

# TRAVEL MARKETS INSIDER

## 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 spring, 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.

**Tito's Handmade VODKA**

**TRAVEL MARKETS INSIDER**

**Tiffany & Co. introduces first boutique at sea aboard Royal Caribbean International's Oasis of the Seas**

**ASUTIL names Figueroa new president**

**Travel Markets Insider Duty Free • 2015**

**CARIBBEAN REVIEW**

**TRAVEL MARKETS INSIDER**

**Booming Panama thrives, resists down trend challenging most of Latin America**

**South America, with its up again - down again economic cycle, is currently suffering from a significant downturn, particularly discouraging since it follows some of the strongest growth in the region's history.**

**Special June 2015 ASUTIL CONFERENCE Issue**

**Can travel retail survive today's aggressive market competition?**

**The travel retail industry is facing some daunting challenges, also tied from currency issues, mergers and consolidation, increasing competition coming from outside the channel.**

**TFWA World Exhibition FFFA October/November 2015**

**INSIDE INSIDER**

**News**

**North America**

**U.S. Airports**

**U.S. Airports**

**Canada**

**FDFA**

**South America**

**Economic analysis**

**WRE STRONGER TOGETHER**

**Supplier Features**

**Read all about it, Inside Insider.**

**Leo Pustrofsky**

**Editor/Publisher**

# 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 Distribution 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

Special rates  
IAADFS  
Duty Free Show  
of the Americas  
March  
2015

## TRAVEL MARKETS INSIDER

### Record passenger traffic challenged by margin and currency issues and growing competition from internet sales

Record tourism and passenger arrivals should have translated into robust margins for airlines, but the industry is facing a double-edged sword. On one side, airlines are reporting record passenger traffic, but on the other side, they are facing a double-edged sword. On one side, airlines are reporting record passenger traffic, but on the other side, they are facing a double-edged sword. On one side, airlines are reporting record passenger traffic, but on the other side, they are facing a double-edged sword.



### INSIDE INSIDER

South America  
Cover celebrates 20 years  
Duty Free Port of Call  
Duty Free Port of Call  
Duty Free Port of Call

Special rates  
TFWA  
World Exhibition  
October  
2015

## TRAVEL MARKETS INSIDER

### Can travel retail survive today's aggressive market competition?

The travel retail industry is facing some daunting challenges this year. From currency issues, increasing competition coming from the internet, and the impact of the U.S. market, and unfortunately we think this may be the new normal for travel retail in South America. So we will have to get used to doing business under these conditions. We major supplier will find...



### INSIDE INSIDER

North America  
Cover celebrates 20 years  
Duty Free Port of Call  
Duty Free Port of Call  
Duty Free Port of Call

Travel Markets Insider Duty Free • 2015  
**CARIBBEAN REVIEW**

Supplier Features  
Duty Free  
Duty Free  
Duty Free

TRAVEL MARKETS INSIDER

## 2016 TMI ASUTIL Supplement

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

<b>Full page</b>	<b>\$1,000 per page</b>
<b>Half Page</b>	<b>\$750</b>
<b>Quarter page</b>	<b>\$500</b>
<b>Banner strips</b>	<b>\$300</b>
<b>Inside Back Cover</b>	<b>\$1,500</b>
<b>Back Cover</b>	<b>\$2,500</b>
<b>Inside Front Cover</b>	<b>\$2,000</b>

### ADVERTISING SPECS AND PRODUCT INFORMATION

#### MAGAZINE SPECS

	<b>Millimeters</b>	<b>inches</b>
Full page: overall trim size	216 x 279.4	8 ½ x 11”
Full page: bleed	222.2 x 285.75	8 ¾ x 11 ¼”
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

Lois Pasternak, Publisher  
+1 (561) 908-2119 Cell: +1 (954) 261-8653  
Fax: +1 (561) 908-2257  
email: editor@travelmarketsinsider.net

#### 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](mailto: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 TAKEOFF

# TRAVEL MARKETS INSIDER

December 31, 2015 Covering the Americas & the Caribbean  
**Travel Markets Insider Newsletter 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.

Dear Reader,

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 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 more than a year.

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 Uruguay** (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 duty 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 meet with the retailers, tour the facilities and report on the initial response from shoppers and operators to the ground-breaking project. His **Special Report** follows.

Readers can now follow Travel Markets Insider on Twitter. Please join us @T\_M\_Insider

All this and more, Inside Insider

Lois Pasternak  
Editor/Publisher

SPONSORED BY

\*

\* **FURLA**

\* **BUCKLEY LONDON**

\* **And so begins our new journey...**

\* **laVieZ**

\* **DANZKA VODKA**

\*\*

\*\*

\*\*

\*\*



# The Travel Markets Insider PDF Newsletter

## Very limited availability.

Call for further details.



