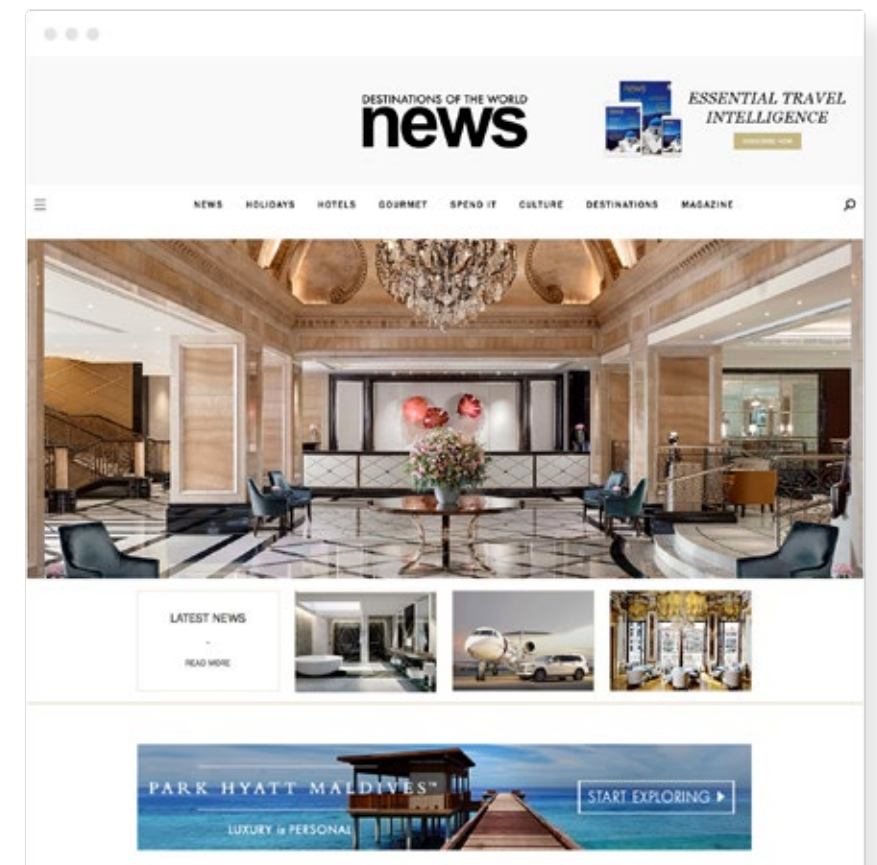




MEDIA INFORMATION 2017/18

DESTINATIONS OF THE WORLD  
**news**  
WWW.DOTWNEWS.COM



## Magazine:

Millions of affluent holidaymakers and business travellers flying in first and business class cabins are introduced to Destinations of the World News magazine every month. Since its debut in July 2006, Destinations of the World News has remained the region's authority on the luxury travel lifestyle. Offering monthly insight into the hottest destinations, the most luxurious hotels and extraordinary travel experiences money can buy.

Recognised for its intelligent and sophisticated content environment, Destinations of the World News has attracted a discerning global audience of true aficionados who are genuinely passionate about luxury in every aspect of their lives. Whether searching for exotic escapes or the latest supercars, they look to Destinations of the World News as the authoritative travel and lifestyle magazine to recommend products with both style and substance.

## Online:

DOTWNews.com is a fully responsive, multiplatform online 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 & Middle East. These consist of premier and private airport lounges, as well as five-star hotels, resorts, members-only clubs, and private banking institutions.

