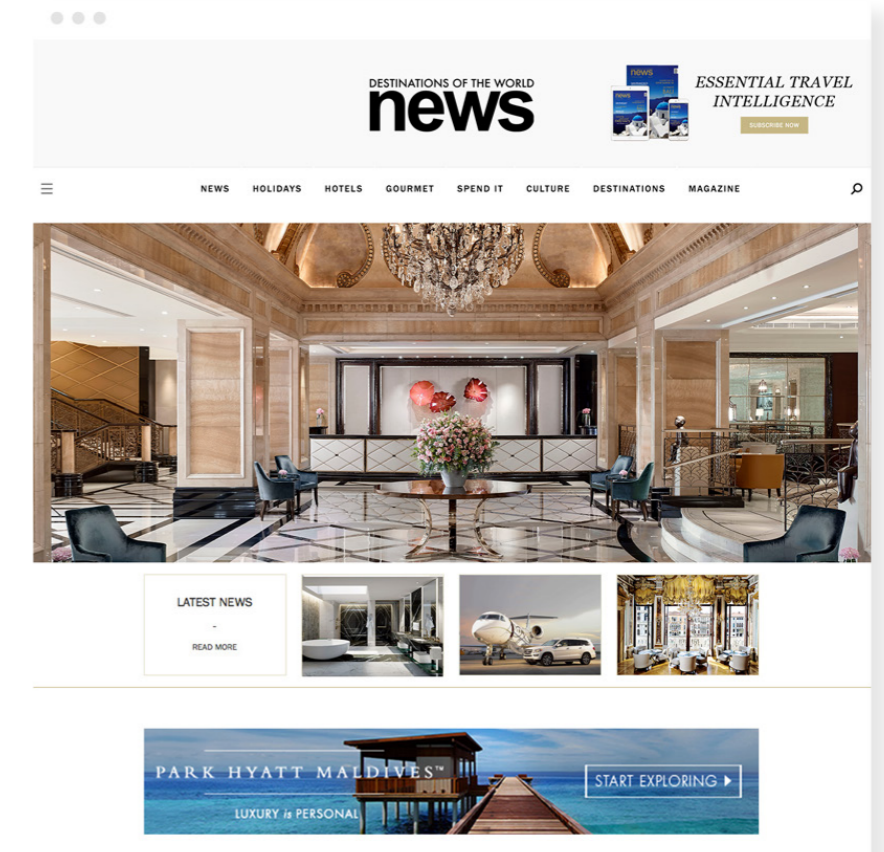


DESTINATIONS OF THE WORLD
news
WWW.DOTWNEWS.COM

MEDIA INFORMATION 2016



Magazine:

Reaching millions of affluent holidaymakers, executive travellers and premium flyers each month, Destinations of the World News is a respected authority in luxury travel. Since its debut in July 2006, readers have not only embarked on a visual journey, exploring enticing destinations within every page, they have also gained insightful and factual travel intelligence and the latest news on luxurious hotels and extraordinary travel experiences.

With an intelligent and sophisticated content environment, Destinations of the World News has garnered a discerning global audience of travel aficionados, passionate about luxury in every experience and detail. Whether searching for exotic escapes or the latest supercars, they can trust the authoritative travel and lifestyle content to recommend the utmost of what is available – with both style and substance.

Online:

DOTWNews.com is an immersive and engaging, multiplatform resource, producing trendsetting features dedicated to the most sought-after destinations, hottest new supercars, exclusive gourmet experiences and the latest travel accessories.

DOTWNews.com is the region's only dedicated online resource to cover all aspects of the luxury travel lifestyle.

READER DEMOGRAPHICS

Distributed to some of the world's most affluent and discerning consumers in more than 300 touch points within the GCC. These consist of premier and private airport lounges, as well as five-star hotels, resorts, members-only clubs, and private banking institutions.

