

TRAVELWEEKLY

FEATURES AND SUPPLEMENTS CALENDAR 2021



DATE	FEATURES & SUPPLEMENTS
January 7	<ul style="list-style-type: none"> ▶ Middle East & North Africa ▶ Spain & Portugal
January 14	<ul style="list-style-type: none"> ▶ Caribbean ▶ Greece & Cyprus
January 21	<ul style="list-style-type: none"> ▶ Cruise (themed issue) ▶ Short Breaks
January 28	<ul style="list-style-type: none"> ▶ Canada ▶ Lakes & Mountains
February 4	<ul style="list-style-type: none"> ▶ The US ▶ Weddings & Honeymoons
February 11	<ul style="list-style-type: none"> ▶ Family Holidays (themed issue) ▶ Asia
February 18	<ul style="list-style-type: none"> ▶ Escorted Tours ▶ Scandinavia
February 25	<ul style="list-style-type: none"> ▶ Australasia ▶ Europe
March 4	<ul style="list-style-type: none"> ▶ Caribbean ▶ Active & Adventure Holidays
March 11	<ul style="list-style-type: none"> ▶ Short Breaks ▶ Rail Holidays
March 18	<ul style="list-style-type: none"> ▶ Sustainable Travel ▶ Indian Ocean
March 25	<ul style="list-style-type: none"> ▶ Cruise ▶ Africa
April 1	<ul style="list-style-type: none"> ▶ Escorted Tours ▶ Greece & Cyprus
April 8	<ul style="list-style-type: none"> ▶ Canada ▶ Food & Drink Holidays
April 15	<ul style="list-style-type: none"> ▶ Croatia & the Balkans ▶ Hotels, Resorts & Spas

DATE	FEATURES & SUPPLEMENTS
April 22	<ul style="list-style-type: none"> ▶ UK & Ireland (themed issue) ▶ Theme Parks & Attractions
April 29	<ul style="list-style-type: none"> ▶ The US ▶ Villa Holidays
May 6	<ul style="list-style-type: none"> ▶ Weddings & Honeymoons ▶ Active & Adventure Holidays
May 13	<ul style="list-style-type: none"> ▶ Self-Drive Holidays ▶ Spain & Portugal
May 20	<ul style="list-style-type: none"> ▶ UK & Ireland ▶ Cruise
May 27	<ul style="list-style-type: none"> ▶ Restarting Travel ▶ Family Holidays
June 3	<ul style="list-style-type: none"> ▶ Wellness Holidays ▶ Europe
June 10	<ul style="list-style-type: none"> ▶ Mature Travel ▶ All-inclusive Holidays
June 17	<ul style="list-style-type: none"> ▶ Africa ▶ Cruise
June 24	<ul style="list-style-type: none"> ▶ Restarting Travel ▶ Caribbean
July 1	<ul style="list-style-type: none"> ▶ Canada ▶ UK & Ireland
July 15	<ul style="list-style-type: none"> ▶ Indian Ocean ▶ Food & Drink
July 29	<ul style="list-style-type: none"> ▶ Cruise ▶ Hotels, Resorts & Spas
August 12	<ul style="list-style-type: none"> ▶ The US ▶ Active & Adventure
August 26	<ul style="list-style-type: none"> ▶ Caribbean ▶ Family Holidays

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DATE	FEATURES & SUPPLEMENTS
September 2	<ul style="list-style-type: none"> Winter Sun Europe Globe Travel Awards 2022 Nominations
September 9	<ul style="list-style-type: none"> Spain & Portugal Cruise
September 16	<ul style="list-style-type: none"> Australasia Weddings & Honeymoons
September 23	<ul style="list-style-type: none"> Greece & Cyprus Solo Travel
September 30	<ul style="list-style-type: none"> The US Ski & Snow
October 7	<ul style="list-style-type: none"> Family Holidays Asia
October 14	<ul style="list-style-type: none"> Latin America Winter Sun
October 21	<ul style="list-style-type: none"> Escorted Tours Canada
October 28	<ul style="list-style-type: none"> The US (themed issue) Guide to Homeworking
November 4	<ul style="list-style-type: none"> All-inclusive Holidays Africa Cruise Supplement
November 11	<ul style="list-style-type: none"> Caribbean Villa Holidays Globe Travel Awards 2022 Voting
November 18	<ul style="list-style-type: none"> Food & Drink Holidays Middle East & North Africa
November 25	<ul style="list-style-type: none"> Theme Parks & Attractions Short Breaks

