

ttgluxury
FOR PREMIUM TRAVEL
PROFESSIONALS

For luxury experts

ttgluxury is the UK's leading magazine for premium travel professionals. Upon launch in 2007, it filled a yawning gap for a magazine offering the quality content and design of consumer travel publications, but applied to the B2B travel trade market.

A quarterly magazine, ttgluxury is sent to 9,700 travel agents and suppliers who either predominantly or exclusively buy luxury travel products. In addition, our exclusive media partnerships with key industry groups such as ITT, WTM and ILTM provide greater exposure to the right audience.

Now into its eighth year, the magazine recently underwent a dramatic redesign to ensure it stays ahead of the market. Its eye-catching new look has generated fresh buzz in the industry, and led to the magazine winning Bronze for Print Product of the Year in the prestigious British Media Awards 2015.

ttgluxury is also delighted to hold a market-leading position, with 68% of advertiser share vs our closest competitor (source, IMS).



Next issues:

Spring 2016: Out March 24
Summer 2016: Out June 2
Autumn 2016: Out September 8
Winter 2016: Out November 24

Why is ttgluxury different?

ttgluxury is the ONLY editorial magazine completely dedicated to the unique needs of buyers of luxury travel in the UK, with unbiased, well-researched content. With an average circulation in print of 9,700 copies per issue and a readership of more than 29,000 – this is the perfect platform for clients wanting to generate product awareness and sales in the luxury sector.

Print circulation... ttgluxury

ttgluxury is sent to suppliers and buyers of luxury travel in the leisure, meetings and events and business travel sectors. The total agent distribution is 9,050, with a further 650 sent to suppliers from across all disciplines:

- 8,300 leisure agents (including homeworkers, independent and relevant multiple agents)
- 750 pre-registered luxury business meetings and events agents
- 650 suppliers (hotels and accommodation, airlines, rail, tour operators, tourist boards and destination and additional service companies)

TTG MEDIA

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LUXPO

Luxpo is a new event launched by *ttgluxury* in 2014 that connects the luxury travel community via one-to-one meetings. Agents are personally invited to meet with up to 30 luxury suppliers in a convivial yet business-focused event format.

Luxpo provides a turnkey solution for suppliers, delivering a high number of quality travel buyers in one day, with great ROI per contact acquisition. Agents are engaged and keen to learn via product training and both parties value the one-to-one nature of Luxpo, with the focus on business conversations that matter to them.

"What a great event. Thank you for organising it with such flair and military timing and for attracting so many interesting new contacts – as well as a few I hadn't seen for a while – into one room." Lisa Darchambaud, sales director, UK and Ireland, Per AQUUM

"I wanted to drop you a line to say how enjoyable the event was. Excellent suppliers and the one-to-one format really worked well. And to end with Paul Forkan's quite incredible story about Gandys was a highlight." Ian Corbett, managing director, Goldcrest Travel.



ttgluxury Seminar

ttgluxury is also the creator of the *ttgluxury* Seminar which operates on an annual basis in central London and is a unique event in the UK.

The well-attended day conference brings together inspirational and informative speakers who share trends and best practice. Sponsorship opportunities mean high visibility for your brand and message among the luxury-focused community and pre and post-event exposure.



Events with impact

ttgluxury is happy to work with partners to discuss creating bespoke events designed to help access some of the best luxury agents in the UK, along with the resultant PR value across our channels.

Our portfolio also includes the *ttgluxury* Christmas lunch (pictured below), where sponsorship gives you the chance to host your preferred agents and clients at a luxury lunch and benefit from pre and post-event exposure.



GET INVOLVED WITH TTGLUXURY, THE TTGLUXURY SEMINAR AND LUXPO!

We welcome partnerships with companies wishing to connect with the luxury travel industry. Please get in touch with Louise Napier (020 3714 4102, lnapier@ttgmedia.com) if you would like to sponsor an event, or showcase your venue to the luxury travel industry by hosting one. We are also happy to create a bespoke event, with the corresponding high-impact coverage as a result across our channels.

ttgluxury Experience

Reaching out to agents

The ttgluxury Experience is a unique concept that takes the model of traditional fam trips for agents and turns it on its head. Assuming agents benefit from 10 site inspections a day with no time to enjoy a destination does not necessarily work in the luxury market.

Realising that agents need time to really enjoy a destination in order to understand and sell it better, these fam trips focus on education AND experience and garner fantastic results and feedback (see below for a selection of comments).