OWNER/PARTNER/PRESIDENT/ MANAGING DIRECTOR:	FEMALE:	MALE:	AGE:
92%	52%	48%	34-62
TRAVELLED FOR BUSINESS:	TRAVELLED FOR LEISURE:	STAYED AT FIVE-STAR HOTEL:	OWN LUXURY VEHICLES:
Minimum 5 time per year	Minimum 3 time per year	92%	87%
UNIVERSITY/ COLLEGE GRADUATED:	POST GRADUATE:	GCC RESIDENTS: NATIONALS	GCC RESIDENTS: NON NATIONALS
81%	31%	36%	64%

CIRCULATION:	FREQUENCY:	COVER PRICE:
22,000	12 ISSUES A YEAR	AED 30/ US\$ 10



Photo: Tortuga Bay, The Leading Hotels of the World, Punta Cana Private Airport



# 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.



# KEY DATES // 2017/18

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ISSUE	THEME	COPY DEADLINE	PUBLICATION DATE
<b>JANUARY 2017</b>	Wellness	18 <sup>th</sup> December 2016	1 <sup>st</sup> January 2017
<b>FEBRUARY</b>	Cities	18 <sup>th</sup> January 2017	1 <sup>st</sup> February 2017
<b>MARCH</b>	Europe	17 <sup>th</sup> February 2017	1 <sup>st</sup> March 2017
<b>APRIL</b>	Suite Summer	19 <sup>th</sup> March 2017	1 <sup>st</sup> April 2017
<b>MAY</b>	Family Travel & Supplement Luxe Kids	19 <sup>th</sup> April 2017	1 <sup>st</sup> May 2017
<b>JUNE</b>	Indian Ocean	18 <sup>th</sup> May 2017	1 <sup>st</sup> June 2017
<b>JULY</b>	Golf Escapes & Supplement Switzerland	18 <sup>th</sup> June 2017	1 <sup>st</sup> July 2017
<b>AUGUST</b>	Islands	19 <sup>th</sup> July 2017	1 <sup>st</sup> August 2017
<b>SEPTEMBER</b>	Arabia & Supplement Shanghai	19 <sup>th</sup> August 2017	1 <sup>st</sup> September 2017
<b>OCTOBER</b>	Asia	19 <sup>th</sup> September 2017	1 <sup>st</sup> October 2017
<b>NOVEMBER</b>	Winter Wonderland & Supplement London	18 <sup>th</sup> October 2017	1 <sup>st</sup> November 2017
<b>DECEMBER</b>	Winter Sun	18 <sup>th</sup> November 2017	1 <sup>st</sup> December 2017
<b>JANUARY 2018</b>	Romantic Escapes	18 <sup>th</sup> December 2017	1 <sup>st</sup> January 2018



# 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.

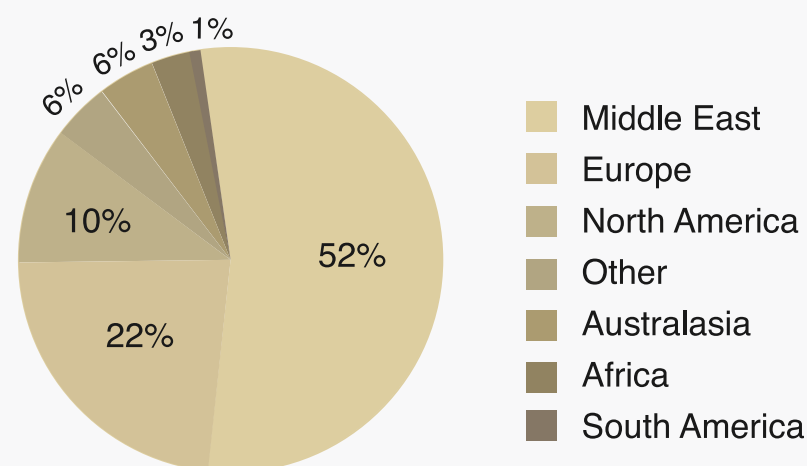
## THE NEWSLETTER

Bi-weekly email newsletters from DOTWNews.com grant our subscribers inside access to the hottest destinations, most luxurious hotels and extraordinary travel experiences.

