

2012

TOURISM-REVIEW

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The Respected Voice of Tourism



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Tourism Review Digital Network (TRDN) is a modern multilingual up to date news channel designed for travel trade professionals worldwide.

Multilingual & multifocal services – unique Tourism Review Digital Network (TRDN)

In addition to established news making services Tourism Review professional team offers unparalleled set of marketing services, unique for the tourism industry. AD, PR, Social Marketing, Multilingual Search Engine Marketing and other effective marketing tools with clear focus on the global as well as regional tourism markets are provided by experienced team of online marketing experts.





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.TR NEWS CHANNELS

Travel Daily Headlines

Breaking tourism industry news from all over the world classified into seven market categories, such as business travel, heritage tourism, or transport news.

Weekly Tourism Industry & Destination Newsletter

Weekly highlights brought to our readership in the form of attractive and informative newsletter announcing the latest events, new openings, industry trends etc.

TOP 10's - Travel & Destination Ranking, bi-monthly

Innovative and extremely popular rankings (TOPs) in the tourism & hospitality field published twice a month.

E-zine - Tourism Industry Online Magazine, monthly

The monthly online publication brings deeper reviews focusing on niche markets and hot topics of the tourism industry; it includes regular supplements such as Heritage, Professional, Adventure Travel, Medical Tourism etc.

Press Release Wire - Press Release Services in Tourism

Tourism Review Press Release service offers unique opportunity for PR Translation, PR Optimization, and PR Distribution in tourism industry worldwide.

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.TR AT A GLANCE



Over **85,000** opt-in registered subscribers
Over **67,000** unique visitors on average per month
1.3 million impressions on average per month
Visitors spend on average 6 minutes browsing the site



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.TR READERS

The majority of our 85,000 subscribers are English-speaking travel trade experts aged 21-49, who are professionally active and have an above average level of disposable income.

Fields of interest:

tourism industry distributors e.g. tour operators, tour agents etc.

tourism industry supplier groups e.g. hotels, hotel chains, airlines etc.

tourism industry professional bodies e.g. tourist boards, associations etc.

Location:

39% US / Canada

18% Western Europe (ex. UK)

10% UK

9% Russia & Ukraine

8% Central Europe

9% Asia & Pacific

7% Rest of the World

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.TR DIRECTORIES



INDUSTRY LINKS - Tourism Industry Associations & Organizations

There are more than a thousand organizations such as TOURIST BOARDS, TRAVEL TRADE ASSOCIATIONS, MEDIA and others listed in the directory.

EVENTS CALENDAR - Travel and Tourism Fairs & Exhibitions by Region

Virtually all travel trade shows from all over the world introduced by country and region.

TOUR OPERATORS - World Wide Directory of Tour Operators

Most known travel trade companies in the world who focus on distribution travel services. Listing comprised by regions and countries.

FESTIVAL FINDER - Listing Interesting Festivals & Shows Worldwide

Interesting consumers' events, mostly various kinds of festivals, are listed in this dynamically growing directory.

Both free and paid (ENHANCED) listing options are on offer. The enhanced listing costs €192 per year. The price includes enhanced listings in all multilingual Tourism Review Digital Network (TRDN) websites such as tourism-review.com, tourism-review.ru, tourism-review.de, etc. As a result, your tourism organization or an event becomes visible and easy to be found in non-English speaking tourism markets.

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.TR e-MARKETING



Through Tourism Review Digital Network (TRDN) our multinational team can offer our partners a unique set of online marketing services in tourism industry:

- Multilingual Banner AD ([more here](#))
- Multilingual Directory Listings ([more here](#))
- Multilingual Press Release Distribution ([more here](#))
- Online Publicity ([more here](#))
- AD in Tourism Magazine ([more here](#))
- Social / Viral Marketing Online ([more here](#))
- Multilingual Search Engine Marketing ([more here](#))



.TR BANNER AD



Monthly flat rate of banner placement at **Tourism-Review.com** – 50% rotation:

	1-2 months	3-6 months	7-12 months
300x250	€560	€480	€420
300x250 top	€690	€580	€490
300x100	€280	€240	€200
300x90	€200	€180	€140

Rates for other sites of Tourism Review Digital Network:

Prices of banner placements at **Tourism-Review.ru**, **Tourism-Review.de**, and **Tourism-Review.tv** are 50% or half of the above monthly rates at **Tourism-Review.com**.

