

World Magazine

Media Deck

The Official Publication of

**WORLD
TOURISM
FORUM**
Institute



Your Gateway to Global Tourism Insights

**WORLD
TOURISM
FORUM**
Institute

Welcome to the Media Kit for World Magazine, the official publication of WTFL. This comprehensive kit is designed to provide you with all the essential information you need to understand the magazine's editorial vision, audience demographics, advertising opportunities, and distribution reach. World Magazine is a leading publication in the global tourism industry, featuring exclusive interviews, insightful articles, and thought leadership from key figures across various sectors. Our media kit outlines how partnering with World Magazine can enhance your brand's visibility, connect with decision-makers, and engage with a diverse, global audience. Explore our content calendar, ad specifications, and unique sponsorship opportunities to see how we can help you achieve your marketing goals.

Our Platforms

PRINT MEDIA

- English Edition
- Special Country Edition

DIGITAL

- English Website
- Digital Social Media
- Townhalls & Studio Production

EVENTS

- In-Person Summits
- Gala Dinners
- Virtual Events



9 Million

Social media reach
(monthly)



0.56 Million

Website views
(annually)



60 Countries

Worldwide



**5+ High
Level
Gathering**
Yearly

Country Editions

World Magazine's Country Edition is a special feature dedicated to promoting a specific country's tourism industry, investment environment, and unique offerings. Each edition provides an in-depth exploration of the destination's tourism products, natural wonders, cultural heritage, and business opportunities. Through compelling storytelling, exclusive interviews with key stakeholders, and high-quality visuals, the Country Edition serves as a comprehensive guide for travelers, investors, and industry professionals alike. Whether highlighting hidden gems, sustainable tourism initiatives, or innovative investment prospects, this edition is designed to showcase the country as a must-visit destination and an attractive place for global partnerships and development.



Special Event Editions

World Magazine's Special Issue on Global Tourism Forum (GTF) Events provides an exclusive deep dive into the insights, key takeaways, and impactful discussions from the forum's sessions and keynotes. This edition captures the essence of GTF by highlighting the thought-provoking debates, innovative ideas, and strategic visions shared by industry leaders, policymakers, and experts from around the world. It also includes comments and perspectives from guest media, offering a well-rounded view of the event's impact on global tourism trends and future directions. This special issue serves as a comprehensive resource for understanding the dynamic developments presented at GTF and their implications for the global tourism industry.



Special Lists Editions

World Magazine's Special Issue on WTFI's Industry Lists offers an exclusive look at the most influential figures and leading organizations shaping the global tourism industry. This edition features comprehensive profiles of the Power 30—the top decision-makers and visionaries driving industry innovation. Additionally, it highlights the Most Influential Names in tourism, showcasing their contributions and impact on the sector. The issue also includes an in-depth analysis of the Tourism 100, featuring the biggest companies in global tourism and their role in setting trends and advancing the industry. Through detailed rankings, insightful commentary, and expert analysis, this special issue provides valuable insights into the movers and shakers defining the future of tourism.



Quarterly Magazine Issues

World Magazine's Quarterly Issues provide timely and comprehensive updates on the latest trends, developments, and insights in the global tourism industry. Published every quarter, these issues deliver in-depth analysis, feature stories, and expert opinions on key topics, from emerging travel trends to industry innovations and market shifts. Each issue is designed to keep our readers informed and engaged with the dynamic landscape of tourism, offering valuable perspectives from thought leaders, industry professionals, and influential figures. Stay connected with the evolving world of travel and tourism through our regular quarterly publications, ensuring you're always up-to-date with the latest industry news and developments.



MARKETING & DISTRIBUTION

Print & Digital & Events

Connect Through World Magazine Editorial Platforms

Our multi-media editorial platforms connect our diverse readers with leaders and partners, keeping them informed and up-to-date with the latest in business news.

Magazine

Our magazine delivers in-depth articles, exclusive interviews, and insightful features to keep you informed about the latest developments in business and tourism. Through our comprehensive editorial content, we connect you with key industry trends and influential voices.

Website

Our website serves as a central hub of resources, providing access to a wide range of editorial content, event updates, and video townhalls. It is a comprehensive platform for exploring the latest in business and tourism news, offering a wealth of information and industry insights.

