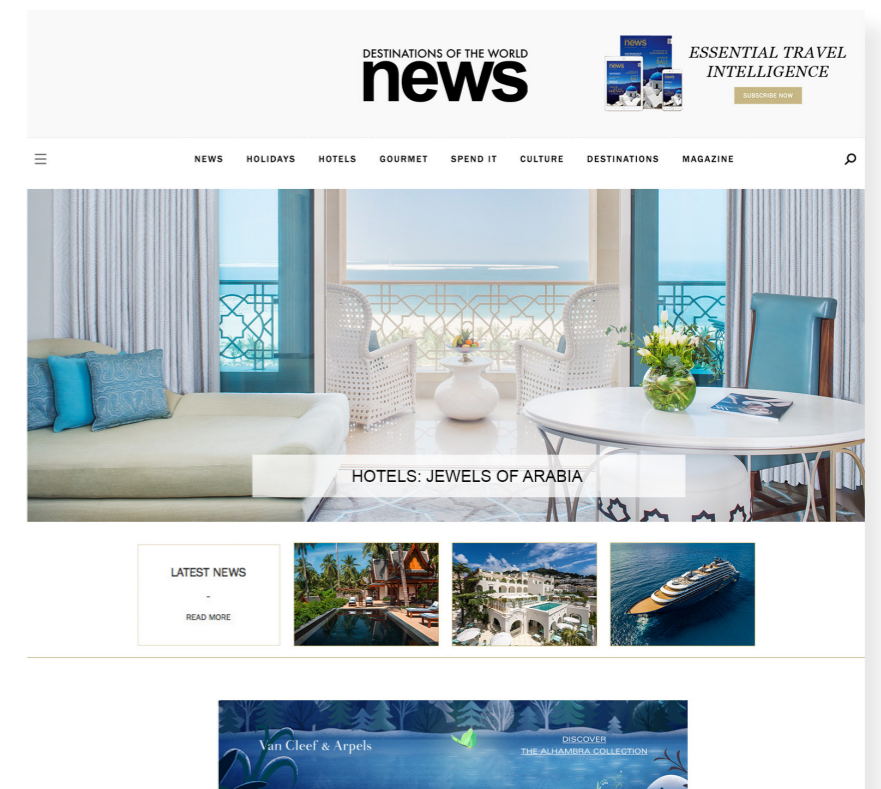




MEDIA INFORMATION 2024



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, exquisite fashion, and extraordinary 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, haute timepieces 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, multi-platform 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.

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 edit of exquisite fashion, accessories and new beauty launches, to stay chic on your travels.

GOURMET

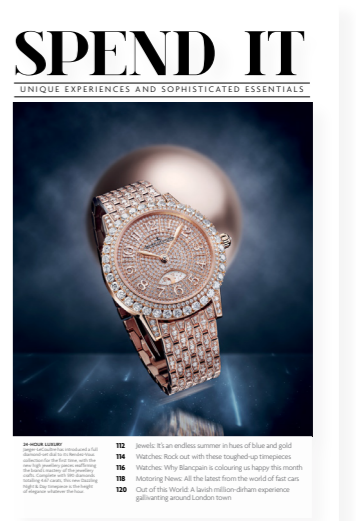
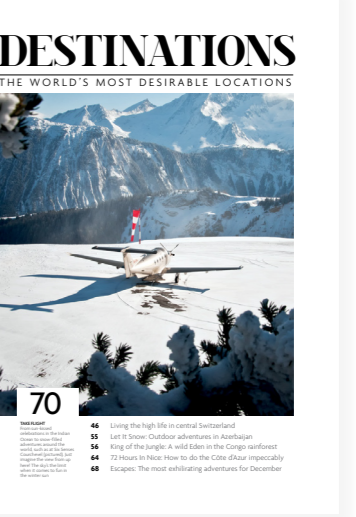
Gourmet-focused features, interviews with Michelin-starred chefs, reviews and global restaurant news.

