



Lebanon  
**Traveler**

THE ULTIMATE TRAVEL REFERENCE

Media Kit 2019

# Join the adventure

Lebanon Traveler is a unique travel reference, online platform and magazine covering the best of Lebanon and beyond, including top destinations and events.

lebanontraveler.com promotes the country's tourism, its rural and urban gems, guesthouses, activities and adventures to locals, the diaspora and tourists



Packed with news, it's a great source of information



The magazine is printed biannually and is distributed to five-star hotels, spas and through the MoT at foreign exhibitions, as well as other events in Lebanon

**50K** active monthly web users

# Why advertise with us?



There are almost **50,000** real followers on our social media platforms



**21.4K+** followers



**27.3K+** likes

We have over 25 years of experience in the industry

Lebanon Traveler is the **official magazine** of



**Over 90,000** targeted travel enthusiasts receive the e-copy of the magazine and **monthly newsletters**

\* as of February 2019

# Readership & distribution

The digital copy of Lebanon Traveler is available to download for free and is sent to 90,000+ readers.

## 4,500+ print copies

- 1,500+ in bookshops
- 2,000+ on display in five-star hotels, luxury spas & independent restaurants
- 1,000+ copies
  - International tourism conferences and exhibitions with the MoT
  - Travel and tourism agencies, tour operators and airlines
  - Municipalities, embassies and cultural centers
  - Festivals and exhibitions
  - Ecotourism professionals and associations
  - Nature enthusiasts and activists
  - Middle East Airline's Cedar Lounge at Beirut International Airport





# Rates & specifications

	Height x Width (cm)	Price + 11% VAT
Half page ad - horizontal	12 x 21.5	\$1,100
Full page ad	27,5 x 21,5	\$1,730
Feature full page - advertorial	27,5 x 21,5	\$1,200 + \$150 production
Inside back cover	27,5 x 21,5	\$2,100
Single page sponsorship	27,5 x 21,5	\$1,300
Double page sponsorship	27,5 x 43	\$2,250
Flyer (up to 250g)		\$2,360
Facing editorial	27,5 x 21,5	\$2,520
Hard bound page	27,5 x 21,5	\$2,450 + \$500 production
Double page spread	27,5 x 43	\$3,150
Back cover	27,5 x 21,5	\$3,150
3 <sup>rd</sup> double	27,5 x 43	\$3,450
2 <sup>nd</sup> double	27,5 x 43	\$3,650
Center double page spread	27,5 x 43	\$3,780
1 <sup>st</sup> double	27,5 x 43	\$3,850
Double page with ribbon	27,5 x 43	\$4,500
Double spread gate fold cover	27,5 x 43	\$4,500 + \$500 production

# Online Advertising

lebanontraveler.com   lebanontraveler

Lebanon Traveler is published by those who understand the travel and tourism industries, which is why we provide e-marketing solutions to help you reach your target audience.

Online	Details	Price (USD)+ 11% VAT
<b>Website</b>		
Homepage takeover	1 Day	1,000
Homepage takeover	1 Week	5,000
Homepage takeover	> 1 Week	Ask for price
Native article	1 Article	500
<b>Social Media</b>		
Facebook & Instagram posts	1 Post	100
Instagram posts	4 Posts	320
Insta stories	1 Story (up to 4)	150
Social media contest	1 Contest	250
<b>Targeted E-mail Campaign</b>		
E-mail database	90,000+ targeted emails	1,000
<b>Combined Packages</b>		
Bronze bundle (1 month)	Run of Site 100,000 Impressions + 2 Facebook & Instagram Posts + Article + Targeted email campaign	1,950
Silver bundle (6 weeks)	Run of Site 150,000 Impressions + 4 Facebook & Instagram Posts + Article + Targeted email campaign	3,000
Gold bundle (6 weeks)	Leaderboard + Mid Page Unit 150,000 Impressions + Run of Site 150,000 Impressions + Homepage Takeover 1 Day + 4 Facebook & Instagram Posts + Instagram Highlight for one week + 2 Articles + 1 Social Media Contest + Q & A Article + Targeted email campaign	5,500




# 2019 Editorial Calendar

Issue	SPRING/SUMMER (MAY) #26	FALL/WINTER (NOV) #27
DISTRIBUTED AT	<ul style="list-style-type: none"> <li>• GARDEN SHOW &amp; SPRING FESTIVAL</li> <li>• WHISKY LIVE</li> <li>• BEIRUT DESIGN WEEK</li> <li>• BEIRUT ART FAIR</li> <li>• VISIT LEBANON</li> </ul>	<ul style="list-style-type: none"> <li>• SALON DU CHOCOLAT</li> <li>• BEIRUT COOKING FESTIVAL</li> <li>• MOT SUPPORTED EVENTS AND EXHIBITIONS</li> </ul>
SHOPPING	LEBANESE ITEMS LT LOVES	LEBANESE ITEMS LT LOVES
HOT TOPIC	COASTAL HIGHLIGHTS	20 WINTER ACTIVITIES
RESPONSIBLE TOURISM	ASSOCIATIONS MAKING A DIFFERENCE	ASSOCIATIONS MAKING A DIFFERENCE
HIDDEN GEMS	VALLEYS	ABANDONED TRAIN STATIONS
INDOORS	BEIRUT MUNICIPAL LIBRARIES	CASTLES / FORTRESSES
CULINARY HERITAGE	LEBANESE ICE CREAM	BACK TO THE ROOTS OF SEAFOOD / FURN
CUSTOMS & TRADITIONS	CALLIGRAPHY	WOODWORK
OUTDOOR ACTION	RELAXING ACTIVITIES: YOGA, HIKING, CYCLING, GOLF	MOTORIZED SPORTS
DESIGN IN LEBANON	LEBANESE DESIGNERS	LEBANESE DESIGNERS
ULTIMATE GUIDE FOR	SUMMER	WINTER
GETAWAYS	SOLO, COUPLES, FAMILY, FRIENDS GETAWAYS	WEEKEND MOUNTAIN ESCAPES
BEST BEDS	SUMMER GUESTHOUSES	WINTER GUESTHOUSES
NEW OPENINGS BY T&F	NEW RESTAURANTS / STREET FOOD	NEW RESTAURANTS / LEBANESE BREAKFAST
AGENDA	FESTIVALS, OUTDOOR EVENTS, EXHIBITIONS, ACTIVITIES	FESTIVALS, OUTDOOR EVENTS, EXHIBITIONS, ACTIVITIES
TOP TIPS	CELEBRITY	CELEBRITY



Many more sections including interviews, reader's experience, religious tourism, region through an artist's eyes, iconic places, on the trail, interviews and more.

\* The topics above are all subject to change

in collaboration with 

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Other publications