Video Townhalls

Engage directly with thought leaders and experts through our Video Townhalls. These interactive discussions and presentations allow you to connect with industry leaders, gaining firsthand knowledge and participating in real-time conversations about pressing topics and emerging trends.

Events

Stay updated on major industry gatherings with our Events section. We provide detailed coverage and analyses from key conferences and forums, offering you valuable insights into the latest discussions and innovations shaping the industry.



Digital Marketing

Sponsoring our events enhances a partner's visibility and enables them to be a part of the conversation.

TownHalls



Online Events



Previous Summits



Distribution in 2024, 5000 Printed Copies for each Issue

World
Magazine

Governmental Bodies

The prestigious locations you can find and enjoy World Magazine:

- **EU member countries**
- **EU Headquarters and Institutions**
- **Asean Member Countries**
- **Turkic states**
- **African Union Countries**
- **United States**
- **Canada**
- **Russia & China**
- **Gulf Countries**

World Magazine is being distributed to the offices of,

- Ministry of Foreign Affairs
- Ministry of Tourism and Culture
- Ministry of Economy and Development
- National Tourism Board

of following countries are mentioned above.

Headquarters of Top travel and related companies:

We're also distributing our issues to world's biggest companies' HQs like:

Tour Operators



Hotel Groups



Airlines:



Institutions:



Distribution plan for 2025, 20,000 Printed Copies for each Issue

Hotel Lounges and Suits

The prestigious locations you can find and enjoy World Magazine:



Airlines:

Printed Version:

LOTI Loti Black Jet

Inflight Screens and Entertainment Systems:



Airport Lounges:



Print Offline Circulation

2024: Hard copies of the magazine is distributing to only HQs of Governmental bodies, international Institutions and travel & related companies

2025: hard copies of World magazine will be also available at public places like airport lounges, hotels, airplanes etc...

Targeted C-Level Distribution

We have partnered with DHL, Aramex, UPS and PTT to deliver the hard copies of every issue to top officials and executives across the world. These VVIPs are some of the most influential people of the industry.

C-Level Personas Include:



- **Chairmen**
- **Board of Directors**
- **Ministry Officials**
- **Ministers**
- **CEOs, COOs,
CFOs, CMOs**

➔ Digital Reach

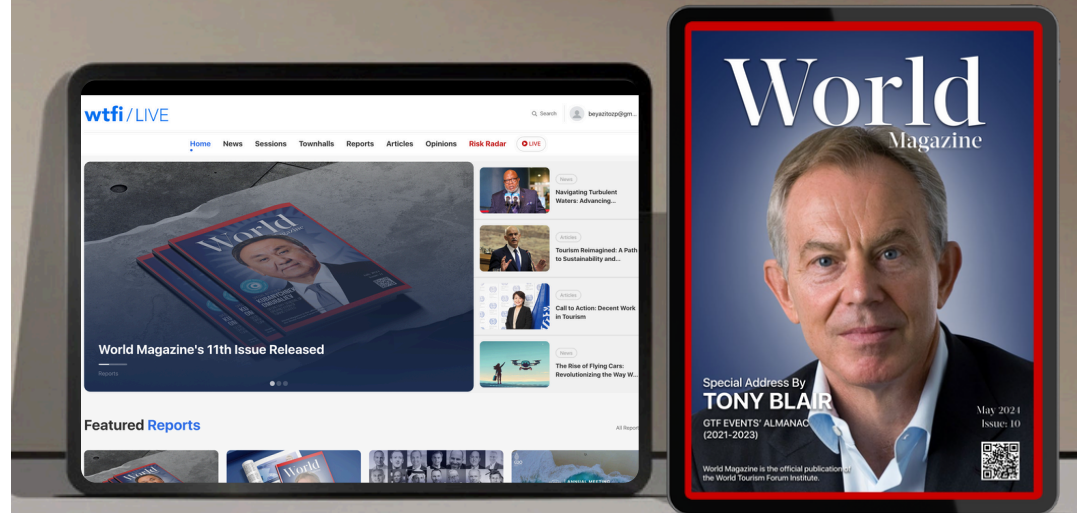
2.5 M Average Monthly Views

100,000 | Email Subscribers

Number of Followers (As of Aug. 2024)

X 129,000 f 73,000 i 1,470,000

▶ 3,440 in 34,000



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worldtourismforum.net

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