

Why Advertise in TMI?

Travel Markets Insider is the industry leader in covering the travel retail and duty free markets in the Americas. More than 6,000 key decision-makers in the US, Canada, Mexico, the Caribbean, South and Central America and Europe read the subscription-based *Travel Markets Insider* newsletter every week. We are very proud of our reputation as a timely, objective, reliable and insightful source of information about the issues critical to the business in this part of the world.

Since publishing our first faxed newsletter in June, 1997, *Travel Markets Insider* has covered the news that has made a difference in your business. Since November 1999, *TMI* has been sent via E-mail, the first industry publication to use the Internet to deliver a formatted publication on a regular basis. We have now published more than 850 issues, and our subscriber base grows on a daily basis.

Let us put our reputation to work for your company.

Twice a year, in March and September, *Travel Markets Insider* publishes a special deluxe magazine edition, which offers companies like yours the opportunity to showcase your products and services to the travel retail industry. The magazines are distributed at the Duty Free Show of the Americas and the Marine Hotel Association trade show in the spting, and at the TFWA World Exhibition in Cannes and the Frontier Duty Free Show in Canada in the fall. A total of 3,000 copies are published in March and 2,500 in October. These are distributed free at all the shows.

Insider = top quality at accessible pricing

Travel Markets Insider is second to none when it comes to the quality of the presentation and the caliber of the editorial. Nevertheless, our advertising prices are more accessible than those of many of our competitors due to lower overhead. Don't miss this opportunity to present your company's story in the most respected travel retail publication covering the Americas market.



ADVERTISING RATES (all rates are per page except DPS)

Circulation: 3,000 Readership: 9,000

 $April\ 2016\ TMI--Bonus\ Distribution\ at\ IAADFS\ Duty\ Free\ Show\ of\ the\ Americas$

& the Marine Hotel Association Convention (cruise ship suppliers)

Oct./Nov. 2016 TMI -- Bonus Distibution at TFWA World Exhibition - Cannes & Frontier

Duty Free Association Convention - Canada

April- 2016 TMI Caribbean Duty Free Review & Directory

TRAVEL MARKETS INSIDER 2016 ADVERTISING RATES

	1x	2x	3+x
Full Page	\$2,500*	\$2,250*	\$2,000*
1/2 Page	\$1,800	\$1,500	\$1,250
1/4 Page	\$1,200	\$1,000	\$ 850
Banner Strips	\$1,000	\$ 750	\$ 500

POSITIONING: Run of Book, all Full Page Ads are right-hand placements

*Includes one complimentary insertion of a "Mini-Ad" (3.5 inches by 2.5 inches) in the TMI PDF newsletter, page 3. Value: \$300 each **OR** 2 banner ads in the HTML Cover Letter (Choice is at discretion of TMI)

PREMIUM POSITIONING: Limited Availability

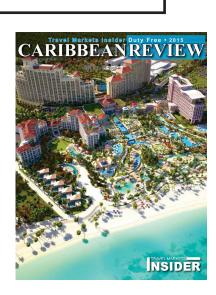
Inside Front	\$5,000	\$4,500	\$4,000
IFC + page 3	\$6,500	\$6,000	\$5,500
Inside Back	\$3,500	\$3,250	\$3,000
Back Cover	\$6,500	\$6,000	\$5,000
Front of Book			
DPS after P. 4	\$5,000	\$4.500	\$4,000

DESIGN CHARGE

Full Page	\$200
1/2 & 1/4 pages	\$100
Banners	\$75







2016 TMI ASUTIL Supplement

Region-specific magazine published for distribution at the South American ASUTIL Conference.

Full page \$1,000 per page

Half Page \$750
Quarter page \$500
Banner strips \$300
Inside Back Cover \$1,500
Back Cover \$2,500
Inside Front Cover \$2,000

ADVERTISING SPECS AND PRODUCT INFORMATION

MAGAZINE SPECS

	Millimeters	inches
Full page: overall trim size	216 x 279.4	8 ½ x 11"
Full page: bleed	222.2 x 285.7	5 8 ³ / ₄ x 11 ¹ / ₄ "
Full page: type area	190.5 x 255.6	7 ½ x 10 1/16
Double-page spread	444.5 x 292.1	17 ½ x 11 ½"
Half-page horizontal	190.5 x 127	7 ½ x 5"
Half-page vertical	101.6 x 255.6	4 x 10 1/16"
Half-page double spread: bleed	444.5 x 139.7	17 ½ x 5 ½"
Quarter page	97 x 125	4 x 5"
Bottom of Page Banner	203.2 x 50.8	8 x 2"

AD DEADLINES

ASUTIL issue 2016 May 1, 2016

CARIBBEAN DUTY FREE REVIEW February 15, 2016

IAADFS issue 2016 March 1, 2016

CANNES 2016 Sept. 1, 2016

CONTACT INFORMATION

SALES

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PRODUCTION

Chris Hetzer It's About Time Productions +1 (954) 536-9409 email: chris@iatpstudios.com

PRODUCTION NOTES

Material requirements: Ad materials must be supplied digitally - All scans to be provided at 350 dpi to size – CMYK; Include all fonts; Provide digital proofs as representation of color.

Travel Markets Insider will not be responsible for color match if client does not provide a proof.

For large files, please use http://dropbox.yousendit.com/IATP

All PDF's required to be press optimized.

Please contact chris@iatpstudios.com if you have any technical questions.