## 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 DOTWNews's position as the leading luxury online destination in the Middle East.

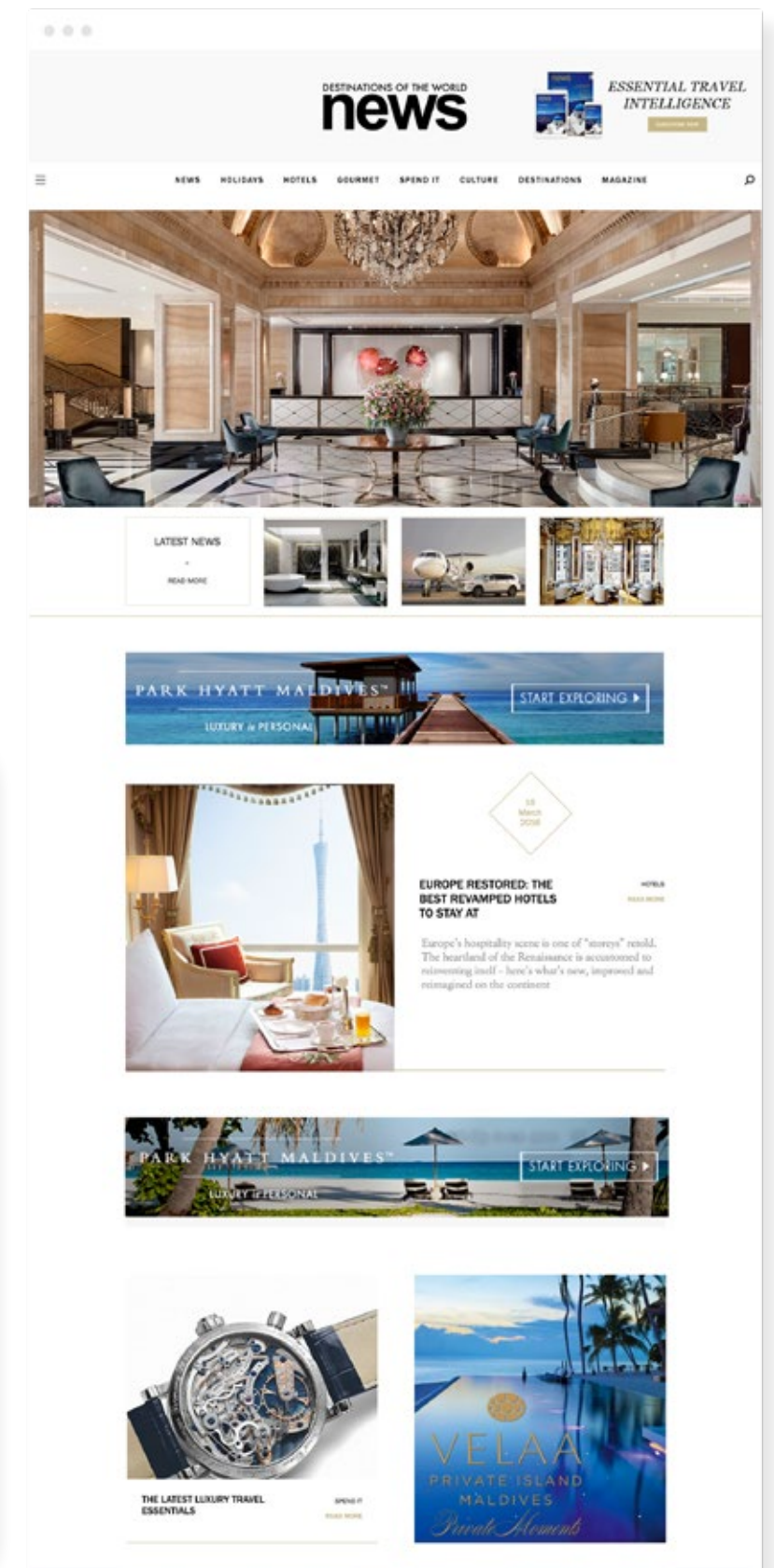


OVER  
**50,000**  
SUBSCRIBERS

### NEWSLETTER



### WEBSITE



# ADVERTISING — RATES

## PRINT

AD INVENTORY	RATES (USD)
<b>PRIME POSITION:</b>	
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
<b>INSIDE:</b>	
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:	\$ 2700	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

