% to 42%

OUR REACH

■ Participation in 100+ trade shows and industry events on the international arena, including FITUR, ITB Berlin, ITB India, CONVENTA, WTM London, WTM Africa, ACE of MICE, IMEX America, IMEX Frankfurt, Tourism Innovation Summit (TIS), IT&CM Asia, IBTM World, Arabian Travel Mart, ITE Hong Kong, AIME, TTF, OTM, ITB Asia, SATTE and many more.

■ Social Media Users

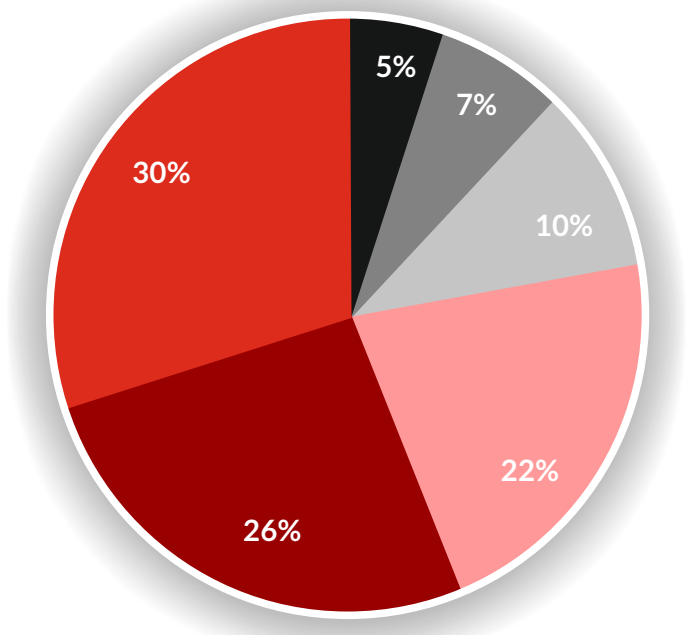
■ Website Visitors and Magazine Readers

■ App Users

■ Weekly Newsletter Subscribers



AUDIENCE CIRCULATION

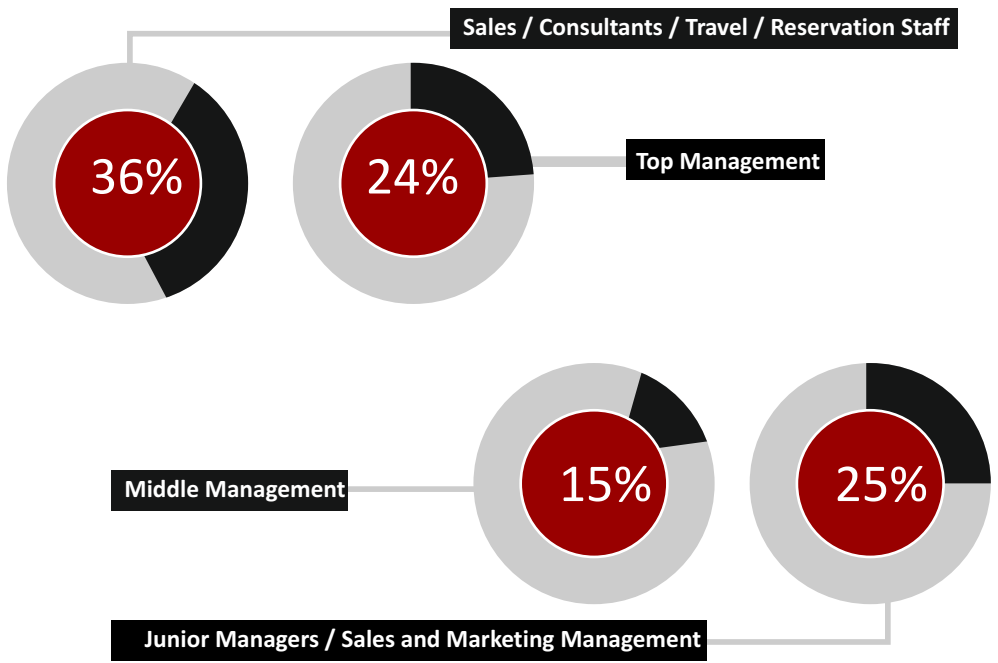


READERS BY CONTINENT

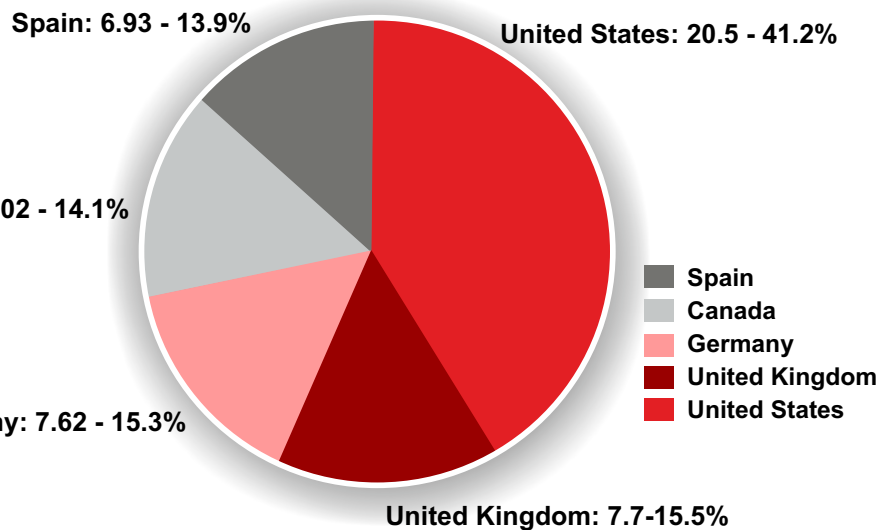
- Europe
- Asia
- N. America
- MENA
- S. America
- Australia

