

2026

MEDIA

KIT



Travel News Today



ABOUT US

Travel News Today is a digital news and intelligence platform serving travel professionals across North America and internationally.

We deliver timely industry updates, destination features, supplier news, and strategic insights designed to help travel professionals sell smarter, faster, and more confidently.

Travel News Today is built for decision-makers across the travel industry, not casual readers.

AUDIENCE SNAPSHOT

Primary Audience

- Travel advisors
- Tour operators
- Wholesalers & consortia
- Destination marketers
- Airline, hotel & cruise professionals

Age Range

25-65 +

Audience Profile

- Actively selling and promoting travel
- Professionally engaged with suppliers and destinations
- Influences purchasing decisions, product programming, and sales strategy

Geographic Distribution

85%
NORTH
AMERICA

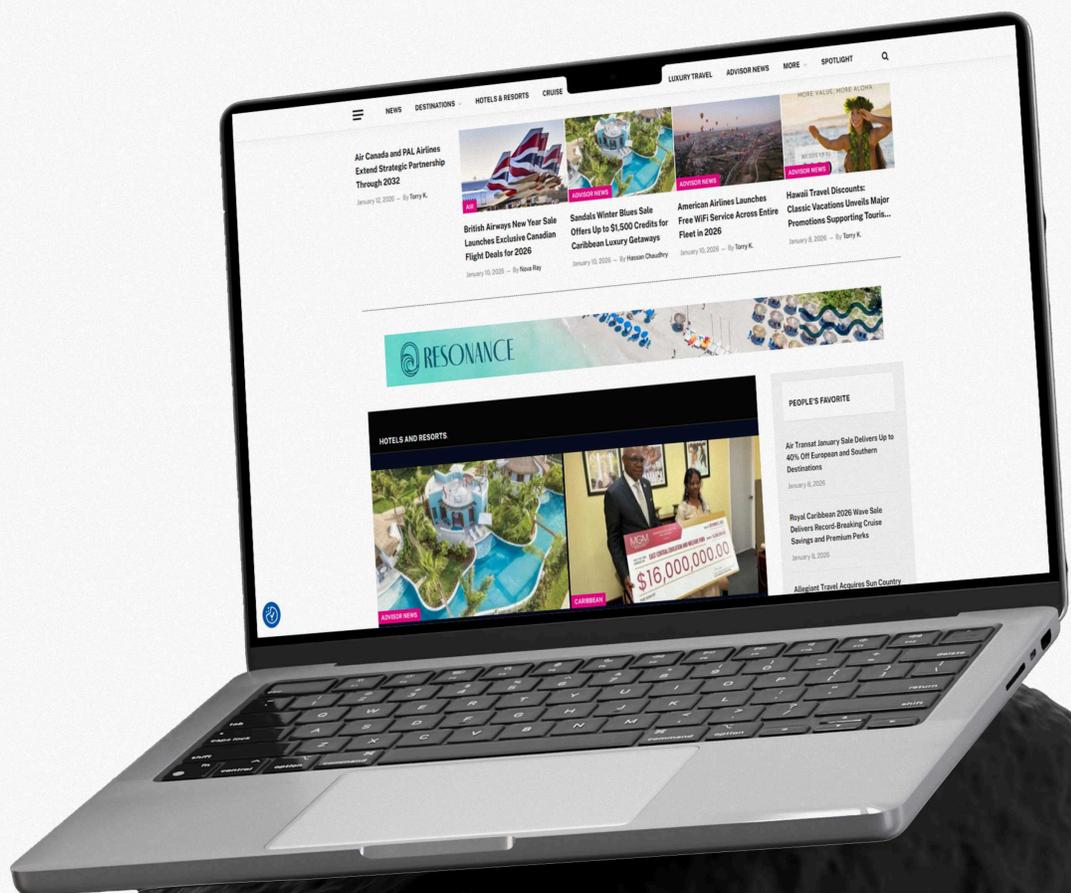
**CANADA &
UNITED STATES**

15%
International

**CARIBBEAN,
LATIN AMERICA,
EUROPE,
and global travel trade**

How Brands Work With Travel News Today

Travel News Today offers strategic visibility, editorial storytelling, and high-impact placements designed to engage travel professionals in meaningful ways.



WEBSITE DISPLAY ADVERTISING

(Monthly Pricing – No Cpm)

Display placements are sold as monthly access to high-impact positions. Specific banner formats and locations are selected collaboratively based on campaign objectives and placement availability.