MOTORING

News and exclusive reviews of luxury cars.

SAIL AWAY

Awe-inspiring yachts that rule the oceans.



KEY DATES // 2024

ISSUE	THEME	COPY DEADLINE	PUBLICATION DATE
JANUARY 2024	Journeys of Discovery + Wellness + New Destinations for 2024	15 th December 2023	1 st January 2024
FEBRUARY	Love & Travel: Romantic Escapes	10 th January 2024	1 st February 2024
MARCH	The Insider's Guide To Arabia	9 th February 2024	1 st March 2024
APRIL	Luxury Family Travel + Eid Escapes	8 th March 2024	1 st April 2024
MAY	The Great Exploration: Cities, Islands, Beaches and Bays	10 th April 2024	1 st May 2024
JUNE	European Summer Escapes	10 th May 2024	1 st June 2024
JULY	Indian Ocean: Ultimate Villas + Private Islands	10 th June 2024	1 st July 2024
AUGUST	Epicurean Adventures: Destination Dining Around The World	10 th July 2024	1 st August 2024
SEPTEMBER	Middle East Special	9 th August 2024	1 st September 2024
OCTOBER	Sweet Dreams: The World's Best Suites, Villas and Penthouses	10 th September 2024	1 st October 2024
NOVEMBER	Winter Sun Escapes – From Beach To Piste	10 th October 2024	1 st November 2024
DECEMBER	Festive Travel + Luxury Ski Resorts	11 th November 2024	1 st December 2024

BRAND REACH

With our digital marketing services in Dubai, you can expand your business and generate new revenue. With our strategic, creative, and cutting-edge solutions, we help ambitious brands grow faster.



YOUTUBE



INSTAGRAM



FACEBOOK



TWITTER



SNAPCHAT



TIKTOK

Monthly Website Views

600,000

E-Newsletter SUBscribers

55,000

Monthly Online Banner Impressions

2M

Monthly Social Media Reach

260M

Video Views Per Month

25M

Engagement Per Month

2.5M

DELIVERABLES - 1 Month Campaign

If no profiles already exist, the implementation will begin by creating them across the major social media networks.

- Writing and maintaining posts on daily basis.
- Promoting the post on social media networks.
- Engaging with fans and followers across the social media channels.
- Setting up a distribution channels across social media networks to send effective messages.
- Dedicated social media specialist to manage all social media profiles.
- Efficiently feeding data to social network/systems based on the following:
 - Five Instagram Posts and Stories
 - Five Facebook Posts
 - Five Tweets
 - Three videos on TikTok
 - One 3-5 minute videos uploaded to the YouTube.