The prices of banner placements at **Tourism-Review.pl** and **Tourism-Review.cz** are 25% or quarter of the above monthly rates at **Tourism-Review.com**.

Monthly flat rate of banner placement at **TRDN** (T-R.com, T-R.ru, T-R.de, T-R.pl, T-R.cz) – 50% rotation:

	1-2 months	3-6 months	7-12 months
300x250	€1400	€1200	€1060
300x100	€700	€600	€500
300x90	€500	€480	€380

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.TR e-PR DISTRIBUTION

Free Press Release: Tourism Review offers its partners the option of posting their press release in the basic version (without links and pictures) for free. For more information please contact us.

Price: FREE

Enhanced Press Release, unlike free press release placement, gives an opportunity for enriching your press release with a picture and even more importantly with two hyperlinks to your home page. In addition, the Enhanced Press Release is announced in .TR WEEKLY Newsletter which is distributed to more than 70,000 subscribers. The price for publishing an Enhanced Press Release in the Global Edition of the .TR website is €90. Press releases are posted on our website for lifetime!

Price: €90

Enhanced Press Release International (Multilingual Editions) represents an unparalleled occasion for publicity and visibility of your press release for foreign search engines. Enhanced Press Release International costs €60 for each language edition. Special discounts for multiple placements are available. This price includes not only translation, optimization and announcing your PR among TR regional subscribers, but also additional publicity in local social media sites!

Price: €60

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.TR e-PUBLICITY



By publishing your advertorial materials and announcements with clear tourism industry focus in TR WEEKLY Newsletter and other TR online publications you can easily reach thousands of potential business partners and customers in tourism and hospitality industry.

Advertorial article: €90

The price for publishing your advertorial article in the TR Global Edition (English) is €90. The article is published together with our weekly newsletter and sent to all our subscribers. For more information please contact our editors.

Announcement: €60

Announcement or flash news is a perfect option if you want to reach thousands of tourism professionals with short clear message linked to your homepage. Announcement is one-paragraph long message distributed along with TR weekly newsletter among all our subscribers. The cost for the English version is as low as €60.

Advertorial Articles & Announcements in Other Languages: Half Price

In order to expand your international visibility and generate business growth over a huge segment of your potential partners in the non-English speaking world you might consider additional publicity through Tourism Review Digital Network (TRDN). The price for publishing advertorial materials and announcements in multilingual editions (German, Russian, Polish etc.) is half of the prices in the English edition.

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.TR AD in e-MAGAZINE

AD Rates of Tourism Review Online Magazine

W x H

1/1 290x225 mm €790

1/3 75x290 mm €440

1/6 95x95 mm €320

2nd and 3rd placement discounted by 15% of the basic price

4th and next placements discounted by 25% of the basic price

Special rates for media buyers and agencies

Technical Information:

Strictly Windows application only

Formats: PDF preferred, TIF , PCD , JPG, Illustrator

File: Resolution (high / at least 300 dpi); Dimension (ensure correct ad dimension used); Fonts (embed fonts used / include or provide fonts used with indication of application); Images & Graphics (high / at least 300 dpi, EPS/TIF format with byte order for IBM PC)

Editorial Calendar

The current Editorial Calendar of the Tourism Review Online Magazine can be found [here](#).

.TR SOCIAL MARKETING



Social media and viral marketing techniques are quite vital and effective component of overall marketing in tourism industry. There are several promotion options you may consider for marketing your tourism business or travel destination:

Article Marketing in Tourism Industry: €490

Tourism Review team can create a unique set of articles and submit them to numerous tourism related article directories. The main, all inclusive package (research, writing and submitting) includes a set of 10 customized articles that will be written and submitted on your behalf to hundreds of article directories. The package costs €490. Completion time – 30 days

Blog Marketing in Tourism Industry: €490

Very similar to article marketing is posting a review to tourism related thematic blogs. The main, all inclusive package (research, writing and submitting) includes a set of 10 customized articles that will be written and submitted on your behalf to hundreds of article directories. The package costs €490. Completion time – 30 days.

Social Media Bookmarking in Tourism Industry

When Tourism Review specialists submit your website to the leading bookmarking sites such as Delicious, StumbleUpon, Digg, Yahoo!Buzz etc., you will quickly notice the dynamic increase of traffic to your website.

