

DESTINATIONS OF THE WORLD
news
WWW.DOTWNEWS.COM

CONTACTS

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WNN Limited, Office 106, DMC 1, PO BOX 500661, Dubai, UAE

Media Information 2014

DESTINATIONS OF THE WORLD
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**THE ONLY INDEPENDENT TRAVEL
 TITLE DISTRIBUTED COMPLIMENTARY
 TO MORE THAN 100 PREMIUM
 AIRPORT LOUNGES WORLDWIDE**

DESTINATIONS OF THE WORLD NEWS WWW.DOTWNEWS.COM

The leading luxury travel magazine distributed on a complimentary basis to the world's most affluent and discerning spenders in more than 100 of the world's premier airport lounges, as well as 150 five-star hotels, resorts and clubs.

Since our debut in July 2006, Destinations of the World News has remained the undisputed luxury travel authority in the region, offering a monthly insight into the hottest destinations, unique places and extraordinary travel experiences.

Destinations of the World News is a trusted and intelligent advertising environment for the world's leading luxury travel and lifestyle brands, offering an opportunity to reach a targeted group of affluent travellers and sophisticated consumers that pass through the Middle East's premium airport lounges and hotels every day.

With the latest news from the world of luxury travel, Destinations of the World News keeps readers informed about the hottest destinations, the best places to stay, and the most luxurious ways to get there, all tried and tested by our team of travel experts around the world.

You will also find exclusive interviews with business leaders, fashion icons, legendary chefs, world-class designers and best-selling authors, as well as personal travel insights from leading figures in the world of travel and lifestyle.

The Middle East's leading luxury travel website, with a loyal readership network of more than 50,000 subscribers and readers in more than 176 countries.

Twice weekly e-newsletters are packed with the latest luxury travel news from more than 4,000 news sources around the world, highlights from the printed edition and unique web content exclusive to WWW.DOTWNEWS.COM.

From luxury hotel openings and the hottest destinations to the most expensive new cars and the latest must-have travel accessories, WWW.DOTWNEWS.COM covers all aspects of luxury travel. Online marketing vehicles include bi-weekly DOTWNewsletters, display advertising, sponsorship, advertorial visibility packages and media partnerships.

The advertising environment of our travel media platforms, together with the uniquely targeted distribution of both the print and online products of Destinations of the World News and WWW.DOTWNEWS.COM will be of exceptional value to any luxury travel and lifestyle brand and can be one of the essential media platforms for your future advertising campaigns.

Find everything you need to make your journey a success – immerse yourself in the world of luxury travel with Destinations of the World News and WWW.DOTWNEWS.COM.



EDITORIAL OVERVIEW

NEWS

The latest luxury travel news and trends, featuring destination updates, city reports and the most exciting new villas and suites.

DEBUT

The most recent openings: hot hotels, chic boutiques and exclusive resorts.

DIARY

Out and about this month? These are the cultural and sporting events that demand our attention.

VIP

Behind the scenes at some of the world's most glamorous social, cultural and sporting events.

INTERVIEW

One-on-one interviews with luxury brand leaders, iconic figures and other key industry personalities.

FEATURES

An in-depth look at the destinations that the world's most affluent travellers will be visiting this season.

NEWS

24 HOURS...

How to make the most of 24 hours in the world's most exciting cities.

CONNOISSEUR

Luxury travel guru Mary Gostelow recommends the best hotels in the world.

MY CITY

Cultural figures from around the world share their favourite places to sample a taste of the

SPEND IT

Once-in-a-lifetime travel experiences and unique offerings from the leaders of luxury travel.

MOTORING

Staying at home is much more bearable when you drive one of these luxury vehicles.

SUITE DREAMS

Inside the world's most exclusive suites.

SET SAIL

Awe-inspiring yachts that rule the waves.





READERSHIP
100% PREMIUM – FIRST
 AND BUSINESS CLASS
 TRAVELLERS

DESTINATIONS OF THE WORLD NEWS' GLOBAL REACH

- | | | | |
|---------------------|-----------------|-------------------------------------|----------------------|
| ASIA PACIFIC | EUROPE | THE MIDDLE EAST & AFRICA | NORTH AMERICA |
| Auckland | Dusseldorf | Abu Dhabi | New York |
| Bangkok | Frankfurt | Bahrain | |
| Beijing | Hamburg | Dubai | |
| Brisbane | London Gatwick | Johannesburg | |
| Hong Kong | London Heathrow | Kuwait | |
| Kuala Lumpur | Manchester | Oman | |
| Melbourne | Munich | Qatar | |
| Mumbai | Paris | | |
| Perth | Zurich | | |
| Singapore | | | |
| Sydney | | | |

69% OF OUR READERS ARE GUESTS
 OF FIRST AND BUSINESS CLASS
 INTERNATIONAL AIRPORT LOUNGES

31% RECEIVE THE MAGAZINE AS PART
 OF OUR NOMINATED AND PAID
 SUBSCRIBER NETWORK

GLOBAL CIRCULATION

22,000

READER DEMOGRAPHICS



OUR AIRLINE PARTNERS
 Air France, American Airlines, Austrian Airlines,
 BMI, British Airways, Cathay Pacific, Continental
 Airlines, Delta, Emirates, Etihad Airways, Gulf Air,
 Iberia, Lufthansa, Qatar Airways, Qantas, Servis Air,
 Singapore Airlines, Star Alliance, One World, Swiss Air,
 US Airways and Virgin Atlantic.