CIRCULATION:

22,000

FREQUENCY:

12 ISSUES A YEAR

COVER PRICE:

AED 30/ US\$ 10

OWNER/PARTNER/PRESIDENT/
MANAGING DIRECTOR:

92%

MALE:

52%

FEMALE:

48%

AGE:

34-62

TRAVELLED FOR
BUSINESS:

**Minimum 5 times
per year**

TRAVELLED FOR
LEISURE:

**Minimum 3 times
per year**

STAYED AT FIVE-STAR
HOTEL:

92%

OWN LUXURY
VEHICLES:

87%

UNIVERSITY/
COLLEGE GRADUATED:

81%

POST
GRADUATE:

31%

GCC RESIDENTS:
NATIONALS

36%

GCC RESIDENTS:
NON NATIONALS

64%



EXCLUSIVE FEATURES

Along with inspiring, feature-length travel stories and photoessays, regular sections in *Destinations of the World News* cover the spectrum of luxury global travel and lifestyle, from five-star hotel openings and VIP events to the most desired new cars and the latest must-have travel accessories.

NEWS

Luxury travel news and trends from around the world, destination updates, city reports and the most exciting new villas and suites.

DEBUT

The most recent openings and re-launches: hot hotels, chic boutiques and luxurious resorts.

DIARY

A curated selection of festivals, global events and VIP happenings each month.

INTERVIEW

One-on-one interviews with iconic celebrities, luxury brand leaders and key industry personalities, from David Attenborough to Angelina Jolie-Pitt

VIP

From the Snow Polo World Cup in St. Moritz to the Tribeca Film Festival in New York City, behind the scenes at some of the world's most glamorous social, cultural and sporting events.

SUITE DREAMS

Exclusive reviews of the world's best rooms and suites.

ESCAPES

The best one-of-a-kind travel experiences money can buy.

ESSENTIALS

This month's pick of accessories to stay chic on your travels.

GOURMET

Gourmet-focused features, interviews with Michelin-starred chefs, reviews and global restaurant news.

MOTORING

News and exclusive reviews of luxury cars.

SAIL AWAY

Awe-inspiring yachts that rule the oceans.

SPEND IT

Awaiting copy from Michelle



KEY DATES // 2016

ISSUE	THEME	COPY DEADLINE	PUBLICATION DATE
JANUARY	Cities	18 th December 2015	1 st January 2016
FEBRUARY	Rising Stars	18 th January 2016	1 st February 2016
MARCH	Food	17 th February 2016	1 st March 2016
APRIL	Spa & Wellness	19 th March 2016	1 st April 2016
MAY	Suite Summer	19 th April 2016	1 st May 2016
JUNE	Indian Ocean	18 th May 2016	1 st June 2016
JULY	10 Year Anniversary	18 th June 2016	1 st July 2016
AUGUST	Europe	19 th July 2016	1 st August 2016
SEPTEMBER	Business Travel	19 th August 2016	1 st September 2016
OCTOBER	USA	19 th September 2016	1 st October 2016
NOVEMBER	Winter	18 th October 2016	1 st November 2016
DECEMBER	Golden Book	18 th November 2016	1 st December 2016

DOTWNEWS.COM

THE SITE

The region's leading luxury travel news portal DOTWNews.com has a loyal readership in more than 177 countries, with daily insights into inspiring destinations, extraordinary experiences, exclusive interviews and reviews of Michelin-starred restaurants and some of the best hotel suites money can buy.

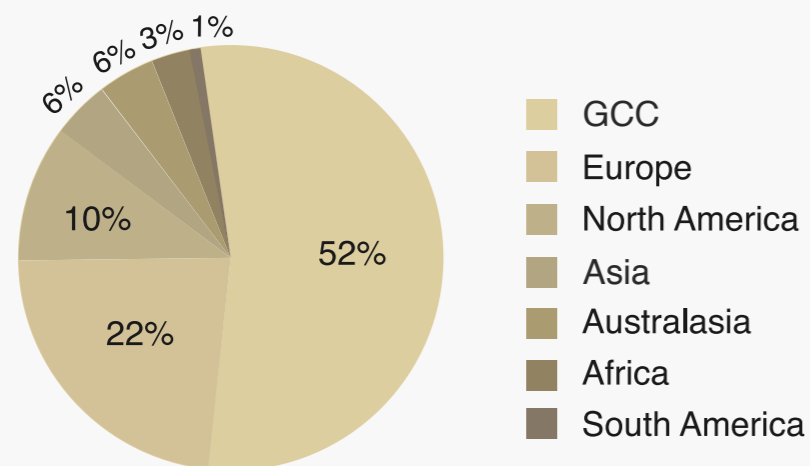
THE NEWSLETTER

DOTWNewsletters are packed with the latest luxury travel news from around the world, highlights from the printed edition and unique web content exclusive to DOTWNews.com.