TRAVEL MARKETS Vol. 17-29

## INSIDER

---

**A TRAVEL MARKETS INSIDER SPECIAL REPORT**  
**How Uruguay's Melancia Mall aims to change shopping on the Brazilian border** *By John Gallagher*

On Thursday, November 5, 2015, the US\$70 million Melancia Mall, the largest shopping complex in Northern Uruguay, opened its doors on the outskirts of the border town of Rivera.

Originally scheduled to open in the first quarter of 2014, poor weather—including heavy spring rains that caused significant flooding on the site—held up construction for more than a year. The precarious economic situation now in Brazil and Argentina presented additional challenges to the project, which is offering Brazilian and Argentine consumers a new and innovative shopping experience compared to the typical border stores in the region.

Developer Grupo Marchesano invested US\$42 million to develop the beautiful 53,000 sqm shopping complex and another US\$28 million was invested by retailers and food court operators to fit out their stores and restaurants.

Melancia is anchored by two major 4,000 sqm duty free flag-

**CHAMBER OF FREE SHOPS' LOAIZA LAUDS PROJECT**



Cariacina, the Secretary General of the Chamber of Free Shops of Uruguay (CFESU), is enthusiastic about the opening of the Melancia shopping center in Uruguay.

"The opening of the Melancia Mall will inevitably be a great boost for the city of Rivera and a great boon of northern Uruguay. From my position as spokesman for the Chamber, I am particularly pleased to see the major investment from two of our member companies, Neutral and Grupo Wisá, which clearly shows a great long term commitment to Uruguay and the border duty free business."

"Obviously we are at the low point of the economic cycle and the economic emergency in Brazil does not allow us to forecast when things will begin to improve."

"What is clear is that with the sort of investment we have seen at Melancia by two specialist companies in the duty free business, they will have the worst part of the cycle and both companies are well positioned to grow the business when the cycle begins to improve," he continued.

Loaiza was cautious regarding the immediate future.

"The current situation in Brazil is hard to predict; the well-documented economic problems have been joined by even bigger political problems. However, we should all realize that one of the positive things to come out of the crisis is that Brazil is showing a tremendous institutional vitality (the judicial and political processes are being carried out, people have been detained and there have been guilty verdicts when the corruption cases have been proven). This vitality allows us to be optimistic and believe that these apparently serious problems can be solved in the future," he noted.



Travel Markets Insider Vol. 17 No. 29 December 30, 2015 ©2015 Pasternak Communications Tel (845) 908-2118 Fax (845) 908-2287 www.travelmarketsinsider.com



TRAVEL MARKETS Vol. 17 No. 27 Page 2

## INSIDER

---

**Edrington WEBB marks year one with HPPs in most important airports in the region**

Edrington WEBB Travel Retail American (EWTRA), closing in on its one year anniversary in January, is ending 2015 with high profile activities for its brands in some of the most important airports in the region.

Its strong spirits portfolio features such significant brands as Macallan, Tito's Vodka, Disaronno, and Liew 43, all of which enjoyed major presentations over the past few months.

"We started the business in January and, coming up on our one year anniversary, we took off very well. We have the saying 'We've refurbished the boat. Now we need to get it to start moving faster.' You are seeing the fruits of all that work now with all the displays and the special programming," says Andy Consegua, EWTRA CEO.

**The Macallan Rare Cask Black**

Launched in October at the TWFA World Exhibition in Cannes, Macallan Rare Cask Black will be one of EWTRA's main features at the end of 2015 and in 2016.

"Macallan Rare Cask Black has become a strong area of attention for us in terms of all our efforts and the activities that we are going to do going forward the next few months," says Marcelo Colombo, EWTRA Commercial Director. "The product is a journey of rarity and intensity and the fact that it includes some potent Macallan makes it rare and unique. We will feature Rare Cask Black at the most prominent points of sale with the most visibility."

Starting in December, Macallan Rare Cask Black was featured at the round in Mexico City Airport operated by Duffy.

"We are staging a large month-long animation at the round in Mexico City right in front of Duffy's main Terminal 1 store, featuring the launch of Rare Cask Black with tastings," says Colombo, adding EWTRA has high expectations for Macallan Rare Cask Black.

"We think Rare Cask Black can be the beacon for the brand Macallan, like Lobos Walker Blue, the main hero," says Consegua.

**Tito's Vodka**

"Rare Cask Black is going to be at all the top airports in the Americas. The targets are all the light-house airport accounts: Vancouver, LAX, San Francisco, JFK, Chicago, Sao Paulo, Mexico City, Miami. We certainly want to be where the Asians are traveling."

Macallan Rare Cask Black helps build the TK exclusive 1824 Macallan range, explains Colombo.