Bvlgari Hotels & Resorts, Bali



Four Seasons Resort, Kuda Huraa, Maldives

DESTINATIONS OF THE WORLD NEWS ADVERTISING RATES

Prime position:

Inside Front Cover DPS: US\$ 18,000
First DPS: US\$ 17,000
Second DPS: US\$ 16,000
Third DPS: US\$ 15,500
Outside Back Cover: US\$ 16,500
Inside Back Cover: US\$ 10,500

Inside:

DPS: US\$ 15,000
Full Page: US\$ 8,500
Specified position loading is subject to a 10% premium.
Rates for special operations are available on request.

ADVERTISING ARTWORK SPECIFICATIONS:

TECHNICAL SIZES (WxH - all in mm)

FULL PAGE:

Type Area: 215 x 315
Trim: 235 x 335
Bleed: 241 x 341

DPS:

Type Area: 450 x 315
Trim: 470 x 335
Bleed: 476 x 341

ADVERTISING ARTWORK DEADLINE: 22nd of every month.

FORMATS: Press ready pdf format generated through Illustrator/InDesign or Quarkxpress, JPEG High Resolution (300dpi), JPEG format with bleed (6mm), Photoshop TIF (300dpi)

IMAGES: High resolution 300dpi JPEG or EPS, Photoshop TIFF

FONTS: Outlined fonts embedded in the document, or supplied with the artwork.



Helipad, Burj Al Arab hotel, Dubai, UAE

DELIVERY

Email: kris@dotwnews.com, production@dotwnews.com
Post: c/o WNN Limited, Office 106, Reuters Building 1,
DMC 500661, Dubai, UAE

Ftp transfer: ftp:wnnlimited.com user: wnn password: wnnlimited-1

CREATIVE SUPPORT

• Advertisement from concept through to artwork output:
US\$1,500 per full page, US\$2,000 per double page spread

- Conceptual design
- Copywriting
- Multimedia graphics
- Graphic artwork

All of the above services are subject to extra costs

CANCELLATIONS

Once advertisement is agreed in writing, Destinations of the World News requires 30 days notice for cancellation. If 30 days notice is not given, advertisers are obliged to provide Destinations of the World News with replacement artwork. If this is not supplied advertisers will be invoiced and DOTW News will replace the advert in question.

- If advertisements are part of a volume commitment, and are moved into a subsequent month, no penalties will apply
- WNN Limited is not responsible for any legal licensing of advert imagery or copy
- WNN Limited is not liable for any misinformation or legal action arising from advertisements published in Destinations of the World News
- The advertiser is accountable for any legal implications from their advertising artwork
- Advertisements should be in line with legal requirements of each country covered in our distribution network



WWW.DOTWNEWS.COM

ONLINE ADVERTISING RATES

ONLINE WEB BANNERS

AD INVENTORY	DIMENSION	RATE - CPM
Wide Skyscrapers Right and Left:	160 x 600	USD 120
Leaderboard:	728 x 90	USD 100
MPU Rectangle:	300 x 250	USD 100
MPU Button:	300 x 100	USD 85
MPU Footer:	728 x 90	USD 80

Exclusive MPU share – subject to a 50% premium on the CPM rate

WEEKLY DOTWNEWSLETTER SPONSORSHIP

Leaderboard:	545 x 100	USD 2700
MPU Square:	300 x 250	USD 2500

Analytical report detailing impressions provided upon completion of the campaign.

TECHNICAL SPECIFICATIONS

Size: given above in pixels (W X H)

Format: jpg. or gif.

File size: 40kb (max)

DEDICATED E-BLAST, CLIENT'S CONTENT BASED

Full-page e-blast US\$5,500

Branded mailer with database takeover opportunity US\$30,000

Rate base: 50,000 subscribers

TECHNICAL SPECIFICATIONS

Format: jpg or html

Size: 800 x 1,000 (max)

File size: 100kb (max)

CREATIVE SUPPORT SERVICES

- Banner/newsletter from concept to output
- Copywriting
- Multimedia graphics
- Artwork design

Subject to additional fees

ADVERTISING ARTWORK DEADLINE

One week prior to dispatch date.

DELIVERY

Email: production@dotwnews.com

Post: c/o WNN Limited, Office 106, Reuters Building 1

DMC 500661, Dubai, UAE





Royal Jet, Gulfstream 300 Jet

