

TTG

THE BUSINESS OF SELLING TRAVEL



TTG MAGAZINE AND SUPPLEMENTS

Established in 1953, *TTG* magazine is the oldest weekly travel trade publication in the world. Today, *TTG* is the most respected and authoritative title in the market and the only trade magazine distributed across the UK and Ireland.

Based on our readers' needs, particularly travel agents and their areas of specialism, *TTG* is designed to provide the travel trade with the information it needs to grow business by combining industry news, analysis, comment and insight with business advice and educational features.

TTG is read widely and at all levels across the industry, from counter staff and managers to owners and board-level directors. Our core readers are sellers of travel, though our readership extends to tour operators, airlines, cruise lines, destination representation companies and more.

TTG supplements provide an invaluable resource for travel sellers, produced to *TTG*'s exceptionally high standards and retained by travel agents throughout the year as an essential reference tool.



16,600+ TOTAL SUBSCRIBERS
(ABC Audit, June 2018)



15,600+ PRINT SUBSCRIBERS

The sectors our readers work in



- Travel agents - 82%
- Travel operators - 10%
- Other (cruise, airlines, destination reps) - 8%

Where our agent readers are based



- High-street agents - 69%
- Home-based agents - 18%
- Call centre-based - 7%
- Other - 6%

What our agent readers sell



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Caribbean
- 10 Cruise
Family Holidays
- 17 Touring & Adventure
Canada
- 24 USA
All Inclusive
- 31 Weddings & Honeymoons
Asia

FEBRUARY

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Villa Holidays
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- 28 Greece & Cyprus
LGBT-Friendly Holidays

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Israel, Jordan & Egypt
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Mature Travel

APRIL

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Eastern Europe including the
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in Travel 2020*