

TravelWeekly

e-newsletter advertising guide

The screenshot shows the layout of the Travel Weekly E-News newsletter. Red boxes with white text and numbers 1 through 6 point to specific advertising areas:

- 1. Top Banner 468 x 60 px**: Located at the top of the newsletter, above the 'Top Story' section.
- 2. Skyscraper 120 x 600 px**: A vertical banner on the right side of the newsletter, between the 'Top Story' and 'Most Read' sections.
- 3. Advertorial - Text only profile**: A red box pointing to the 'From our Blogs' section, which contains text-based articles.
- 4. Mid Banner 468 x 60 px**: A horizontal banner located below the 'Most Read' section.
- 5. Supplier News - 8 word link**: A red box pointing to the 'Supplier News' section, which features short news items with links.
- 6. Mid MPU 300 x 250 px**: A square banner located below the 'Mid Banner' section.

Other visible elements in the newsletter include the 'Travel Weekly E-News' logo, a 'forward to a friend' button, 'Top Story' with a featured article, 'Other Stories' with several headlines, an advertisement for 'Shearings Holidays', 'Most Read' articles, 'Events' calendar, and 'Destinations' for UK and Ireland and Dubai.

E-newsletter content

Travel Weekly e-News is a free weekly email newsletter containing latest news, jobs and a link to Travel Weekly's digital edition. The email is sent every Thursday afternoon to registered recipients to the digital edition of Travel Weekly and contains links to the top new stories of that week's issue. Recipients can also click through to the full digital issue and read the whole newspaper. The newsletter also features Travel Weekly's Job of the Week.

Market reach and frequency

Circulation: 15,500 (Publishers Statement)

Frequency: Weekly (Thursday)

Target audience

- Travel Agents • Tour Operators • Airlines/Aviation
- Hotels • Technology Suppliers • Car Rental • Tourist Boards

Advertising opportunities

Ad unit	Size (px)	cost per insertion	
			£
Top Banner	468 x 60		550
Skyscraper	120 x 600		550
Advertorial	See below		550
Supplier News	See below		149
Mid banner	468 x 60		350
Mid MPU	300 x 250		500
Solus	As above		1,250

Advertising delivery requirements

Advertisements and/or copy must be submitted to newsletters.copy@rbi.co.uk at least (5) five business days before scheduled sponsorship. GIF, animated GIF and JPEG images are accepted. Flash and rich media files are not accepted. File size should not exceed 30k. All advertisements should be accompanied by a text equivalent in order to be seen by all subscribers (200 characters). **Either mid MPU OR mid banner will feature on the newsletter. Supplier News: Text only 8 word link (each newsletter will carry 3 supplier news links). Advertorial: Text only profiles: up to 8 words in the headline, 50 words in the body text and an 8 word link to your website (each newsletter will carry only 1 advertorial slot).**

Sales contact information

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All advertisements are accepted subject to RBI's standard terms and conditions which can be found at <http://www.reedbusiness.co.uk/adtermsandconditions>