

we are travel media

Thomas Cook Travel



2016 MEDIA KIT



LETTER FROM THE EDITOR

2016 is already shaping up to be a very exciting year for Thomas Cook, with new routes to Los Angeles, Boston and the gorgeous Greek island Thassos. Here at Thomas Cook Travel, we work hard to reflect Thomas Cook's sense of adventure and passion for exploring the world, with stories that entertain, inform and inspire. We put an emphasis on exclusive high-quality photography and fun, engaging copy, as well as our creative and unusual way of presenting familiar destinations and stories. For example, we've run an alternative road trip feature along California's Highway One stopping off in lesser-known beach towns, and a piece celebrating Miami Beach's 100th birthday. We've even created our own ultimate waterpark by selecting the biggest, scariest and wettest water rides from around the world.

I hope you enjoy the magazine!

Claire Bennie
Editor



OUR MAGAZINE

Thomas Cook Travel is the inflight magazine for Thomas Cook, one of the best-known and most established brands within the travel industry.

Published quarterly and distributed in every seat pocket on all Thomas Cook Airline flights, it reaches an audience of more than 6 million people a year. The magazine features 124 pages of stylish design, breathtaking photography and compelling travel stories. It is designed for discerning audiences; people who love the good life and are looking for unforgettable experiences across Thomas Cook's global network.

Inside Thomas Cook Travel, you'll find features on fashion, beauty, adventure, food, hotels, technology and culture, plus celebrity interviews and travel tips on long and short haul destinations that inform and inspire passengers' travel and lifestyle decisions. And, of course, we shine a spotlight on Thomas Cook's incredible destinations, with engaging travel features from expert writers.



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OUR EDITORIAL FEATURES

ST LUCIA

Magic beans

Ten years ago, cocoa production in St Lucia was at an all-time low. But thanks to a new farming initiative, a boost in tourism and consistent demand from the locals, the island's love of fair-trade chocolate is sweeter than ever.

Words: Maggie Paulson Photos: Heidi Cornfoot

THOMAS COOK TRAVEL 061



THOMAS COOK TRAVEL 062

THOMAS COOK TRAVEL 063

The hills are (still) alive...

It's been 50 years since the Sound of Music was released, yet it's still the film that has inspired a generation of young girls to become actresses.

1. New York
The Sound of Music was filmed in the mountains of Austria, but the film's success led to a boom in tourism to the location. The Sound of Music State Park in Park City, Utah, now offers a variety of activities for visitors, including hiking, skiing, and horseback riding.

2. Florida
The Sound of Music was also filmed in Florida, with the iconic scene of the children singing in the garden. The location is now a popular tourist attraction, with visitors able to see the exact spot where the children sang.

3. The Corners
The Sound of Music was also filmed in the Corners of New York, where the iconic scene of the children singing in the garden was filmed. The location is now a popular tourist attraction, with visitors able to see the exact spot where the children sang.

4. Eisenstein
The Sound of Music was also filmed in Eisenstein, where the iconic scene of the children singing in the garden was filmed. The location is now a popular tourist attraction, with visitors able to see the exact spot where the children sang.

5. Vila Traga
The Sound of Music was also filmed in Vila Traga, where the iconic scene of the children singing in the garden was filmed. The location is now a popular tourist attraction, with visitors able to see the exact spot where the children sang.

THOMAS COOK TRAVEL

CULTURE DEPARTURES

Sound in numbers
There are five of our favorite films about the film.

164
The number of films about the film.

\$225,000
The number of dollars that the film has earned.

\$286 MILLION
The number of dollars that the film has earned.

eleven
The number of films about the film.

1,443
The number of films about the film.

THOMAS COOK TRAVEL 064





THE AIRLINE

Thomas Cook

Thomas Cook is one of the biggest leisure airlines in the UK and the most established name in travel.

Thomas Cook airlines operates a fleet of 32 aircrafts from over 20 airports across the UK, flying more than 6 million passengers to 60 destinations worldwide.

Thomas Cook offers more than 6 million packaged holidays per year. The sector is remarkably resilient, with most customers feeling that a summer holiday is the last thing they would give up in tough economic times.

57%
of passengers are female

12%
of UK households earning over £50,000

33%
of passenger are aged 25-44

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OUR AUDIENCE

42%

stay over 11 nights per year
in hotels

63%

stayed in a 4 or 5-star hotel
last year

29%

bought jewellery worth more
than €1,500 last year

91%

always read the inflight magazine

50%

of readers source travel ideas from
the magazine

88%

of readers look for tourism board
information in the inflight magazine

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OUR ADVERTISERS

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FIX WITH THOMAS COOK AIRLINES
Took Airline's award

To be the best requires creativity, commitment, and constant innovation—all things we do very well at Sandals Resorts. And one of the reasons we keep getting voted the best all-inclusive resorts in the world is because only Sandals Resorts includes the best of everything. The Caribbean's most spectacular beaches and spectacular romantic suites with private plunge pools. English Guild-trained butlers and world-class service. Premium brand drinks at up to 16 bars, and delectable Gourmet Discovery dining at up to 16 restaurants per resort. More land and water sports than anyone, including golf, waterskiing, and unlimited scuba diving. It's all included, all unlimited, all the time... and it doesn't get much better than that.