SEND MATERIALS TO

Send color proofs to: Pasternak Communications 255 NE 3rd Avenue, #312, Delray Beach, Florida 33444 Questions? Tel. (561) 908-2119 Fax. (561) 908-2257 e-mail: editor@travelmarketsinsider.net or parsnip5@aol.com

Travel Markets Insider has an excellent option for high profile, ongoing and accessibly-priced ad space -- that can be tailored to meet your specific needs. This is a banner ad in the HTML letter that accompanies the weekly PDF e-newsletter.

Ads on the HTML letter have the added advantage of including a link to your website that readers can click to receive further information.

*Single-size Banners; left side: 10 insertions (minimum) for \$1,000

Special Package Price: 25 insertions for \$2,000

Size and format: a jpeg, 150-300 dpi, finished size is 125 X 125 pixels.

Advertisers may change and rotate the brands and visuals advertised whenever they wish.

Travel Markets Insider also offers a limited number of double-sized ads that are positioned at the middle/ right of the page, directly under the letter copy, priced at a 50% premium over the single-sized ads. .

**Double-size Banners (470 pixels wide X 180 pixels high): 10 insertions (minimum) for \$1,500

Special Package Price: 25 insertions for \$3,000

Advertisers may change and rotate the brands and visuals advertised whenever they wish.

*** Top Banners: Go right to the top! These of course are the most high-profile placements possible. The price for the banner strip top of page for the full year is US\$6,000 (only \$500 a month!). Only two of these positions are available and the banners may be animated. The price for half a year is \$3,600 (\$600 per month). The Special Placement on the upper left hand corner is also \$6,000.00 for the full year, and \$3,600 for half a year (25 insertions). Advertisers may rotate different brands and change them whenever they wish. Both of these positions are linked to a web address.

The Travel Markets Insider newsletter is received by almost every duty free retailer/operator in the Americas—including Canada, the US, Mexico, the Caribbean and South and Central America. It is also read extensively in Europe.

Circulation: 3,400 Readership: 9,000+

Either of the above options will count as a second ad and qualify the advertiser for the multiple-insertion discount for ads in the hard copy Travel Markets Insider

PREPARE FOR TAKEO

TRAVEL MARKETSI

December 31, 2015 Travel Markets Insider Newletter Vol. 17 No. 29

Sponsored By:



My Burberry is represented in the Americas Travel Retail channel by Essence Corp

To read more news about the Americas Travel Retail markets, please click here

SPONSORED BY





And so begins our new journey...







The Travel Markets Insider newsletter is attached to this letter as a PDF file To open the PDF file, please click on this link.

As we close out the year, TMI is very pleased to present an in-depth Special Report on one of the most exciting travel retail projects that began operations in The United With India Review and projects with a began operations in the Americas in 2015. The US\$70 million **Melancia Mall** - the largest shopping complex in Northern Uruguay- opened its doors in the border town of Rivera in early November, despite one of the most difficult business and political environments in many years, not to mention weather delays that set the project back mo

But open it did, and we send congratulations to the two major anchor stores in the Mall - Neutral Duty Free and Grupo Wisa's La Riviera Duty Free, both of which created open, inviting state-of-the-art retail emporiums designed to offer Brazilian and Argentine visitors a new and innovative shopping experience never seen before on this border.

Carlos Loaiza, the Secretary General of the Chamber of Free Shops of Urugu (CEFSU), praises 'the major investment' from Neutral and Grupo Wisa, which, he says, "clearly shows a great long term commitment to Uruguay and the border du free business." Loaiza concluded that, as a result of their investments, they are both "well positioned to grow the business when the cycle begins to improve."

TMI's John Gallagher visited Rivera a few weeks after the official opening to me with the retailers, tour the facilities and report on the initial response from and operators to the ground-breaking project. His **Special Report** follows.

Readers can now follow Travel Markets Insider on Twitter. Please join us

All this and more. Inside Insider

Lois Pasternak











The Travel Markets Insider PDF Newsletter

Very limited availability.

Call for further details.



Pricing /tech specs for ads in TMI PDF newsletter (very limited availability)

Mini-Ads:

Space is available on lower right hand corner of page 3 and page 4.

Size: 3 1/2 inches X 2 1/2 inches (may be a horizontal or a vertical)

OR

Bottom of Page strip banner on page 1:

Size: approximately size 7 inches long by 1.5 inches high

One insertion: \$250 5 insertions: \$1,000 25 insertions: \$4,000

Option 2: Banner ads on top of page 2, 3 and 4:

1-10 insertions: \$125 each. 11+ insertions: \$100 each.

Size: JPEG 150-300 dpi; 3-3 1/2 inches by 1 1/4 inches (hori-

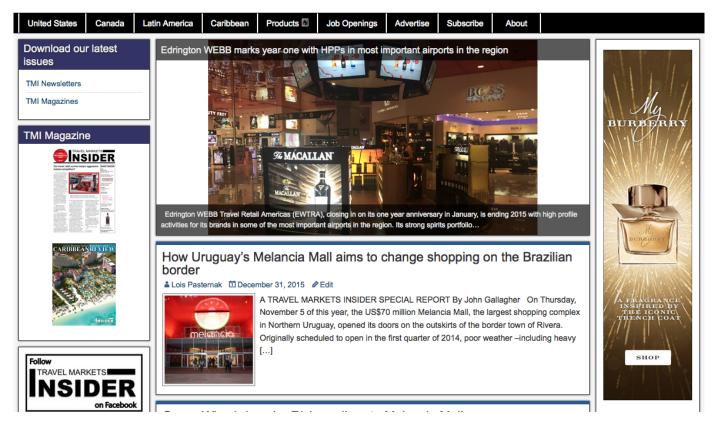
zontal)











Travel Markets Insider has a number of high profile leader and sidebar positions available on the new TMI website, which rotate throughout the entire site. Please call Lois Pasternak for specific pricing and positioning options.