ONLINE GEO BREAKDOWN

As the online presence of Destinations of the World News Magazine, DOTWNews.com provides global reach across the most important markets for targeting an affluent audience.

This is driving significant growth across all markets and reinforces the position of DOTWNews as the regions leading luxury online destination.

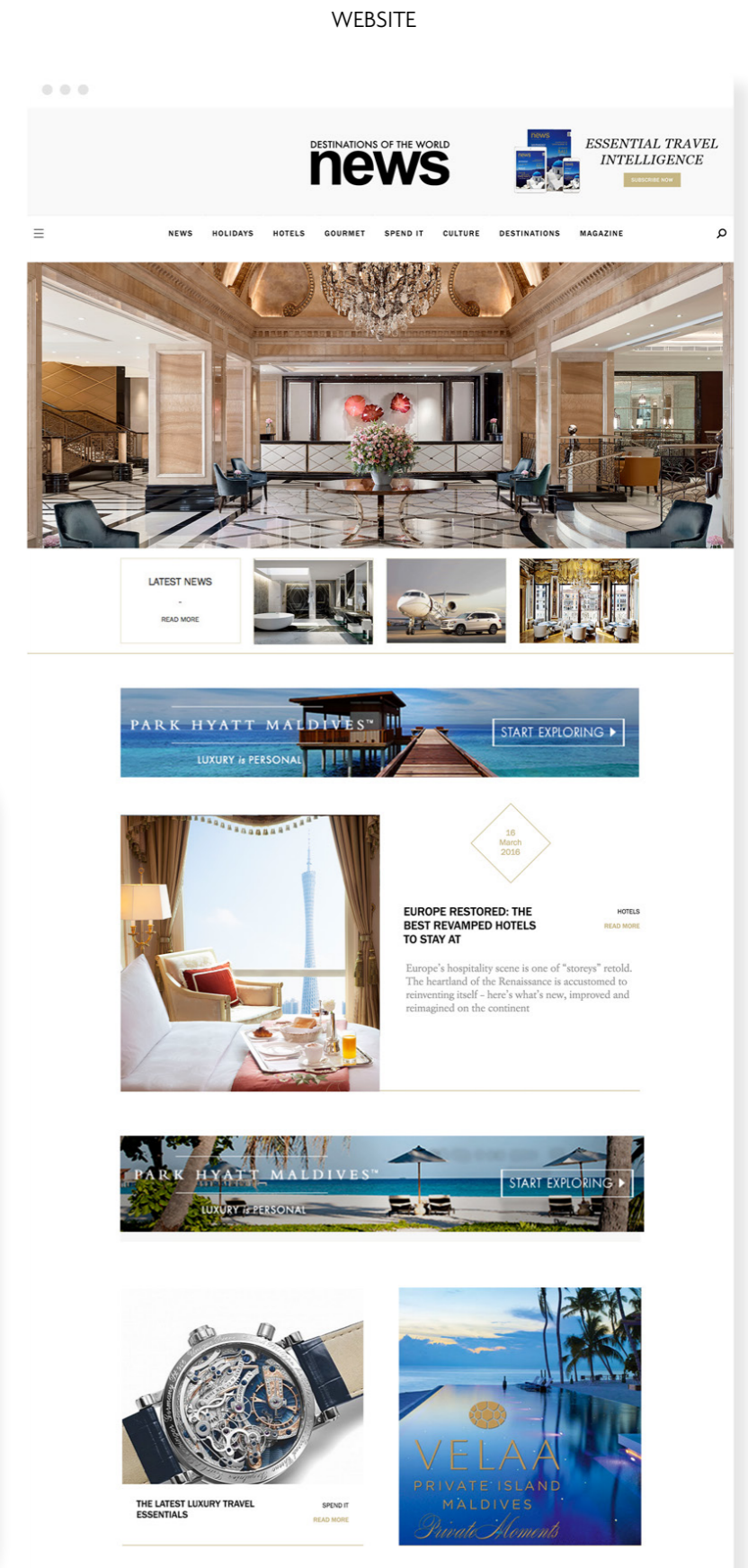


OVER
50,000
SUBSCRIBERS

NEWSLETTER



WEBSITE



ADVERTISING — RATES

PRINT

AD INVENTORY	RATES (USD)
PRIME POSITION:	
Inside Front Cover DPS:	\$ 18,000
First DPS:	\$ 17,000
Second DPS:	\$ 16,000
Third DPS:	\$ 15,500
Outside Back Cover:	\$ 16,500
Inside Back Cover:	\$ 10,500
INSIDE:	
DPS:	\$ 15,500
Full Page:	\$ 8,500

Specified position loading is subject to a 10% premium. Rates for special operations are available on request.

