

# World Travel Market Official Catalogue 2011

The Official WTM Catalogue is the definitive reference source for the show uniquely presenting all relevant information in one convenient package

**WTM 2010 experienced a 10% increase in visitors with over £1.1 billion of business negotiated**



**7th - 10th November 2011**

## THE PUBLICATION'S UNIQUELY COMPREHENSIVE CONTENT

- Full list of exhibitor profiles including all contact details
- Full colour floor plans of the Exhibition Halls
- Essential information and timings of seminars/debates at WTM
- All contact information whilst at the Show
- In-depth analysis of destination trends for every continent

## DISTRIBUTION REACHES ALL KEY AUDIENCES AT THE SHOW

- 5000 copies for exhibitors at WTM
- 3500 copies for Meridian Club Members
- 1000 copies for the Press and Business Centre
- 500 copies sold at concourse kiosks (£26)

### AND AFTER THE SHOW...

- For the first time, a digital version of the catalogue will also be available on [www.wtmlondon.com](http://www.wtmlondon.com) for a full 6 months after the show providing display advertisers with massive additional exposure and the benefit of hot links to their own web landing page
- In 2010 the WTM site received 588,876 total visits and 3,421,657 page views

## THE WORLD'S LEADING TRAVEL TRADE EXHIBITION

- WTM 2010 saw 47,719 travel industry professionals take part, an increase of almost 5% over the previous year
- An extraordinary 40% increase in ministers and aides attending
- Over 5,000 exhibitors including an increase in main standholders
- Over 95% of delegates are likely to return to WTM in 2011
- Visitors came from more than 185 countries
- Visitor profile includes: incoming and outbound tour operators, travel agents (retail and business), group, MICE market organisers, eco-tourism/adventure, online travel services, transport, tourist organisations/associations, hotels and hotel groups, technology/reservations systems, press and media, education

## Advertising Rates and Mechanicals

The most effective way to promote is a combination of advert and advertorial (all rates in Pounds Sterling):

**4 PAGES  
£CALL**

**2 PAGES  
£CALL**

**1 PAGE  
£CALL**

Publication is A4 Portrait in size. Mechanical Specs and Sizes on request.

**Rates for prime positions, sponsorships and features are available on request.**

Copy date: As per order. Publication Date: November 2011.

**[www.wtmlondon.com](http://www.wtmlondon.com)**

“The Catalogue enables buyers to identify suppliers with ease and certainty, both during and after the show...”

Fiona Jeffery  
Chairman, WTM

**A unique  
6 part marketing  
package for  
display advertisers:**

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Linton House, 39-51 Highgate Road,  
London NW5 1RS  
T: +44 (0)20 7428 7830/1/2  
F: +44 (0)20 7428 7833  
W: [www.pedigreemedia.co.uk](http://www.pedigreemedia.co.uk)