

T R A V E L  
**NEWS**  
*Magazine*

**MEDIA KIT 2019**



# ABOUT TRAVEL NEWS

## *Guide to New Luxury Travel*

TRAVEL NEWS is glossy travel & lifestyle Ukrainian magazine, that focuses on **new intelligent style of traveling** with emphasis on destinations, hotels, experiences, fashion & beauty.

**EDITORIAL QUALITY** (travel + lifestyle-focused articles with gorgeous photos) + **REVAMPED LAYOUT AND DESIGN** for today's modern audience.

Each issue of TRAVEL NEWS magazine is divided into **5 sections**:  
DIGEST, TRAVEL, HOTELS, EDUCATION, LIFESTYLE.



# IN-FLIGHT MAGAZINE



Airlines

+ **TARGETED COPY  
PLACEMENT**

*(free pick up in luxury venues) +*

**EVENT DISTRIBUTION+  
MAGAZINE  
SUBSCRIPTION**

## GENERAL PRINT STATS:

**CIRCULATION:** 20 000

**READERSHIP:** 170 000 +

**FREQUENCY:** 6 issues per year

**A4 FORMAT:** 214\*275 mm

**126 PAGES**

**HEADQUARTERS:** Kyiv, Ukraine

**LAUNCHED** in 1996

# READERSHIP

AVERAGE ISSUE READERSHIP –  
*170 000+ persons*

## №1 ACROSS TRAVEL MEDIA IN UKRAINE

TRAVEL NEWS magazine engages the most affluent, well-traveled Ukrainian audience.

### AGE

25-44 – 52 %  
45-54 – 28 %  
55-64 – 13 %  
20-24 – 5 %  
16-19 – 2 %

### FINANCIAL STATUS

High income – 40 %  
Medium income – 35 %  
Low medium income – 23 %  
Low income – 2 %

### SEX

Women – 55 %  
Men – 45 %

### MARITAL STATUS

Married – 67 %  
Single – 33 %

## UKRAINIAN TRAVEL MARKET

- in June 2017 European Union approved visa-free travel for Ukrainian citizens;
- Ukrainian market is one of the biggest outbound travel markets in Europe (as the biggest European country, that is 5th per population).



# CONTENT

## DIGEST

(the best in travel sphere: news, check-in places, events, literature)

## TRAVEL

(news of travel industry, TOP-lists, must-do lists, articles about destinations, national cuisine, destination weddings, interviews with experts)

## HOTELS

(news of hotel industry, TOP-lists, articles and reviews of the best world hotels)

## EDUCATION

(all about education abroad: news, best language courses and camps, boarding schools and universities, interviews with experts)

## LIFESTYLE

(news, reviews, events, interviews, shootings of fashion, jewellery brands etc.)



# TARGETED COPY PLACEMENT

*provides access to a targeted, elusive, high net worth audience*

## IN-FLIGHT MAGAZINE OF YANAIR AIRLINES

### REGULAR FLIGHTS:

- Kyiv-**Batumi**-Kyiv: every day flights
- Kyiv-**Tbilisi**-Kyiv: 4 times per week
- Kyiv-**Tel-Aviv**-Kyiv: 3 times per week
- Lviv-**Batumi**-Lviv: 2 times per week

- Odesa-**Batumi**-Odessa: 2 times per week
- Odessa-**Tbilisi**-Odessa: 2 times per week
- Odessa-**Tel-Aviv**-Odessa: 2 times per week
- Odesa-**Krakow**-Odesa: 3 times per week
- Kharkiv-**Batumi**-Kharkiv: 2 times per week



## LUXURY COPY PLACEMENT VENUES

### AIRPORTS AND AIRLINES

**PRIVATE JETS:** Challenge Aero

### AIRPORTS' VIP LOUNGES:

- Kyiv Boryspil International Airport
- Kyiv International Airport

### BEAUTY SALONS AND FITNESS CLUBS

- **5th Element** - luxury and the biggest fitness club in Ukraine;

### - Sandler.

### 5\* HOTELS

- Mirotel Resort & Spa 5\*(Truskavets)
- Chale Graal 5\* (Truskavets);
- Relax Park Verholy 5\*
- Cityhotel 4\* (Kyiv)

### RESTAURANTS

**(50+ best restaurants in Kyiv)**

- **La Famiglia** group of restaurants;
- **Kozyrna Karta** group of restaurants;
- **Carte Blanche** group of restaurants.