Full-page e-blast	\$ 5500
Branded mailer with database takeover opportunity	\$ 30000

Rate base: 50,000 subscribers





# ADVERTISING SPECIFICATIONS

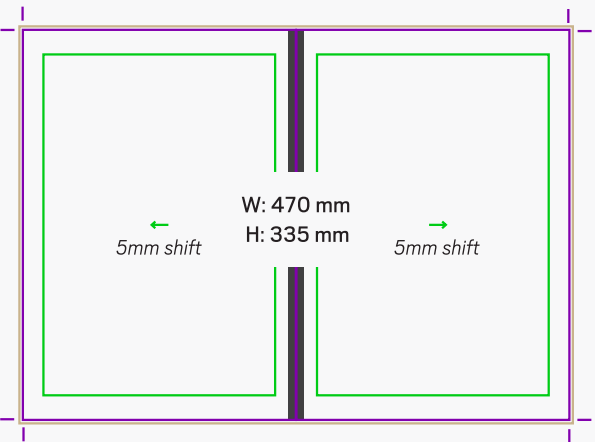
## PRINT

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**.

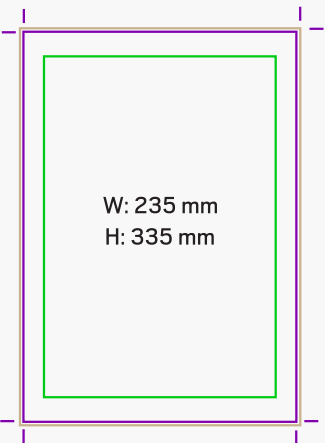
**Double pages** must be shifted outwards to avoid losing artwork in the gutter area.

-  *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](mailto:production@dotwnews.com)