DATE	FEATURES & SUPPLEMENTS
December 2	<ul style="list-style-type: none"> Cruise Indian Ocean
December 9	<ul style="list-style-type: none"> The US Winter Sun
December 16	<ul style="list-style-type: none"> Asia Escorted Tours

Please note that all listings are subject to change

DEADLINE DATES FOR TRAVEL WEEKLY

EDITORIAL

Copy deadline: Four weeks prior to publication

SALES

Booking deadline: Three weeks

Copy deadline: Two weeks

Supplements: Two weeks

TRAVELWEEKLY

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OTHER TRAVEL WEEKLY GROUP PUBLICATIONS

ASPIRE

The luxury travel club from Travel Weekly.



2021 PUBLICATION DATES:

- March 25
- June 17
- September 23
- December 2

Editorial contact:

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TRAVOLUTION

Essential information, commentary, market intelligence and analysis for anyone in or running an online travel business.



2021 PUBLICATION DATES:

- Innovation Report - September

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JACOBS MEDIA GROUP EVENTS



Agent Achievement Awards

agentachievementawards.co.uk

Aspire Leaders of Luxury (by invitation only)

Association of Touring & Adventure Suppliers (ATAS) Conference

touringandadventure.com / atasconference.co.uk

Experience Africa by ATTA

experienceafrica.travel

Globe Travel Awards

globetravelawards.co.uk

LATA Expo

lataexpo.travel

New Deal Europe Showcase

newdealeurope.com

Travolution Awards

travolutionawards.co.uk

Travolution European Summit

travolutionsummit.com

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TRAVEL WEEKLY

ADVERTISE IN TRAVEL WEEKLY'S FEATURES PAGES

Travel Weekly publishes more destination content than all other UK travel trade titles combined, and all of our features are available in print and online and promoted across social media. Here is a selection of opportunities we offer to promote your marketing message and reach our extensive travel agent readership.



DISPLAY ADVERTISING

Advertise against relevant editorial content in Travel Weekly's market-leading features to communicate your message to agents who are most likely to act on it.

- Double-page spread: **£4,000**
- Full-page: **£2,500**
- Half-page: **£1,500**

FEATURES TAKEOVER

For maximum impact and value, a features takeover package gives you the ultimate brand exposure in a relevant Travel Weekly feature, at a more competitive rate than booking elements separately. It comprises:

- Two full-page ads (to run on consecutive right-hand pages or as first and last ad pages in a feature)
- One quarter-page disruption ad

Price: **£4,000**

ADVERTORIALS AND INSERTS

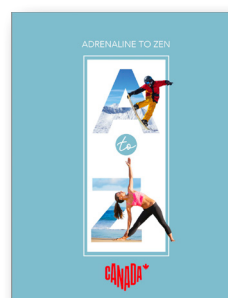
If you would like to communicate marketing messages through custom-published content, Travel Weekly journalists can work with you to create sponsored inserts or advertorials tailored to a trade audience. The pages will be written and designed by our experienced team, then sent to you for approval, letting you shape the finished product. These will also be shared via the Travel Weekly digital edition, extending your reach even further.