### LUXURY SHOPPING SPOTS

- Persona;
- Canali;
- Patrick Hellmann Collection;
- Corneliani.
- Piquadro;
- Kiton.

## MAGAZINE SUBSCRIPTION

1000+ subscribers: travel agents + travelers

## SINGLE COPY MAILING

1000+ owners of leading companies and brands



In-flight magazine of  
YANAIR airlines



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YANAIR airlines



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YANAIR airlines



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BIGOLI restaurant  
(Kyiv)



5TH ELEMENT  
fitness club (Kyiv)



MOLIO BENE restaurant  
(Kyiv International Airport)



PIQUADRO boutiques  
(Kyiv)



RELAX PARK VERHOLY 5



HINKALI restaurant  
(Kyiv)



PICCOLINO restaurant  
(Kyiv)



KAMANA LUXURY COSMETICS & SPA  
(Kyiv)

# ADVERTISING RATES, 2019, EUR

PLACEMENT	1X	2X	3X	6X
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## PREMIUM POSITIONS

1st spread (inside front cover spread)	3900	3700	3550	3300
Upfront DPS * (2nd to 6th spreads)	3350	3150	3050	2800
Inside back cover	2700	2650	2500	2350
Back cover	3500	3350	3150	2950

## DIGEST, TRAVEL, HOTELS, EDUCATION, LIFESTYLE sections

Full page	1500	1400	1300	1200
2-page fold out (DPS)	2800	2650	2550	2400
1/2 page	900	850	800	700
1/3 page	700	650	600	500
1/4 page	550	500	450	400

# CLIENT LIST

Our clients - companies, hotels and organisations, that are interested in promotion of their product among Ukrainian audience with high income, that could afford traveling and high-quality products and services.

## TOURISM OFFICES AND ORGANISATIONS

- Polish Tourist Organisation
- Switzerland Tourism
- Israel Ministry of Tourism

## AIRLINES

- Ukrainian International Airlines
- Turkish Airlines
- Yanair

## CLINICS

Euroeyes (Germany)

## UKRAINIAN HOTELS AND COMPANIES:

- Mirotel Resort & Spa 5\* (Truskavets)
- Fairmont Grand Hotel Kyiv 5\* (Kyiv)
- Superior Golf & Spa Resort 5\* (Kharkiv)
- Shale Graal 4\* (Truskavets)
- HOTEL 19 4\* (Kharkiv)

## CYPRUS

- Agia Napa Municipality
- Capo Bay Hotel 4\*
- GrandResort Limassol 5\*
- St. Raphael Resort 5\*

## ITALY

- Royal Hotel Sanremo 5\*
- Ca' Sagredo Hotel 5\*
- Villa Eden 4\*
- Novossentia medical spa 4\*
- Villa Carlotta

## GREECE

- The Romanos, a Luxury Collection Resort 5\*
- Thermae Sylla Spa Wellness Hotel 4\*

## SWITZERLAND

- Beau-Rivage Palace 5\*
- Storchen Zurich 5\*

## THAILAND

- Conrad Koh Samui 5\* etc.



# 2019 PRINT EDITORIAL CALENDAR

## № 1-2, 2019 – Business Issue

Print ad close: 20th December 2018

Magazine published: 15th January 2019

## № 3-4, 2019 – Family Issue

Print ad close: 15th February 2019

Magazine published: 10th March 2019

## № 5-6, 2019 – Summer Issue

Print ad close: 15th April 2019

Magazine published: 10th May 2018

## № 7-8, 2019 – Art Issue

Print ad close: 15th June 2019

Magazine published: 10th July 2019

## № 9-10, 2019 – Wellness Issue

Print ad close: 15th August 2019

Magazine published: 10th September 2019

## № 11-12, 2019 – Food & Wine Issue

Print ad close: 15th October 2019

Magazine published: 10th November 2019



## SPECIAL PROJECTS:

monothematic issues, produced by our own editorial team

## ADDITIONAL EXPOSURE OPTIONS:

- **website:** [www.mtworld.com.ua](http://www.mtworld.com.ua)
- **social media:** 6000+ subscribers on Facebook
- **newsletters:** 5000+ subscribers