**Europe (United Kingdom, Spain, Germany, Greece etc.) | *Asia (China, South Korea, Japan, Sri Lanka etc.)*

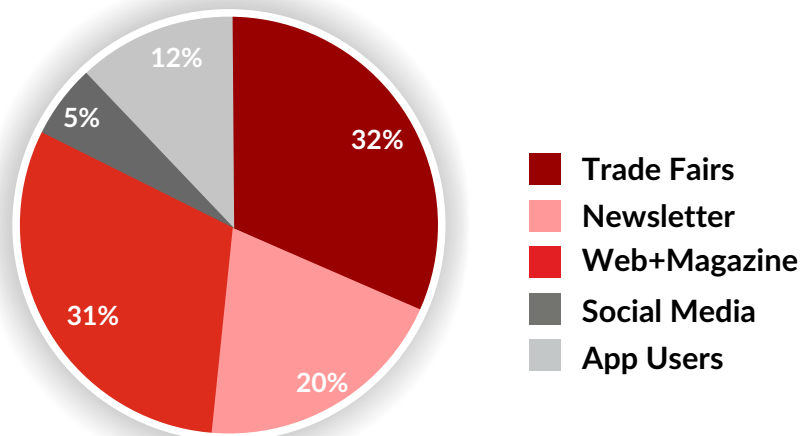
READERS BY JOB FUNCTION



READERS BY COUNTRIES



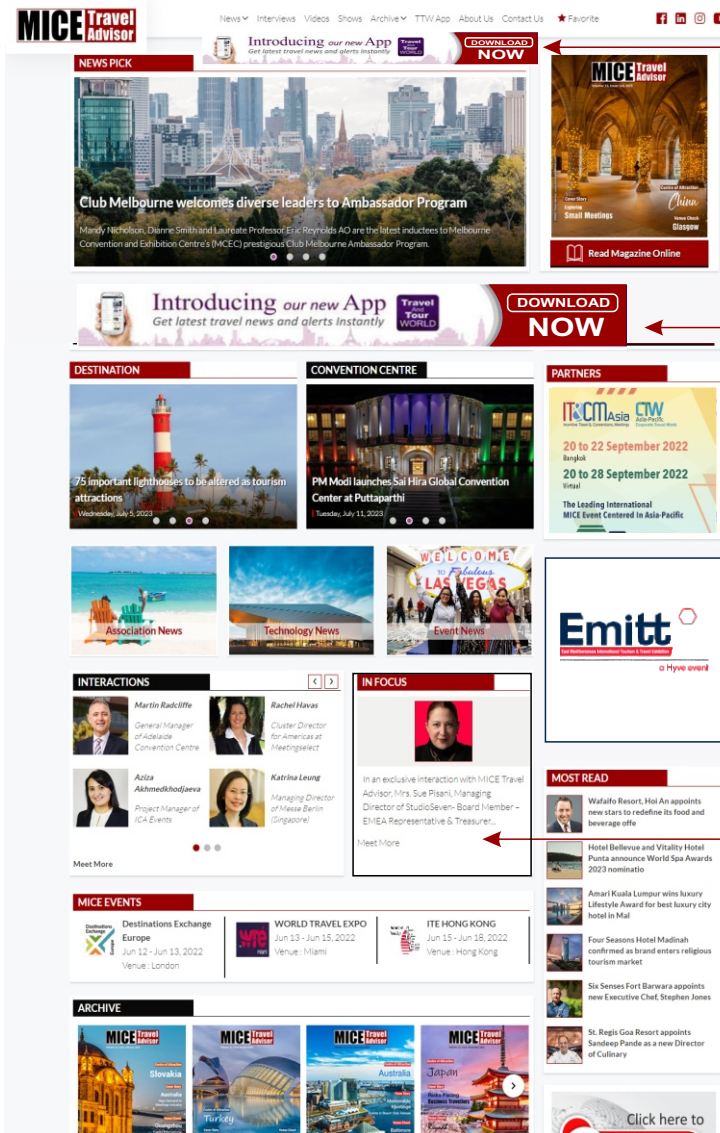
READERS BY CIRCULATION



CLIENTS & DISTRIBUTION



WEBSITE ADVERTISEMENT



Leader Board
728x90 px

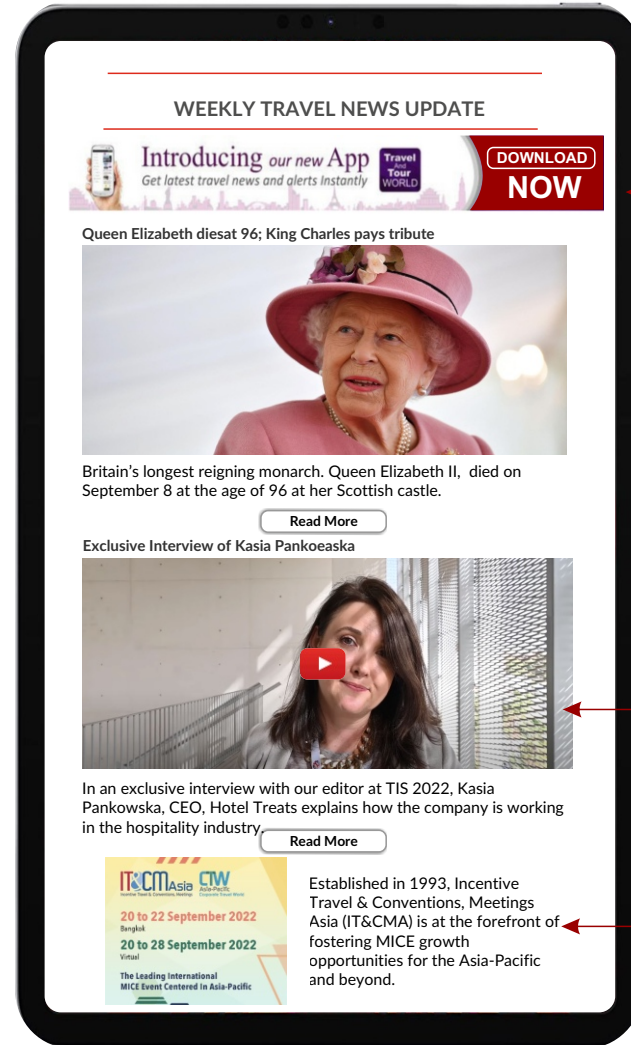
Big Banner
468x60 px

Medium Banner
300x250 px

Square Banner
300x300 px

Interview

NEWSLETTER



Big Banner
468x60 px

Video on Newsletter

Square Banner with write-up
200x200 px

EDM SERVICES

PACKAGES

No. of E-mails

PLATINUM :1,50,000 & above

GOLD : 50,000 - 1,50,000

SILVER : Minimum 50,000

Traditional Marketing

Fatal Flaws

- ☒ Way more expensive
- ☒ Interrupts your clients
- ☒ Holds attention for a shorter span

Online Marketing

Rewarding Returns

- ☒ Adds value with loyalty
- ☒ Blogs and Videos educate and inspire future buys
- ☒ Encourages reciprocation and gratitude
- ☒ Attracts potential clients with viral content

SOCIAL MEDIA



Web + Social Media

4 Featured News

1 Trending

2 Video Promotion

1 Banner (1 Month)

Social Media Marketing for all posts

To know more feel free to contact
pr@travelandtourworld.com

Quick Contact  + 49 152 22067848

MAGAZINE

One of the largest circulated online meetings' and event industry magazines and news portal, offering on-demand access to a huge network of travel and tourism professionals of the world.