- Four-page bound insert: **£7,500**
- Double-page spread advertorial: **£4,800**
- Templated double-page spread advertorial (full-page advertorial facing full-page advertisement): **£3,500**
- Full-page advertorial: **£2,700**

CUSTOM SUPPLEMENTS

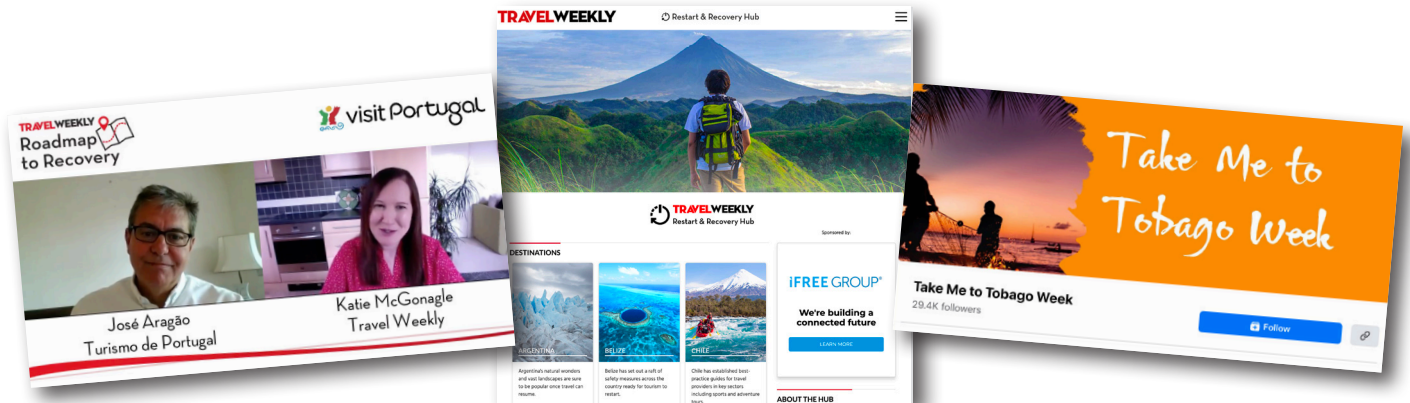
Travel Weekly can create a bespoke selling guide about your destination or product for the UK trade. The supplement will be distributed to our unrivalled agent readership in print and hosted online as a digital magazine. Our experienced journalists will work closely with you to ensure the finished product achieves all of your objectives.

Price: **on application**



TRAVELWEEKLY

PARTNER WITH US TO PROMOTE YOUR BRAND



WEBINARS

Travel Weekly can create targeted training videos to help you inspire and inform our audience and achieve excellent levels of engagement. These can bring your product or destination to life with creative training sessions, bespoke video content or Q&As, edited by our team and shared via Facebook to our 30,000 followers. You can also access exclusive rates to promote your training as part of a package across print, online, email and social media.

Price: £2,500

FAM TRIP PARTNERSHIPS

Travel Weekly can work with you to improve the ROI of your fam trips by creating a bespoke partnership that will increase awareness of your brand and provide first-hand, peer-to-peer content for agents. Packages are tailor-made and can include:

- ▶ recruiting high-quality agents for fam trips
- ▶ hosting online events or competitions to create a buzz
- ▶ accompanying a trip to produce exclusive first-hand content (social media, photo galleries, videos etc)
- ▶ sharing agents' experiences either in Travel Weekly or as a standalone supplement.

Price: from £1,500

SOCIAL MEDIA CONTENT

Travel Weekly has an unrivalled social media presence, with 173,000 followers across Facebook, Twitter, LinkedIn and Instagram, more than double our closest competitor. Tap into this by sharing sponsored posts, inspiring videos or agent incentives via our social channels, or create bespoke content for the Travel Weekly audience, ensuring maximum engagement.

Price: from £2,000

RESTART & RECOVERY HUB

Hosted prominently on travelweekly.co.uk, the Restart & Recovery Hub microsite is a one-stop shop for travel agents to find the most up-to-date information they need to restart sales, from border entry requirements to reassurance about Covid-19 protocols. Travel Weekly journalists will create a bespoke landing page featuring your logo, videos and images, plus the latest details of your destination or product and links to trade resources. The information can be updated regularly, giving you a platform to ensure agents can sell your product with confidence.

Price: £5,000

CONTACT US

For more information about any of these packages, or to hear about further advertising opportunities in Travel Weekly, contact your account manager or speak to:

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