SOCIAL

Destinations of the World News provides advertising partners with the opportunity to strengthen advertising campaigns by intergrating promotional features via the following social media channels:



YOUTUBE



INSTAGRAM



FACEBOOK



TWITTER



SNAPCHAT

DIGITAL

ONLINE WEB BANNERS

AD INVENTORY	RATES (USD)	DIMENSION (px)
Premium Leaderboard:	On request	860 x 170
Standard Leaderboard:	\$ 100	728 x 90
Premium MPU:	On request	400 x 426
Standard MPU:	\$ 100	300 x 250
Digital Half Page:	On request	728 x 90
Digital DPS:	On request	860 x 460

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

WEEKLY DOTWNEWS LETTER

Leaderboard:	\$ 2,700	545 x 100
Bespoke DPS:	On request	On request

Analytical report detailing impressions provided upon completion of the campaign.

DEDICATED E-BLAST, CLIENT'S CONTENT BASED

Branded Direct Mailer	\$ 5,500
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Rate base: 50,000 subscribers





ADVERTISING SPECIFICATIONS

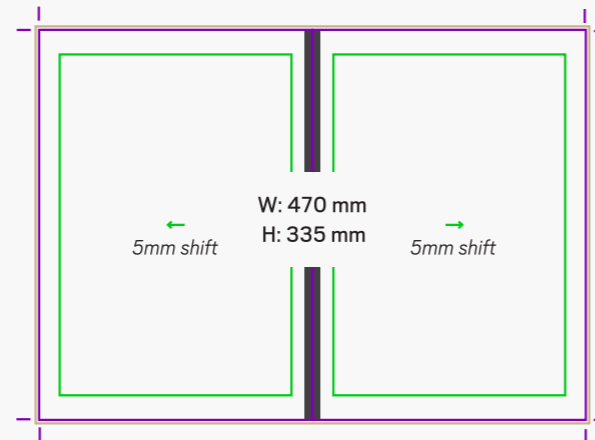
PRINT

All material to be supplied as **High quality print ready PDF** format generated through Illustrator/InDesign.

All artwork and images must be **300DPI** in **CMYK** colour format with **cropping marks**.

Double pages must be shifted outwards to avoid losing artwork in the gutter area.

-  *Bleed Size*
-  *Crop Marks*
-  *Content area*
-  *Gutter*

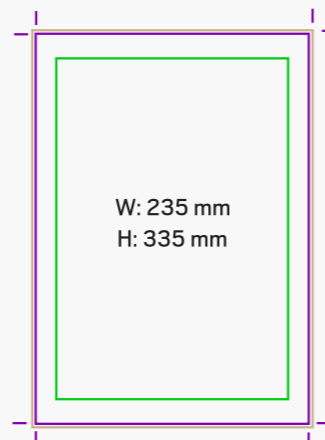


DOUBLE PAGE SPREAD

Cropped size 470 x 335mm

Bleed size 480 x 345mm (5mm)

Content Area 185 x 285mm (25mm margins)



FULL SINGLE PAGE

Cropped size 235 x 335mm

Bleed size 245 x 345mm (5mm)

Content Area 185 x 285mm (25mm margins)