COVER STORY
of 6 pages
with picture
in Front Cover

INSIDE COVER
ADVERTISEMENT

FULL PAGE
ADVERTISEMENT

HORIZONTAL
STRIP
ADVERTISEMENT

VERTICAL
STRIP
ADVERTISEMENT

HORIZONTAL
STRIP
ADVERTISEMENT

VERTICAL
STRIP
ADVERTISEMENT

Content
page

DOUBLE SPREAD

E-MAGAZINE BACKGROUND

BACK COVER
Advertisement

new
CONTENT
PAGE
FOOTER

▶

Video
Insertion

Video Promotion

30 sec

60 sec

120 sec

180 sec

EDITOR'S PICK
(CONTENT BASED)

SPECIAL
FEATURE
2 Pages
+
Logo on
cover page

HALF PAGE

Specification

Cover Story, Inside/Back Cover, Full Page	: 22x25cm
Content Page Horizontal and vertical strip	: 22x7cm/7x22cm
Content Page Footer strip	: 22x3.5cm
Inside Page Horizontal and vertical strip	: 22x7cm/7x22cm
Half page strip	: 11x25cm
Double Spread	: 44x25cm
Editor's call	: 11x12.5cms

*Files in jpeg/pdf with High res images are accepted.

Contact for Ad Space

pr@travelandtourworld.com

+1 917 677 7753

	Cover Story	Centre of Attraction	Venue Check	Tech Talk	Spotlight On
JAN	Trade Events to Attend in 2023	Lagos, Africa	Hannover Exhibition Center	Future of Contactless Technology	Spain
FEB	Indian MICE scenario	New York, USA	Sands Expo & Convention Centre	GALA system by Swiss Convention Centre	Singapore
MAR	Green Meetings	Istanbul, Turkey	CCTC	Distributed Antenna System Smart City Networks	Australia
APR	Culinary & networking events	Bangkok, Thailand	Adelaide Convention Centre	Dye-sensitized solar cell	Sweden
MAY	Meeting on Cruise	Zurich, Switzerland	EICC	Apex Event Bandwidth Workgroup	Peru
JUN	Meeting Industry scenario in US	Dubai, U.A.E	Jio World Centre	Technology using by Halifax Convention Centre	Japan
JUL	Asian Market in Meetings	Bilbao, Spain	Bangkok International Trade & Exhibition Centre	Technology for Virtual events	New Zealand
AUG	Meeting Industry scenario in Europe	Tel Aviv, Israel	Scottish Exhibition Conference Centre	Audio visual support in meetings	Switzerland
SEP	Nordic Meetings	Guatemala City	Orange County Convention Center	Visualizing the power of hybrid meetings	Jamaica
OCT	Meetings with History	Toronto, Canada	Suntec Singapore Convention Centre	Touchless Media in Meeting	Thailand
NOV	Multi-million Meeting destinations in US	London, UK	ExCel London	Best Business Cards	United Kingdom
DEC	Meetings on Beach	Paris, France	Haliç Congress Center	Cameras using in meetings	Hungary

Editorial Calendar may subject to change

Group Media Profile



B2B digital publication catering
to travel industry



B2B digital publication catering
to travel industry of Americas



B2B digital publication catering to
travel industry of Europe



B2B & B2C digital publication
catering to travel industry of Asia



B2B digital publication catering
to travel industry of India



Catering to European
woodworking industry



Serving the woodworking
industry of the Americas



www.micetraveladvisor.com

pr@travelandtourworld.com

244 5th Avenue, Suite 2468
New York, NY 10001, USA
+1 917 677 7753

S-303, Ideal Plaza,
11/1 Sarat Bose Road
Kolkata 700 020. India
+ 91 33 4603 4661