COST \$20,000

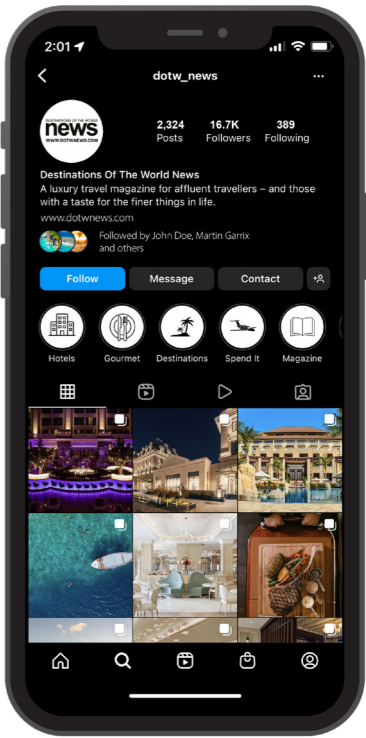
RESULTS

10M

Overall campaign reach

125,000+

Conversions tracked across all platforms



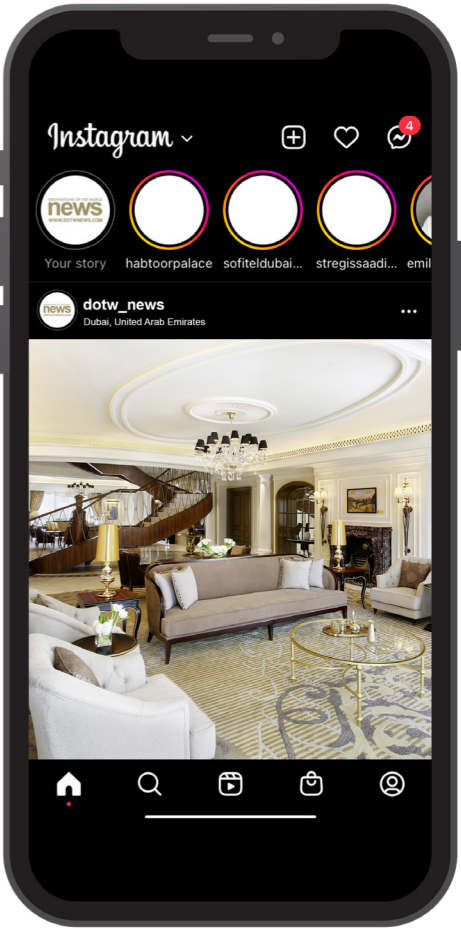
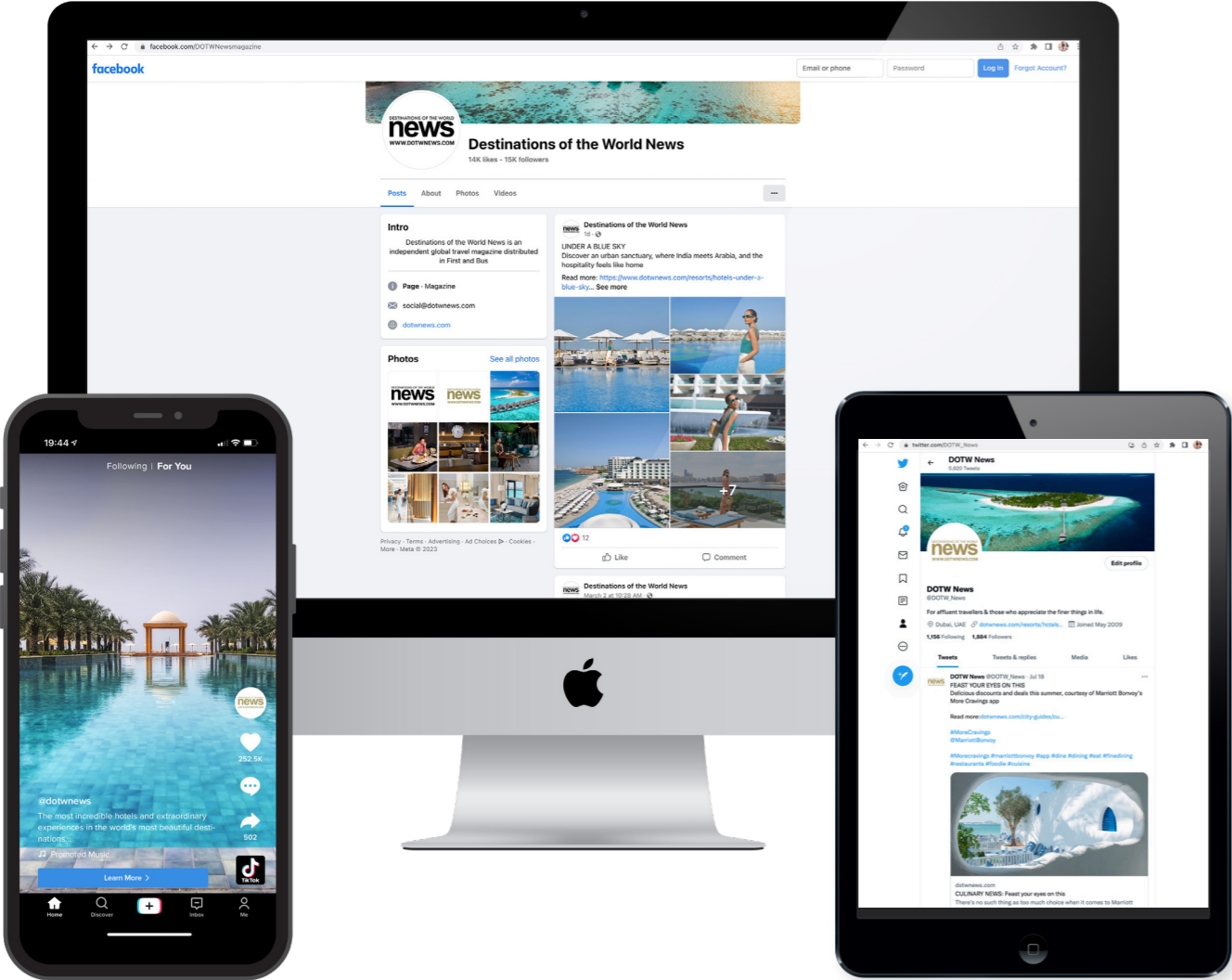
ADHOC CAMPAIGN