ARTWORK DELIVERY:
Email, Wetransfer or dropbox to
production@dotwnews.com

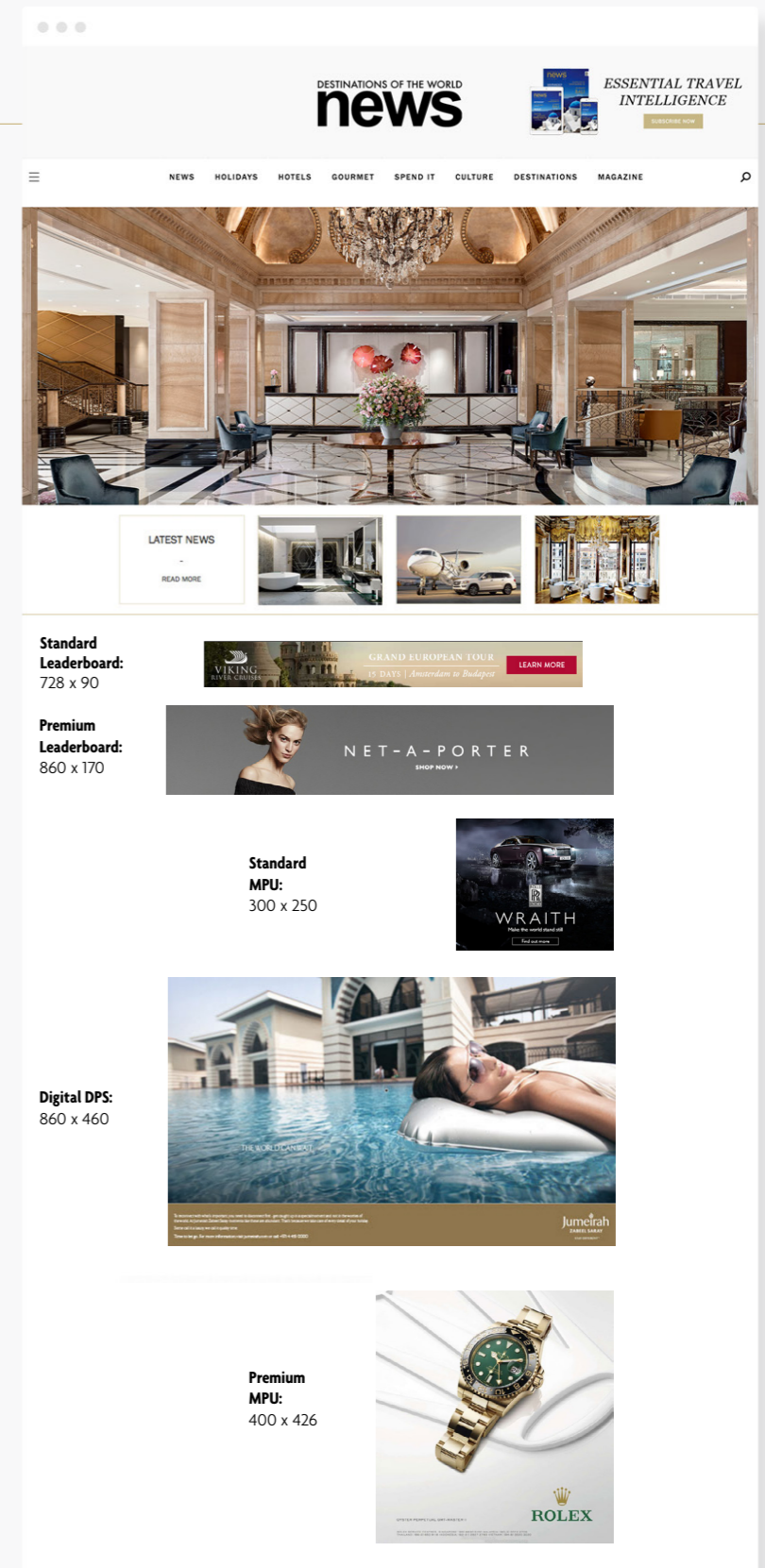
DIGITAL

ONLINE WEB BANNERS

Size:
Provided in pixels (W X H)

Format:
jpg. or gif.

File size:
50kb



ARTWORK DELIVERY:
Email, Wetransfer or dropbox to
production@dotwnews.com

BESPOKE PUBLISHING

SUPPLEMENTS

LUXURY DESTINATION GUIDES

Selected partners can rely upon Destinations of the World News for comprehensive curated travel intel to deliver exclusive and unique travel guides to some of the most iconic cities and destinations across the globe.