Standard Display Placement

- Monthly display presence
- Visibility across one primary placement type, rotated throughout the site
- Format and location selected based on campaign objective
- Reporting included

Rate:

\$1,800
per month



Premium Display Placement

- Monthly enhanced display presence
- Visibility across multiple placement types during the campaign period
- Priority positioning and increased share of voice
- Format and rotation strategy determined by Travel News Today
- Reporting included

Rate:

\$2,500
per month



Homepage Takeover (Limited Inventory)

- Monthly dominant homepage presence
- Combination of high-impact placements including header and featured positions
- Maximum share of voice during the campaign period
- Ideal for launches, announcements, and major initiatives

Rate:

\$3,500
per month



Display Ad Formats & Sizes

(Best Practice – 2026)

Travel News Today supports multiple high-impact display placements across desktop and mobile.

Formats are selected to align with campaign goals and user experience.

Header Banner (Top of Page)

- 728 × 90
- 970 × 90 (desktop)
- 320 × 50 (mobile)

Footer Banner

- 970 × 90
- 320 × 50 (mobile)

Side Banner (Right Rail)

- 300 × 600
- 160 × 600

Mid-Page Banner (In-Content)

- 300 × 250
- 336 × 280

Pop-Up / Overlay (Limited Use)

- 640 × 480
- 800 × 600



Overlay placements are limited to preserve user experience.

EMAIL NEWSLETTER ADVERTISING

Sponsored Newsletter (Exclusive)

- Single-brand issue
- Banner included
- Branded content block
- Call-to-action link

Rate:



\$2,500

per issue

One advertiser per issue.
Limited availability.

SPONSORED CONTENT & EDITORIAL

Sponsored Article

- 500–800 words
- 1 image, 1 link
- Optional byline
- Editorial alignment

Rate:



\$3,000

SIGNATURE EDITORIAL SERIES (ON-LOCATION)

A premium on-location editorial program combining trade credibility with lifestyle amplification.

Sponsored Article

- 3 editorial articles published on Travel News Today
- On-location editorial coverage by a senior travel/lifestyle editor
- Professional photography captured on site
- Editorial storytelling aligned to trade and consumer audiences
- Lifestyle editorial amplification via a third-party print publication
- Website amplification across Travel News Today

Rate:



\$8,500

Limited availability

Client Responsibility:

Hotel accommodations for editor
(3–4 nights)

Travel News Today Provides:

- Flights
- Editorial production
- Publishing
- Amplification

HOTEL / RESORT OF THE MONTH

- Feature article
- Website display placement
- Sponsored newsletter inclusion
- Optional social amplification

Rate:



\$3,500

SOCIAL MEDIA (ADD-ON ONLY)

Social media is offered strictly as an add-on to editorial, newsletter, or display campaigns.

Social Post

- One branded post across Travel News Today social channels
- Copywriting + image supplied by client or adapted by TNT

Rate:

\$850

per post

Social media is not sold as a standalone product.



MONTHLY PARTNER PROGRAM

(COMPLETE STRATEGIC PACKAGE | LIMITED AVAILABILITY)

The Travel News Today Monthly Partner Program is a comprehensive, always-on partnership designed for brands seeking maximum visibility, editorial integration, and sustained engagement with travel professionals.

This program provides full-site display presence, priority editorial access, and multi-channel amplification as a single bundled offering.

Monthly Partner Program Includes

Full-Site Display Presence

- Brand visibility across all website banner locations, including:
 - Header
 - Footer
 - Side (right rail)
 - Mid-page (in-content)
- Placements rotate throughout the month to maximize exposure and share of voice
- Format and rotation managed by Travel News Today to preserve user experience

Email Newsletter Inclusion

- Three (3) Sponsored Newsletter issues per month
- Banner included in each issue
- Branded content block with call-to-action

Editorial Integration

- Three (3) sponsored editorial articles per month
- Editorial alignment with Travel News Today content calendar
- Priority editorial scheduling and placement

Social Media Amplification

- Three (3) social media posts per month
- Distributed across Travel News Today social channels
- Content aligned with editorial and campaign messaging

Performance & Access

- Ongoing brand visibility across Travel News Today platforms
- Monthly performance reporting
- Priority access to premium placements and limited-inventory programs

Rate:

\$4,500

per month

Minimum commitment: **3** months



- Multi-month and annual partner incentives available.
- Monthly Partner inventory is limited to protect share of voice.

FILE SPECS & DEADLINES

Accepted Formats

- JPG, PNG, GIF
- Static or light animation
- Max file size: 150 KB

Delivery Timelines

Display creative:

5 business days prior to launch

Rich media / overlays:

7-10 business days prior to launch

CONTACT

Advertising & Partnerships

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TRAVEL
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