

# TODAY'S traveller

CORPORATE BUSINESS, AVIATION, MICE & LEISURE TRAVEL MAGAZINE

20  
*Years*  
Estd. 1997



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**MTM+LLTM NEW DELHI 2016**

Gill India Group is one of India's fast-growing and leading publishing house of travel and leisure magazines of international standards. The flagship magazine **TODAY'S TRAVELLER** has successfully served its readers for the past 20 years and has won many awards and accolades for its editorial excellence. The company puts emphasis on high quality design, print and production with focused distribution.

**Today's Traveller** is India's one and only consumer (business & leisure) travel magazine to bag the PATA Gold Award four times. Over the years there has been tremendous growth in areas like content, readership, high quality production backed by a well-targeted distribution.

### TARGETED READERSHIP

- The target audience comprises Inbound, outbound and domestic travellers
- Corporates who buy business travel and MICE
- High-Net worth individuals and frequent travellers
- Diplomats and Ex-pat community
- Hotels (rooms, public areas, health club, spa, etc)
- Airline offices
- Travel agents and tour operators (inbound, outbound and domestic)
- Event planners, event organisers and wedding planners
- Leisure and family travellers
- Tourism offices both in India and abroad
- Subscribers

### POSITIONING

- **Today's Traveller** aims to be India's most relevant and

consumer-sensitive business & leisure travel magazine targeting MICE, inbound, outbound and domestic travel.

- The business section – 'Corporate Connect' highlights business hotels, MICE, corporate developments and frequent flyer programmes which interests the Corporate reader
- The Leisure Section – 'Explorer' highlights life-style products, hotels, new destinations, honeymoon travel, food and wine, luxury and product launches, spas and de-stress modes, entertainment previews, shopping and holiday packages.

### CIRCULATION

- Total Print Run of 86,290 copies
- 1.5 million readers ensures a good subscriber base & in-depth reach
- Large subscription base
- Data-based circulation to business heads and corporate travel decision makers.
- Reaches the mass consumer market, key travel trade decision makers, corporate and leisure travellers
- Covers all the major travel events like TAAI, IATO, WTM, TAFI, ITB, etc.

### AWARDS AND ACCOLADES

- The only Indian magazine to ever win 4 PATA Gold Awards. These include the PATA Gold Award 2006 in the Consumer Publications category in addition to PATA Gold Awards in 1998, 2001 and 2005.
- Sanghi Trophy for best travel writing in 2000 and 2002 by TAAI.
- Marriott Golden Circle Award.

### DISTRIBUTION BREAK-UP & REACH OF MAGAZINE

Readership Categories	Details of Copies	People Reached Per Issue
Corporate Offices	25,200 x 15 readers	378,000
High End Affluent Families	5,300 copies x 3	15,900
Malls/Shopping Complex/Health Club/Beauty Parlour/Spa	4,700 copies x 34	159,800
Diplomats & Ex-Pats	7,000 Copies x 4 (visitors)	28,000
Advertising Agencies	400 Copies x 8 (office & visitors)	3,200
Subscription	28,490 Copies x 8 (family & friends)	227,920
Hotels	6,500 Copies x 60 (1 double room x 30 days)	390,000
Airline Offices	1,100 Copies x 16 (office & visitors)	17,600
Lending Libraries	1,400 Copies x 30 (15 homes x 2 people)	42,000
Overseas Travel Agents & Tour Operators	1,200 Copies x 34 (4 staff per office + 30 visitors @ 1 visitor per day avg)	40,800
Indian Travel Agents & Tour Operators	3,500 Copies x 49 (4 staff per office + 45 visitors per month)	171,500
Tourism Offices	1,500 Copies x 30 (visitors)	45,000
<b>Grand Total</b>	<b>86,290</b>	<b>1,519,720</b>

## ADVERTISING OPTIONS & RATES

• Cover Gate Fold	Rs. 5,00,000
• Outside Back Cover	Rs 4,00,000
• Inside Front Cover/ Inside Back Cover	Rs 3,00,000
• Double Spread	Rs 4,00,000
• Full Page	Rs 2,00,000
• Half Page	Rs 1,00,000
• Bottom Strip (Single Page)	Rs 90,000
• Bottom Strip (Double Spread)	Rs 1,20,000
• Quarter Page	Rs 75,000



For Specific Positions, 15% extra will be charged.

Please feel free to contact us for any other innovative advertising options.

## MECHANICAL DATA (Height x Width)

Bleed (Full Page)	30.48 cms x 22.26 cms (plus 5mm bleed on all sides)
Non Bleed (Full Page)	29 cms x 21.5 cms
Bleed (D/S)**	30.48 cms x 45.72 cms (plus 5mm bleed on all sides)
Non Bleed (D/S)**	29 cms x 44.30 cms
Half Page Horizontal	14.45 cms x 21.5 cms
Half Page Vertical	29 cms x 10.5 cms
Quarter Page	14.23 cms x 10.43 cms
Bottom Strip	6 cms x 21.5 cms

\*\*(20mm gutter in centre)

Material required in  
Adobe Tiff / EPS/ PDF format.

Advt. material must reach us four  
weeks before publication date.

Full Page with Bleed



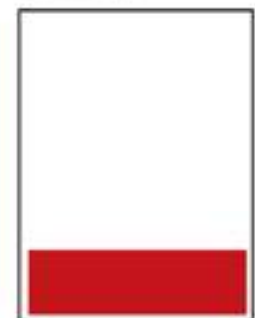
Full Page Non Bleed



Double Spread Non Bleed



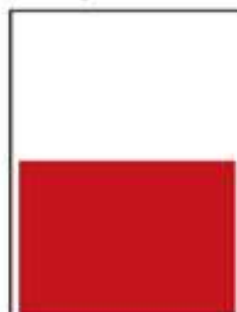
Bottom Strip



Double Spread with Bleed



Half Page Horizontal



Half Page Vertical



Quarter Page