Below is an example of our recent two-month social media campaign for a Luxury hotel in Dubai. Reaching 21 million people across our social media platforms and resulting in over 370,000 conversions with a 2.8% click through rate.

RESULTS

21M
Overall campaign reach

370,000+
Conversions tracked across all platforms



YOUTUBE



INSTAGRAM



FACEBOOK



TWITTER



SNAPCHAT



TIKTOK

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.

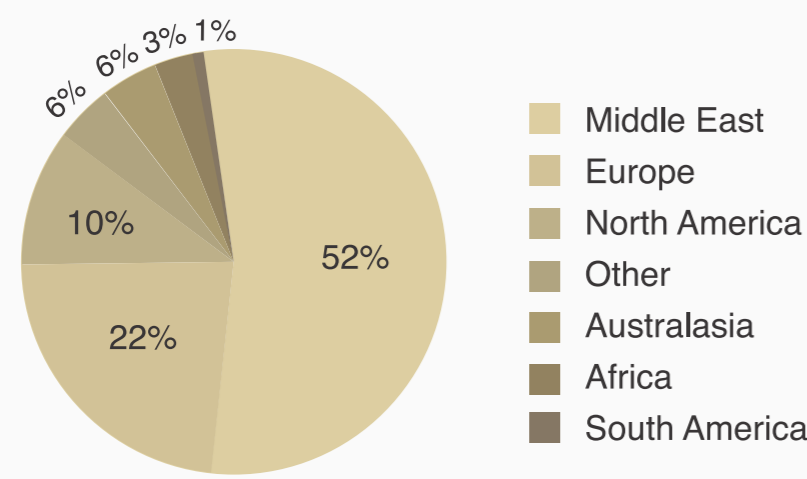
THE NEWSLETTER

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.