# MAGAZINE AD SPECIFICATIONS

**FORMAT:** TIFF, EPS

**COLOR:** CMYK

**RESOLUTION:** 300 dpi

**DIMENSIONS:**

## FULL PAGE

214 x 275 mm + 5 mm for cutting from 3 sides

## 2-PAGE FOLD OUT (DPS)

428 x 275 mm (horizontal) + 5 mm for cutting from 4 sides

## ½ page

214 x 137,5 mm (horizontal) + 5 mm for cutting from 3 sides

107 x 275 mm (vertical) + 5 mm for cutting from 3 sides

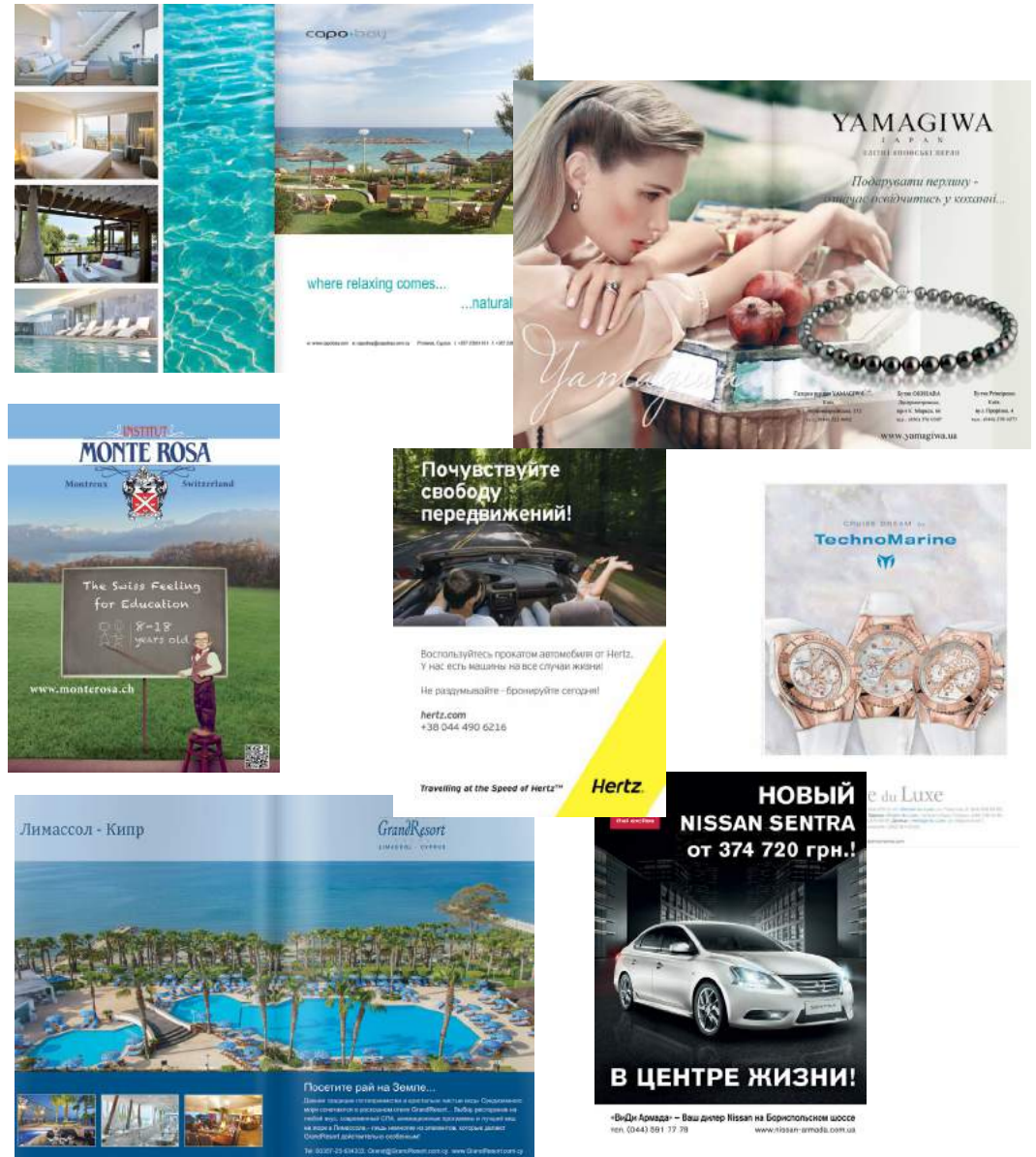
## 1/3 page

214 x 91,6 mm (horizontal) + 5 mm for cutting from 3 sides

71,3 x 275 mm (vertical) + 5 mm for cutting from 3 sides

## ¼ page

107 x 137,5 mm (vertical) + 5 mm for cutting from 2 sides





# CONTACTS

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**We hope that our cooperation  
will bring us to success!**