Details... ttgluxury Experience

The ttgluxury Experience offers a prolonged campaign of exposure for the hosts / destination and the package includes a multi-platform campaign of pre- and post-trip coverage.

Experience clients receive a launch DPS designed in keeping with ttgluxury style (pictured above) to announce the trip, and a section of the website is devoted to displaying all the details of the trip and the product/destination.

The ttgluxury Experience also includes online marketing, such as banners and skyscrapers across the sites, and presence on ttgluxury email alerts. This is all followed by a three-page feature with images from the trip and agent feedback (see below).



Feedback... ttgluxury Experience

Testimonials from suppliers:

"We were very pleased to have the opportunity to work with ttgluxury to show off what Macau has to offer the high-end traveller and are delighted the agents had such a great time."

Sue Whitehead, Macau Government Tourist Office

"We couldn't have been happier with the group. I'm sure they have all returned ambassadors about our country."

Lena Hoareau, Seychelles Tourist Office

Testimonials from agents:

"I now have a much better understanding of Phuket and I have already discussed Point Yamu with a client and lined it up for their next trip to Thailand."

Luke Skinner, Holidaysplease

"I can now present the destination to our members with greater confidence, knowing Tenerife does do luxury and it does it well. And since going on the trip, we have been able to book more than £35,000 worth of business to the island."

Sue McAlinden, Wexas

"The ttgluxury Experience concept is brilliant, you don't know unless you go! Unlike other fams with a lot of site inspections – all the accommodation we saw was different so I remembered their individuality. I wouldn't hesitate to suggest Anguilla above other Caribbean islands now."

Joanna Bradley, Hallmark Travel

Please contact

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Bespoke content

We understand that sometimes you wish to portray a more in-depth message than a traditional print advertising campaign.

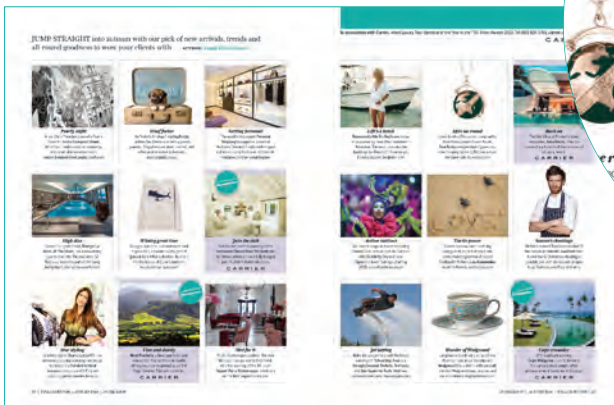
This is why we offer the option of creating bespoke content for you to appear in the magazine or online. Working closely with you to discover your objectives and with full copy approval, our experienced design and editorial team will make sure we create an impactful advertorial which tells agent readers your story.

Whether a full page, or double-page spread, an advertorial will be created in ttgluxury's "house style" so that it blends in with other high-quality content in the magazine.



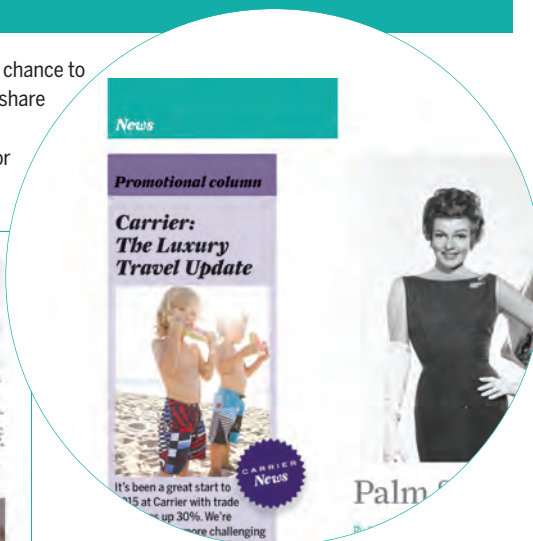
Sponsored section

If there is a certain aspect or feature of the magazine which best aligns with your message, brand or outlook, let us know and we can work with you to create a strategy to align you with it in a creative and intrinsic way. This allows you to tell agents this is an area you are a specialist in perhaps, or to share your product updates, as with a section such as Arrivals.



Sponsored column

Taking a sponsored column in ttgluxury gives you the chance to talk directly to agents, in your own distinct voice and share your relevant message, all carefully managed by the editorial team to ensure the best possible outcome for this creative and popular option.



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