

TRAVEL WEEKLY WHAT'S NEW 2023 DIGITAL GUIDE



CLOSE DATE/MATERIALS DUE
October 22, 2022

ISSUE DATE
December 12, 2022

UPDATE 1
April 14, 2023

UPDATE 2
August 11, 2023

Calling all destinations, hotels and resorts, cruises, airlines, consortia, insurance companies and other travel partners:

WHAT'S NEW?

That's the question on everyone's mind. In a year full of extraordinary ups and downs, travel advisors are more hungry than ever for up-to-date information they can use to sell to clients eager to travel.

Travel Weekly's What's New 2023 is a new digital showcase designed to highlight the most current information so that travel advisors have all the information they need to guide their clients in 2023. What changes have taken place in the past year? What plans are on the drawing boards? From new openings to renovations, from special promotions to travel advisor incentives, from advisor educational opportunities to new entertainment options, our readers are eager to learn—and sell.

THE BEST PART? This digital format includes updates in April and August so that travel advisors have access to up-to-date information throughout the year.

PLUS, you can also choose to buy in to either or both of 2 co-op webinars throughout the year to speak directly to our influential audience of travel advisors.

SPONSORSHIP INCLUDES

- Full-page or spread advertisement in 3 issues of digital guide
- Matching full-page or spread advertorial in 3 issues of digital guide
- Digital guide distributed to Travel Weekly and TravelAge West circulation
- Robust marketing across all Travel Weekly and TravelAge West channels throughout the year to promote the guide, including eblasts, banner ads, social media and more
- 2+ million promotional impressions across all channels
- Opportunity to purchase participation in either or both of 2 targeted webinars to our influential audience of travel advisors

MATCHING ADVERTORIAL INCLUDED

For the price of a single full-page or spread ad, advertisers in **Travel Weekly's What's New 2023** receive corresponding advertorial space.

Supply photos and copy featuring new openings, renovations, special promotions, travel advisor incentives and more—and we'll take care of the rest.

WEBINARS

Travel Weekly and TravelAge West will host 2 co-op webinars throughout the year, coordinating with the issue date and updates. Participants may choose to buy into one or both webinars to speak directly to our influential audience of travel advisors: \$4000 per webinar.

RATES

FRONT COVER	\$25,000
SPREAD AD & MATCHING SPREAD ADVERTORIAL	\$12,995
FULL PG. AD & MATCHING FULL PG. ADVERTORIAL	\$7,995
CO-OP WEBINARS	\$4,750
DEC. 13, 2022 / APRIL 23, 2023	per webinar

TRAVEL WEEKLY

For more information, contact your sales representative or
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