

# TRAVELWEEKLY

## FEATURES AND SUPPLEMENTS CALENDAR 2021



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

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

# TRAVEL WEEKLY

## FEATURES AND SUPPLEMENTS CALENDAR 2021



DATE	FEATURES & SUPPLEMENTS
<b>September 2</b>	<ul style="list-style-type: none"> <li>Winter Sun</li> <li>Europe</li> <li>Globe Travel Awards 2022 Nominations</li> </ul>
<b>September 9</b>	<ul style="list-style-type: none"> <li>Spain &amp; Portugal</li> <li>Australasia</li> <li>Cruise Supplement</li> </ul>
<b>September 16</b>	<ul style="list-style-type: none"> <li>Greece &amp; Cyprus</li> <li>Weddings &amp; Honeymoons</li> </ul>
<b>September 23</b>	<ul style="list-style-type: none"> <li>Asia</li> <li>Solo Travel</li> </ul>
<b>September 30</b>	<ul style="list-style-type: none"> <li>The US</li> <li>Ski &amp; Snow</li> <li>Touring &amp; Adventure Supplement</li> </ul>
<b>October 7</b>	<ul style="list-style-type: none"> <li>Cruise</li> <li>Latin America</li> </ul>
<b>October 14</b>	<ul style="list-style-type: none"> <li>Family Holidays</li> <li>Winter Sun</li> </ul>
<b>October 21</b>	<ul style="list-style-type: none"> <li>Festive Breaks</li> <li>Canada</li> </ul>
<b>October 28</b>	<ul style="list-style-type: none"> <li>Guide to Homeworking</li> </ul>
<b>November 4</b>	<ul style="list-style-type: none"> <li>All-inclusive Holidays</li> <li>Africa</li> <li>Globe Travel Awards 2022 Voting Supplement</li> </ul>
<b>November 11</b>	<ul style="list-style-type: none"> <li>Caribbean</li> <li>Aviation</li> </ul>
<b>November 18</b>	<ul style="list-style-type: none"> <li>Australasia</li> <li>Middle East &amp; North Africa</li> </ul>
<b>November 25</b>	<ul style="list-style-type: none"> <li>The US</li> <li>Short Breaks</li> <li>Touring &amp; Adventure Supplement</li> </ul>

DATE	FEATURES & SUPPLEMENTS
<b>December 2</b>	<ul style="list-style-type: none"> <li>Escorted Tours</li> <li>Indian Ocean</li> </ul>
<b>December 9</b>	<ul style="list-style-type: none"> <li>Latin America</li> <li>Winter Sun</li> <li>Cruise Supplement</li> </ul>
<b>December 16</b>	<ul style="list-style-type: none"> <li>Asia</li> <li>Accessible Travel</li> </ul>
<b>December 23</b>	<ul style="list-style-type: none"> <li>Trends for 2022</li> </ul>

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

## FEATURES AND SUPPLEMENTS CALENDAR 2021

### 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:

Hollie-Rae Brader, *Editor*  
hollie@travelweekly.co.uk

#### TRAVOLUTION

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



#### 2021 PUBLICATION DATES:

- Innovation Report - September

#### Editorial contact:

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#### Sales contact:

Isabella Sharp  
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### JACOBS MEDIA GROUP EVENTS



#### Agent Achievement Awards

[agentachievementawards.co.uk](http://agentachievementawards.co.uk)

#### Aspire Leaders of Luxury (by invitation only)

#### Association of Touring & Adventure Suppliers (ATAS) Conference

[touringandadventure.com](http://touringandadventure.com) / [atasconference.co.uk](http://atasconference.co.uk)

#### Experience Africa by ATTA

[experienceafrica.travel](http://experienceafrica.travel)

#### Globe Travel Awards

[globetravelawards.co.uk](http://globetravelawards.co.uk)

#### LATA Expo

[lataexpo.travel](http://lataexpo.travel)

#### New Deal Europe Showcase

[newdealeurope.com](http://newdealeurope.com)

#### Travolution Awards

[travolutionawards.co.uk](http://travolutionawards.co.uk)

#### Travolution European Summit

[travolutionsummit.com](http://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

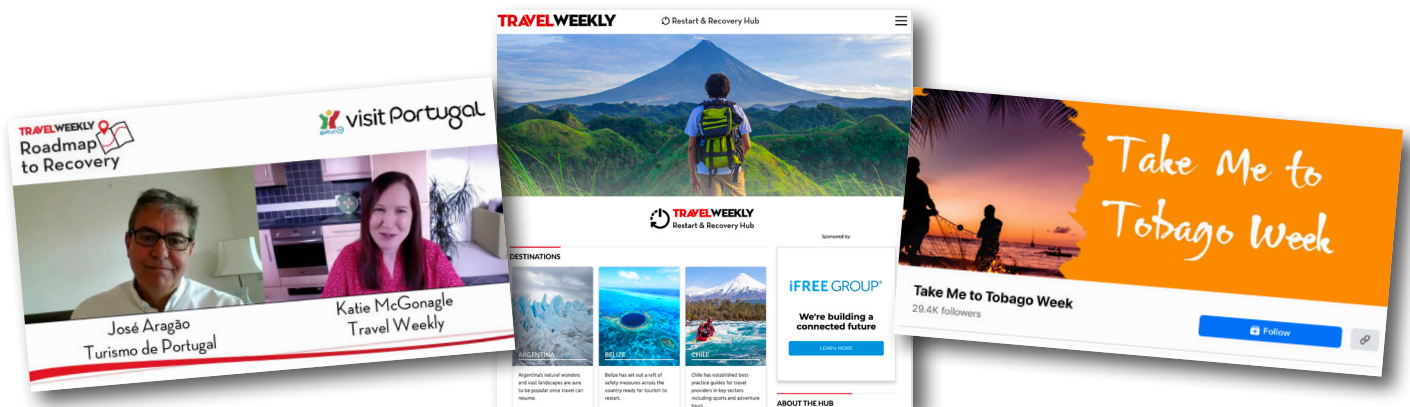
Travel Weekly can create a bespoke selling guide about your destination or product for the UK trade. The supplement will be distributed to our unrivalled agent readership in print and hosted online as a digital magazine. Our experienced journalists will work closely with you to ensure the finished product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