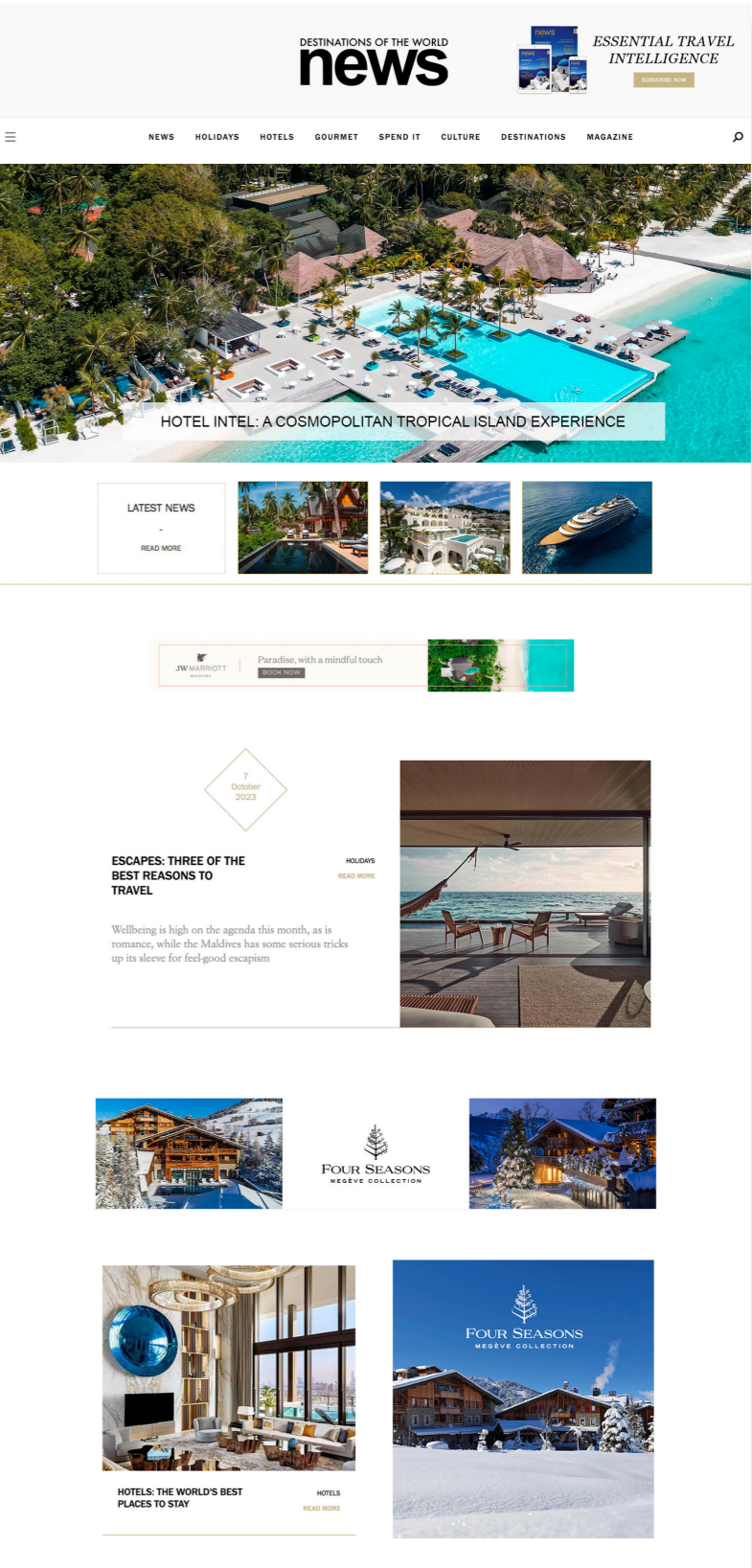
This is driving significant growth across all markets and reinforces DOTWNEWS’ position as the leading luxury online destination in the Middle East.



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 integrating 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

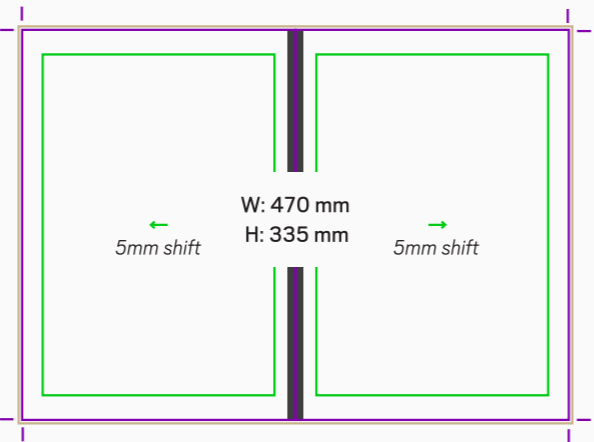
PRINT

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**.