Tourism Review SEO expert sets:

100 bookmarks on 20+ bookmarking sites, completion time 30 days, price: **€125**

250 bookmarks on 20+ bookmarking sites, completion time 60 days, price: **€250**

Comprehensive and cost-effective social marketing packages, which include all the above options, can be found [here](#).



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.TR MULTILINGUAL SEM

Take advantage of the massive benefits of promoting your travel destination or tourism business in a new region internationally. Tourism Industry multilingual team of online marketers offers two main packages:

Foreign Market Boost – One Time Package (€485)

The package includes local keyword research, creation and optimization of a landing page (entry page) in line with your website design, and submitting optimized landing page to local search engines. Completion time is 30 days. The price is €485.

Foreign Market Development – Long Term Package (€990)

The package includes all the services of the Foreign Market Boost and in addition a number of continual online communication services: creation, hosting, and distribution of 2 in-language press releases; posting of 30 in-language blog reviews and comments; writing, optimizing and posting of 10 in-language thematic articles; local social media buzz, up to 20 social bookmarks and posts. Completion time is one year. The price is €990.

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.TR PROMO PACKAGES



Tourism Review international team of online marketers offers cost effective website promotion packages for every size of tourism business. With Tourism Review online marketing solutions any business can go international.

Tourism Review Digital Network Promotion Packages:

PROMO PACK e-TOURISM BOOST ([more information](#))

Completion time - 2 months. Price: **€780**

PROMO PACK e-TOURISM DEVELOPMENT ([more information](#))

Completion time - 6 months. Price: **€1880**

PROMO PACK e-TOURISM ELITE ([more information](#))

Completion time - one year. Price: **€3390**

Social Media Marketing Packages:

.TR e-SOCIAL BUZZ BASIC PACK ([more information](#))

100+ One Way Backlinks. Price: **€190**. Completion time - 90 days.

.TR e-SOCIAL BUZZ SMART PACK ([more information](#))

500+ One Way Backlinks. Price: **€560**. Completion time - 90 days.

.TR e-SOCIAL BUZZ SUPERIOR PACK ([more information](#))

1000+ One Way Backlinks. Price: **€950**. Completion time - 180 days.

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.TR CONTACTS

Email your enquiry to Tourism Review International Team.

In English:

editor@tourism-review.com – content and cooperation issues

commerce@tourism-review.com – promotion and PR questions

info@tourism-review.com – all other questions and enquiries

In German:

office@tourism-review.com – all enquiries

In Russian:

office@tourism-review.com – all enquiries

In Polish:

office@tourism-review.com – all enquiries

In Czech:

office@tourism-review.com – all enquiries

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PROMO PACK e-TOURISM BOOST



Relatively short and cost-effective set of online marketing communication tools for online promotion of travel destinations, tourism fairs, travel & tourism businesses or organizations in the English speaking tourism world.

Completion time - 3 months. Price: €780 (Tourism-Review.com only).

1. Advertising (Global Edition Tourism-Review.com – in English)
 - Banner 300x100 px – three-month placement (in 50% rotation)
 - 1/6 A4 Graphic AD in Tourism Magazine – 3x placement
 - One year enhanced directory listing, where applicable
2. Publicity (Global Edition Tourism-Review.com – in English)
 - Advertorial article publication & distribution within TR weekly newsletter
 - Enhanced Press Release placement & distribution in TR Press Release Wire
 - short announcement placement & distribution within TR weekly newsletter

Promotion in Russian, German, Polish and Czech Editions

The price of the same package for the Russian Edition (Tourism-Review.ru) as well as German Edition (Tourism-Review.de) is €585 for each version. For Polish Edition (Tourism-Review.pl) and Czech Edition (Tourism-Review.cz) the cost is €390 for each version. The promotion packages in the international editions are available only in combination with the Global Edition promo pack (in English).

Promotion in All Editions

If you decide to promote through all the language versions currently available under the Tourism Review Digital Network (EN, RU, DE, PL, CZ) we offer a special price: €1,950. As a bonus this package includes free e-social buzz – basic package. More information can be found [here](#).



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PROMO PACK e-TOURISM DEVELOPMENT

Relatively short and cost-effective set of online marketing communication tools for online promotion of travel destinations, tourism fairs, travel & tourism businesses or organizations in the English speaking tourism world.