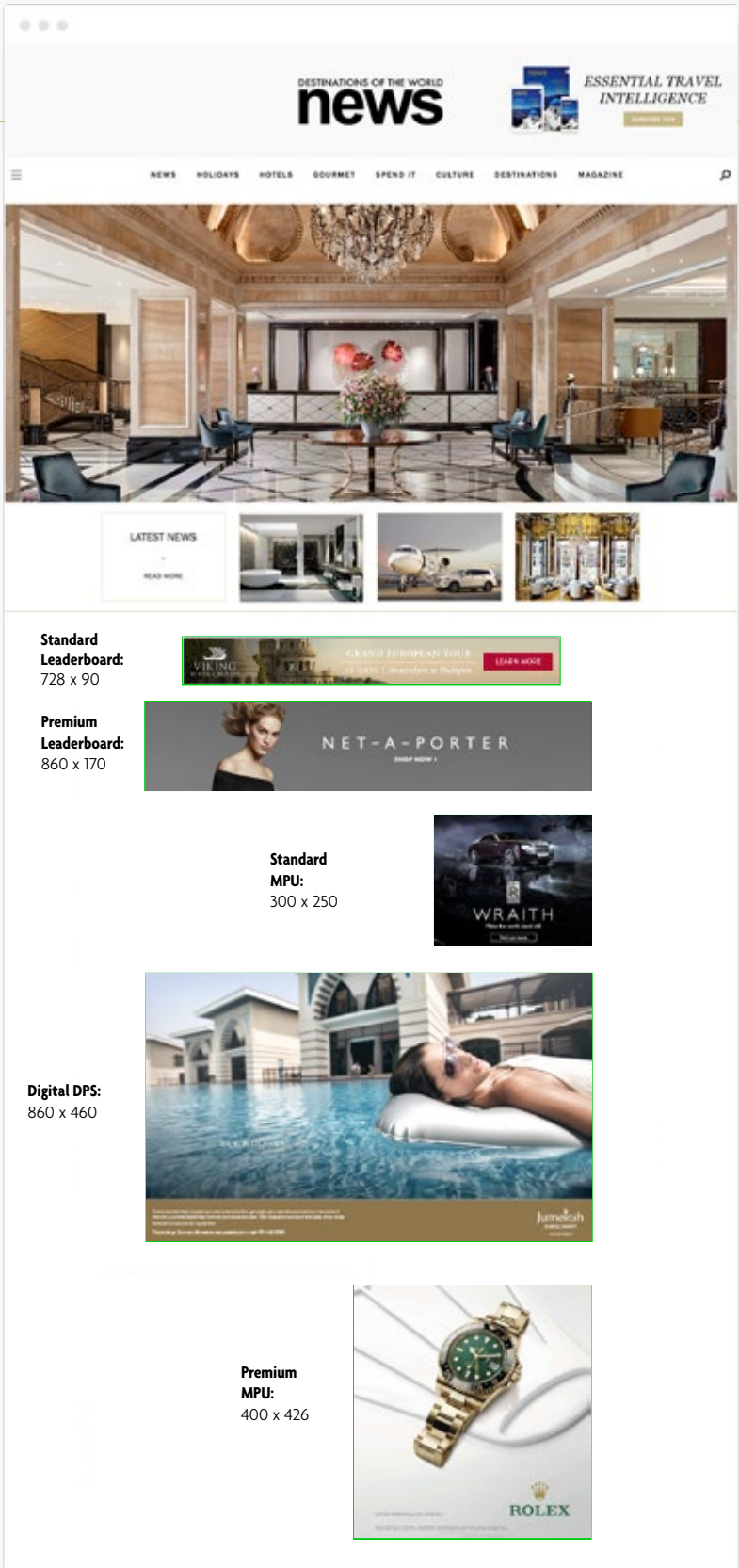
## DIGITAL

### 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](mailto:production@dotwnews.com)

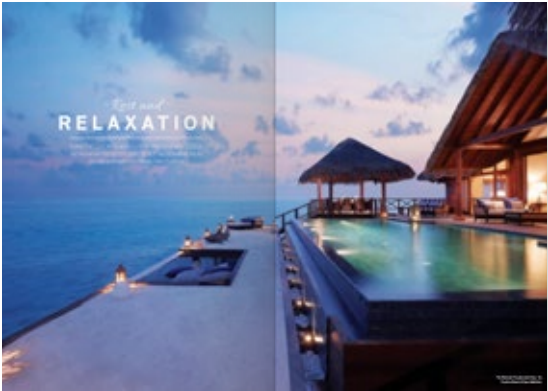


# BESPOKE PUBLISHING

## 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

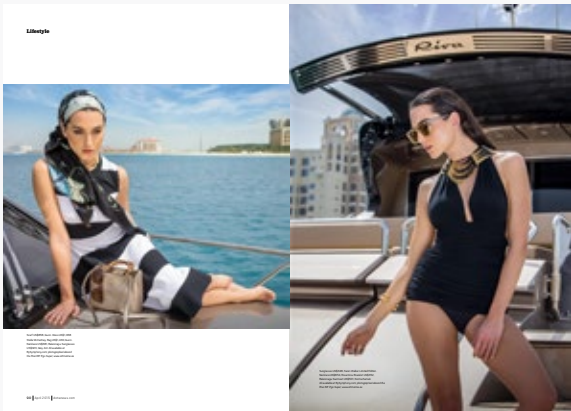
SHOP

EXPLORE



# CREATIVE SOLUTIONS

## NATIVE ADVERTISING



BESPOKE FASHION SHOOT



ROLLS ROYCE BESPOKE CONTENT

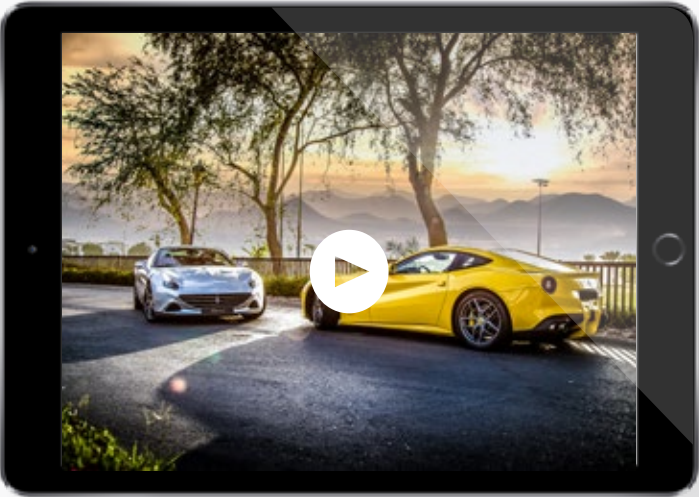
A bespoke campaign or collaboration with Destinations of the World News is an innovative way to communicate to an engaged luxury travel audience. Tailor-made to each client's specific needs and curated by the magazine's creative team, Destinations of the World News creates stories and projects that make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