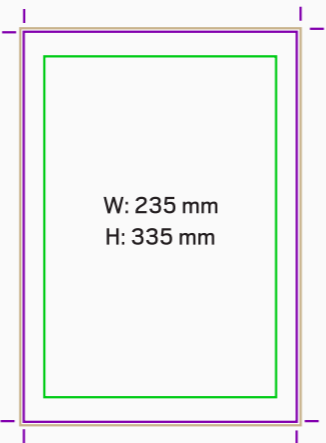
Double pages must be shifted outwards to avoid losing artwork in the gutter area.

-  *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

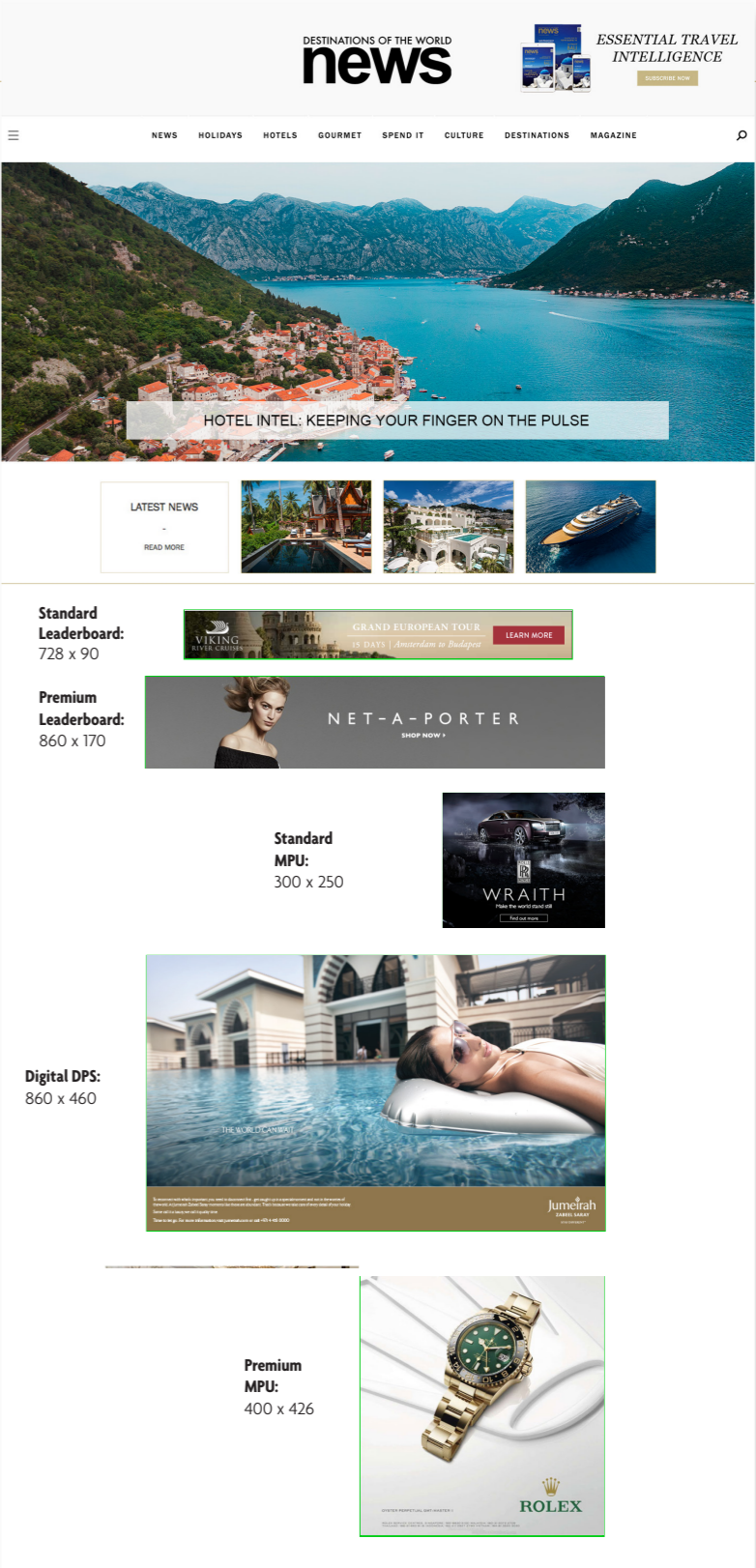
DIGITAL

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 ADVERTISING SHOOT



BESPOKE HOTEL SHOOT



BESPOKE MARKETING SHOOT



BESPOKE FERRARI CONTENT

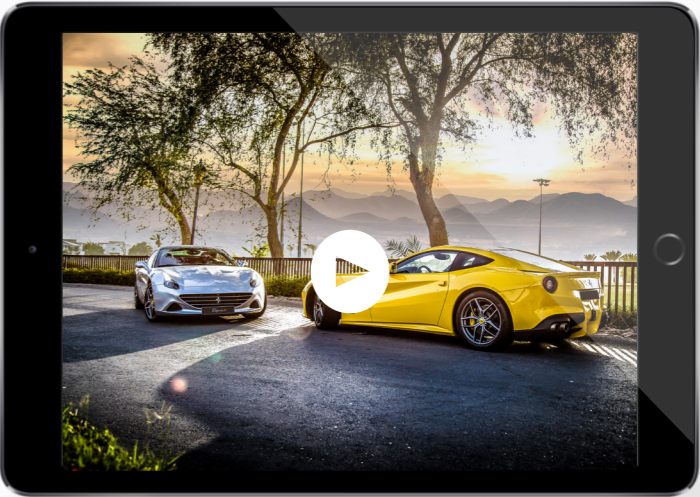
A bespoke campaign or collaboration with *Destinations of the World News* is an innovative