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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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ttg MEDIA

APRIL

- 15 Expedition Cruise
Middle East

- 22 Touring & Adventure
Eastern Europe including the
Balkans

- 29 Special Occasion Holidays
Indian Ocean

MAY

- 6 Active Breaks
Caribbean

- 13 Attractions & Tickets
Cities & Short Breaks
TTG's Guide to Cruise

- 20 Asia
Villa Holidays

- 27 USA
Solo Touring

JUNE

- 3 Mediterranean
UK & Ireland

- 10 Airports & Airlines
Cruise

- 17 Canada
LGBT-Friendly Holidays

- 24 Touring & Adventure
Middle East

JULY

- 1 USA
Greece & Cyprus

- 8 River Cruise
Caribbean

- 15 *Themed issue:* Responsible
Tourism
Australasia

- 22 Cities & Short Breaks
South-east Asia

- 29 NO ISSUE

AUGUST

- 5 Winter Sun
Africa
TTG's Little Black Book

- 12 NO ISSUE

- 19 Airports & Airlines
Rail Holidays
TTG's Guide to Cruise

- 26 NO ISSUE

SEPTEMBER

- 2 Caribbean
Youth Travel

- 9 Brochure Launchpad
Ski & Snow

- 16 Cruise

- 23 Touring & Adventure
Attractions & Tickets

- 30 USA
UK & Ireland

OCTOBER

- 7 Greece & Cyprus
Canada
TTG's Guide to Cruise

- 14 Food & Wine Tourism
Winter Sun

- 21 *Themed issue:* Luxury
Hotels Resorts & Spas
Weddings & Honeymoons

- 28 WTM Preview

NOVEMBER

- 4 Asia
Airports & Airlines

- 11 Cruise

- 18 Cities & Short Breaks
Africa

- 25 Caribbean
Fly Drives

DECEMBER

- 2 *Themed issue:* Touring &
Adventure

- 9 River Cruise
Australasia

- 16 USA
Middle East

- 23 *Special:* TTG's Guide to The Year
Ahead in Travel 2020