

TTG MEDIA



DIGITAL

TTG Media's award-winning* digital platforms are fully mobile responsive and will allow you to connect with your target audience in the right place, at the right time, on the right device. Industry-leading opportunities across several digital touchpoints will deliver maximum engagement, measurability and ROI to your business. In addition, ttgmedia.com is the only title to offer complete resistance to adblocking software, ensuring 100% of users see all adverts. *Trade Publication of the Year - Online, Travel Media Awards 2017



750,000+
PAGE VIEWS
EVERY MONTH



75,000+
USERS EVERY
MONTH



7 PAGES
AVERAGE VIEWED
PER VISIT



ONLY 3.5%
BOUNCE
RATE

Targeted advertising

To maximise engagement and ROI, TTG Media offers targeted advertising opportunities across ttgmedia.com. As an alternative to running advertising throughout the entire site (which will give you the biggest reach), you can also advertise on dedicated sections or "filters", allowing you to target your campaign at users interested in a specific sector, such as cruise, luxury, destinations, eg.

Display advertising

There are four types of display positions available:

- **Fireplace:** A high-impact advertising solution that will frame the content on every page of the website, or on specific filter
- **Leaderboard:** Banners are fully responsive and appear at the top of your chosen page giving your campaign immediate visibility on desktop and mobile, in a prime position
- **MPU:** A mid-page unit will appear in the centre of the page or newsfeed on mobile and desktop
- **Meerkat:** A disruptive advertising opportunity that will allow your message to "pop up" from the bottom of the page



What do our clients say?

“Our Michigan competition achieved more than 630 agent entries, which we were thrilled with. Thanks, *TTG*, for a stylishly executed and effective campaign”

Yolanda Fletcher, Cellet

Emails

Maximise digital reach or target your preferred audience through sponsoring *TTG Media's* regular emails, or run a solus *TTG Partner* campaign.

Midday Bulletin
Sent every weekday at noon

12,000+
SUBSCRIBERS



ttgluxury
Sent fortnightly on Thursdays

8,700+
SUBSCRIBERS



TTG Jobs
Sent monthly on Monday

5,700+
SUBSCRIBERS



Technology
Sent monthly

3,000+
SUBSCRIBERS



TTG Partner campaigns
16,500+
SUBSCRIBERS

Solus communication with our full third-party database



Online competitions

Incorporate an online competition into your creative campaign to generate GDPR-approved leads, while promoting your brand and products simultaneously to an engaged audience.

Facebook Live

Break away from traditional advertising and be seen as a thought leader and innovator within the travel trade by hosting a Facebook Live event alongside a member of the *TTG* editorial team. The package includes a full-page advertorial in *TTG* magazine, summarising key takeaways.