Starting Price: POA

## VIDEO

DOTWNews.com incorporates video content via in-read format which showcases video at the heart of editorial content. These videos can be targeted by content type or by Geo location of the visitor.

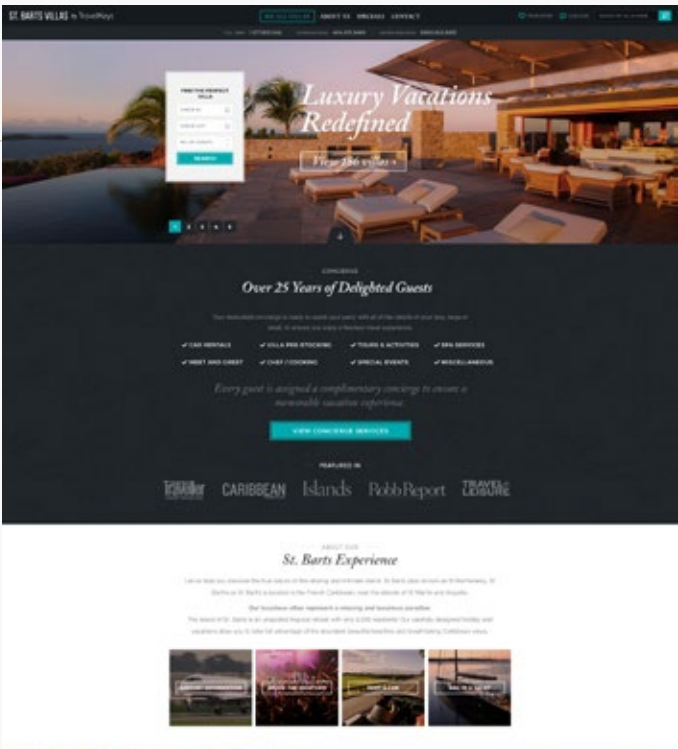
Starting Price: \$15,000  
(based on a minimum of 300,000 page impressions)



## 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.

Starting Price: \$30,000 per year.



DESTINATIONS OF THE WORLD  
**news**  
**WWW.DOTWNEWS.COM**

**ADVERTISING:**

[sales@dotwnews.com](mailto:sales@dotwnews.com)

**CONTENT:**

[editorial@dotwnews.com](mailto:editorial@dotwnews.com)

**PARTNERSHIPS:**

[marketing@dotwnews.com](mailto:marketing@dotwnews.com)