STAY



DINE



RELAX



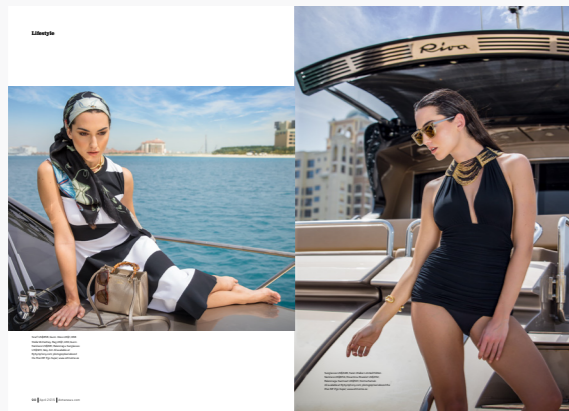
SHOP



EXPLORE

CREATIVE SOLUTIONS

NATIVE ADVERTISING



BESPOKE FASHION SHOOT

ROLLS ROYCE BESPOKE CONTENT

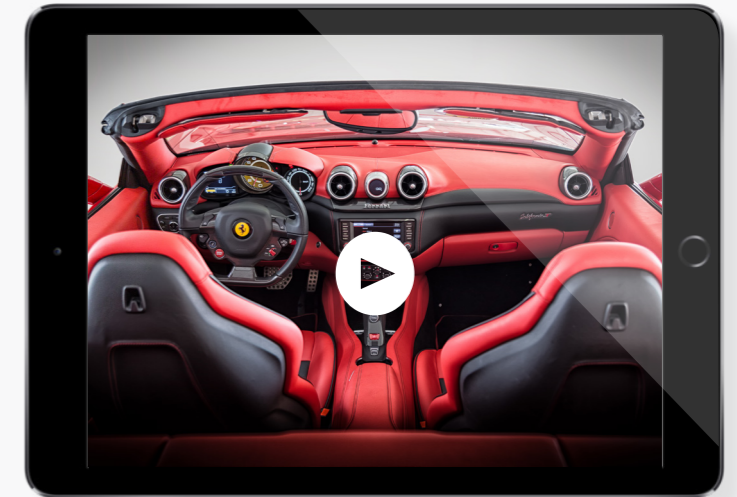
A bespoke campaign or collaboration with Destinations of the World News is an innovative way to communicate to an engaged luxury travel audience. Tailor-made to each client's specific needs and curated by the magazine's creative team, Destinations of the World News creates stories and projects that make an impact.

Price: POA

VIDEO

DOTWNews.com weaves in-read video content through its stories, showcasing multimedia at the heart of editorial content. These videos can be targeted by content type or by the geo-location of each visitor.

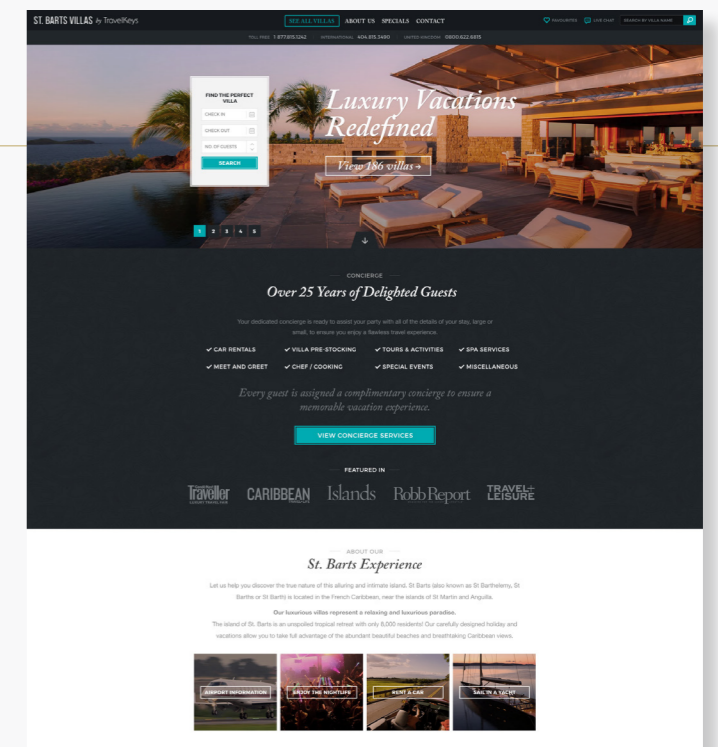
Price: POA



MICROSITE

DOTWNews.com offers full microsite integration with content management solutions for brands looking to tap into the luxury travel segment. Sites will include a minimum of 12 pieces of native content per year and will be highlighted on the menu bar of the DOTWNews.com homepage.

Price: POA



DESTINATIONS OF THE WORLD
news
WWW.DOTWNEWS.COM

ADVERTISING:

sales@dotwnews.com

CONTENT:

editorial@dotwnews.com

PARTNERSHIPS:

marketing@dotwnews.com