Macallan Rare Cask Black acts as a point in between the 1824 Collection and the 1824 Masters Series. The core range starts with Select Oak, moves up to Whisky Maker and Estate Reserve, which costs \$270, and then jumps to Ocuca, which is \$900. This comes in between a \$450."

Education is key to the success of a brand like Rare Cask Black, says Colombo, and EWTRA has trained more than 700 sales staffs throughout the region in the first part of 2015.

"We are out all year making sure that the message across, that we give the sales staff the right tools to communicate at the point of sale. Information is critical. When a customer asks 'how old is it?' the staff need a quick way to explain that it is not about the age, it is about the maturity, the profile, the taste, etc. People are willing to be educated, and are more willing to try new things as long as you give them the right information and tell the story."

"The consumers see Macallan as a luxury brand. They like the luxury that the quality is going to be there. They like the different expression and appreciate that in duty free they get something that they can't get in the local market," says Consegua.

The Macallan Rare Cask Black is the second time in the last few months that EWTRA has had its brands featured in Mexico City.

*Continued on next page.*




Travel Markets Insider Vol. 17 No. 27 Page 3

Edrington WEBB Travel Retail American (EWTRA) is celebrating its first anniversary in January. The company has had its brands featured in Mexico City Airport in October, followed by the newly launched Macallan Rare Cask Black in December.

For more information contact [andreas@edw.com](mailto:andreas@edw.com)

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 (horizontal)



TRAVEL MARKETS Vol. 17 No. 27 Page 3

## INSIDER

---

**Edrington WEBB TRA** *(Continued from page 2.)*

rotunda following a Liew 43 HPP bar with tastings in October.

"The round in Mexico City is one of the most important flagship locations in the Americas for these high profile animations. We were fortunate, working very closely with Duffy, to get the rounda twice this year, which is extremely rare. For us Mexico is a top priority market for Macallan, and Liew 43, because the brand is so big in Mexico. Those two brands have a strong focus in Mexico," says Colombo.

"Travelers saw the 43 as soon as they walked out of security. It was striking. This was really big for us, an amazing point of sale, a key priority market, and the right consumers are there."

**Well-balanced portfolio**

Despite the difficulties in Latin America led by Brazil, EWTRA's business in the Americas has been positive in 2015.

"Overall the business is strong. We are hitting our expectations. Macallan, our number one brand, has a pretty diverse consumer group. We are strong in Asia, in the United States and all throughout the Americas and in Europe. Brazil might be a little soft right now, but Argentina is doing fine. Our stores in the west coast of the US are doing well with Macallan. The US is picking up... some of the slack from Latin America," says Consegua.

**Disaronno**

Disaronno is also doing very well, says the EWTRA team, especially with its high profile seasonal bottle, which this year features Caravali.

"We are reactivating the brand in accounts where it had been delisted before we took it off. We are now back in DPA and International Shoppers, for instance," says Consegua.

Looking over the results of year one for the new company, Consegua notes that the EWTRA brands are outgrowing the category in all its key markets.

"I think we are ahead of the market in pretty much every market that we operate with our key brands. If the category is declining we are dropping less than everyone else," he says.

"We have a very well-balanced portfolio. Now we have some fantastic executives."




EWTRA is running a high profile tasting for Disaronno in JFK, TIJ in November and December with International Shoppers, featuring the new Liew 43 and Disaronno Caravali bottle. EWTRA is also featuring a high profile animation for Disaronno in cooperation with the Mexican Consulate, in supporting the United Nations World Food Programme initiative. This marks the third consecutive year for Disaronno's top priority... which is the first time additional involved the collaboration of the United Nations World Food Programme. Over 200,000 people will benefit from the proceeds to FAD, which contribute to various humanitarian activities in Africa.

Represented in Travel Retail by [www.worldwidetravel.com](http://www.worldwidetravel.com)



Download our latest issues

TMI Newsletters

TMI Magazines

TMI Magazine

CARIBBEAN REVIEW

Follow TRAVEL MARKETS **INSIDER** on Facebook

Edrington WEBB marks year one with HPPs in most important airports in the region

Edrington WEBB Travel Retail Americas (EWTRA), closing in on its one year anniversary in January, is ending 2015 with high profile activities for its brands in some of the most important airports in the region. Its strong spirits portfolio...

How Uruguay's Melancia Mall aims to change shopping on the Brazilian border

Lois Pasternak | December 31, 2015 | Edit

A TRAVEL MARKETS INSIDER SPECIAL REPORT By John Gallagher On Thursday, November 5 of this year, the US\$70 million Melancia Mall, the largest shopping complex in Northern Uruguay, opened its doors on the outskirts of the border town of Rivera. Originally scheduled to open in the first quarter of 2014, poor weather –including heavy [...]

My BURBERRY

A FRAGRANCE INSPIRED BY THE ICONIC TRENCH COAT

SHOP

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.