way to communicate to an engaged luxury travel audience. Tailor-made to each client's specific needs and curated by the magazine's creative team, *Destinations of the World News* creates stories and projects that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

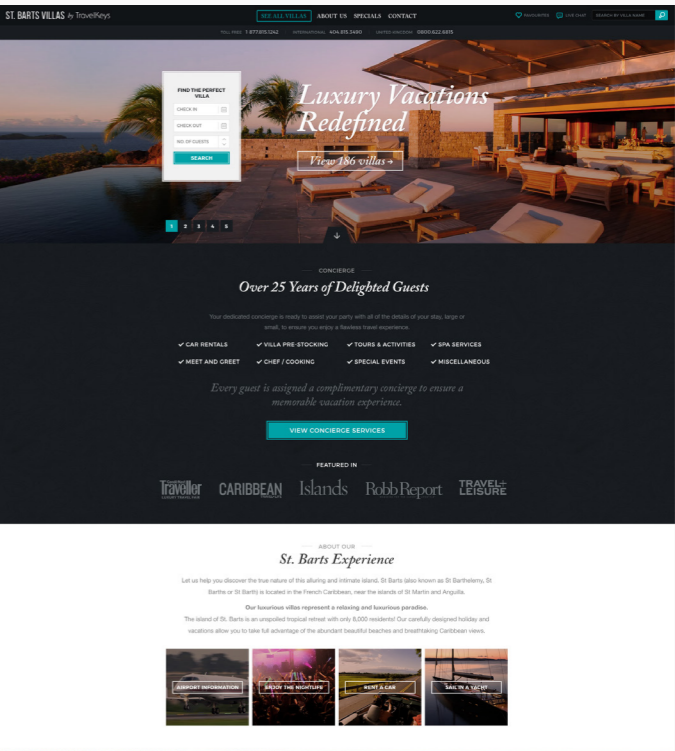
Starting Price: \$15,000
(based on a minimum of 300,000 page impressions)



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

CONTENT:

editorial@dotwnews.com

PARTNERSHIPS:

marketing@dotwnews.com