Completion time – 6 months. Price: €1,880 (Tourism-Review.com only).

1. Advertising (Global Edition Tourism-Review.com – in English)
 - Banner 300x100 px – six-month placement (in 50% rotation)
 - 1/3 A4 graphic AD in Tourism Magazine – 5x placement
 - One year enhanced directory listing, where applicable
2. Publicity (Global Edition Tourism-Review.com – in English)
 - 2x Advertorial article publication & distribution within TR weekly newsletter
 - 2x Enhanced Press Release placement & distribution in TR Press Release Wire
 - 2x short announcements placement & distribution within TR weekly newsletter

Promotion in Russian, German, Polish and Czech Editions

The price of the same package for the Russian Edition (Tourism-Review.ru) as well as German Edition (Tourism-Review.de) is €980 for each version. For Polish Edition (Tourism-Review.pl) and Czech Edition (Tourism-Review.cz) the cost is €650 for each version.

Promotion in All Editions

If you decide to promote through all the language versions currently available under the Tourism Review Digital Network (EN, RU, DE, PL, CZ) we offer a special price: €3,820. As a bonus this package includes free e-social buzz – smart package. More information can be found [here](#).

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PROMO PACK e-TOURISM ELITE



Relatively short and cost-effective set of online marketing communication tools for online promotion of travel destinations, tourism fairs, travel & tourism businesses or organizations in the English speaking tourism world.

Completion time - one year. Price: €3,390 (Tourism-Review.com only).

1. Advertising (Global Edition Tourism-Review.com – in English)
 - Banner 300x250 px – six-month placement (in 50% rotation)
 - 1 A4 graphic AD in Tourism Magazine – 2x placement
 - 1/3 A4 graphic AD in Tourism Magazine – 8x placement
 - One year enhanced directory listing, where applicable
2. Publicity (Global Edition Tourism-Review.com – in English)
 - 6x Advertorial article publication & distribution within TR weekly newsletter
 - 6 Enhanced Press Release placement & distribution in TR Press Release Wire
 - 6x short announcements placement & distribution within TR weekly newsletter

Promotion in Russian, German, Polish and Czech Editions

The price of the same package for the Russian Edition (Tourism-Review.ru) as well as German Edition (Tourism-Review.de) is €1,560 for each version. For Polish Edition (Tourism-Review.pl) and Czech Edition (Tourism-Review.cz) the cost is €910 for each version.

Promotion in All Editions

If you decide to promote through all the language versions currently available under the Tourism Review Digital Network (EN, RU, DE, PL, CZ) we offer a special price: €5,970. As a bonus this package includes free e-social buzz – superior package. More information can be found [here](#).



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.TR e-SOCIAL BUZZ BASIC PACK

100+ one way back links creation!

The social buzz pack includes social bookmarking and viral marketing activities essential for any off-line and on-line marketing initiatives in tourism industry.

- 2x hyperlink of customers' websites bookmarked in 20+ leading social bookmarking services worldwide
- 2x article writing, multiplying, and submission to 50+ tourism related article directories
- 2x review writing, multiplying, and submission to 30+ tourism related blogs

Price: €190. Completion time - 30 days.



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.TR e-SOCIAL BUZZ SMART PACK



300+ one way back links creation!

The social buzz pack includes social bookmarking and viral marketing activities essential for any off-line and on-line marketing initiatives in tourism industry.

- 5x hyperlink of customers' websites bookmarked in 20+ leading social bookmarking services worldwide
- 5x article writing, multiplying, and submission to 50+ tourism related article directories
- 5x review writing, multiplying, and submission to 30+ tourism related blogs
- 1x press release submission to 10+ press release directories
- manual submission of the website to 100 chosen website directories

Price: €460. Completion time - 60 days.



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.TR e-SOCIAL BUZZ SUPERIOR PACK

800+ one way back links creation!

The social buzz pack includes social bookmarking and viral marketing activities essential for any off-line and on-line marketing initiatives in tourism industry.

- 10x hyperlink of customers' websites bookmarked in 20+ leading social bookmarking services worldwide
- 10x article writing, multiplying, and submission to 50+ tourism related article directories
- 10x review writing, multiplying, and submission to 30+ tourism related blogs
- 2x press release submission to 20+ press release directories
- manual submission of the website to 300 chosen website directories

Price: €950. Completion time - 180 days.



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