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CLEOPATRA
Luxury is our way of life

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2016 MEDIA KIT



GLORIA HOTELS & RESORTS | PROMOTION

Going for glory

This December, Europe's golfing elite will gather at Gloria Hotels & Resorts in Belek

Beautiful weather and fabulous courses have made Belek, in Turkey, one of the world's fastest growing golf regions – an environment led by Gloria Hotels & Resorts, its 4.5-hole complex at Gloria Golf Club is the largest in the country, while the company is one set to host two important events on 8-11 December 2015: the Professional Golf Association of Europe's Annual Congress and the International Team Championship (ITC).

During the former, representatives from the Association's 36 member countries, along with the leaders of other significant golfing bodies from across the continent, will meet and discuss the state of play within their respective territories, and hear from fantastic speakers from the world of golf and beyond.

Running simultaneously to the Congress, the ITC will pit teams from each of Europe's member PGA's against each other across 72 holes at Gloria Golf Club. The best two individual scores each day from each team of three will count towards the overall team score as Scotland look to make it three wins in four years, and repeat their 10-hole victory from 2014.

"Our partnership with Gloria has already shown to be highly effective from both sides," said Ian Bairdell, PGA's of Europe CEO. "The most exciting aspect of our collaboration, extensive meeting facilities, great golf courses and offers plenty of variety for both our delegates and players. With such rich surroundings to our flagship event, it is no

wonder our guests value the experience greatly and are looking forward to returning for another year."

With Gloria's Seviye Resort acting as the base for both events, the week will conclude with a gala award dinner, bringing delegates and ITC competitors together in celebration of the Association's 20th anniversary.

"We are very pleased to be hosting the PGA of Europe's Annual Congress again this year," explained Dorcas Oudizier Oates, CEO of Gloria Hotels & Resorts. "We are especially excited to welcome the International Team Championship, which is a key part of the Congress week. Last year the Scots took the glory – we can't wait to see who will win this time around!"

gloria.com.tr/en

PROMOTION | LEASURES CRUISES

Discover modern luxury

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The X-perience Explorer is a truly unique cruise ship, offering a modern luxury experience. The ship is designed to provide a comfortable and relaxing environment for all passengers. The ship is equipped with the latest technology and amenities, ensuring a top-notch experience for all guests.

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THOMAS COOK TRAVEL

CREATIVE SOLUTIONS

PROMOTIONS

We can create bespoke promotions or composite promotions to help you engage with our audience.

SUPPLEMENTS

Themed supplements sponsored by an advertiser and focusing on a specific subject such as tourism, drinks or shopping.

PROMOTION | RESTAURANTS

Restaurant Guide

1. BALEARENBAUM
 Located in the heart of the island, this restaurant offers a unique dining experience. The menu is inspired by local ingredients and traditional Balearic cuisine. The atmosphere is relaxed and welcoming, making it a perfect spot for a family meal or a romantic dinner.

2. BARRIO DEL MAR
 This restaurant is situated on the waterfront, offering a stunning view of the sea. The menu features fresh seafood and Mediterranean dishes. The outdoor seating area is a popular spot for guests to enjoy the breeze and the view.

3. LA BORDA
 A rustic and charming restaurant, La Borda offers a warm and inviting atmosphere. The menu is a mix of traditional and modern dishes, all prepared with care and attention to detail. The interior is decorated with local art and artifacts.

4. LA BELLEZZA
 This restaurant is known for its elegant and sophisticated dining experience. The menu is a blend of international and local flavors, presented in a refined and artistic manner. The service is impeccable, ensuring a memorable dining experience.

5. SIMPLICA
 A modern and stylish restaurant, Simplicia offers a contemporary dining experience. The menu is creative and innovative, featuring a variety of dishes that showcase the chef's talent. The interior is sleek and modern, with a focus on clean lines and natural materials.

6. TAPINIA
 This restaurant is a hidden gem, offering a unique and intimate dining experience. The menu is a mix of traditional and modern dishes, all prepared with care and attention to detail. The atmosphere is warm and cozy, making it a perfect spot for a special occasion.

7. LA BELLEZZA
 This restaurant is known for its elegant and sophisticated dining experience. The menu is a blend of international and local flavors, presented in a refined and artistic manner. The service is impeccable, ensuring a memorable dining experience.

8. SERRAVALLO
 A restaurant with a rich history and a long-standing reputation for excellence. The menu is a mix of traditional and modern dishes, all prepared with care and attention to detail. The atmosphere is warm and inviting, making it a perfect spot for a family meal or a romantic dinner.

FORES | PROMOTION

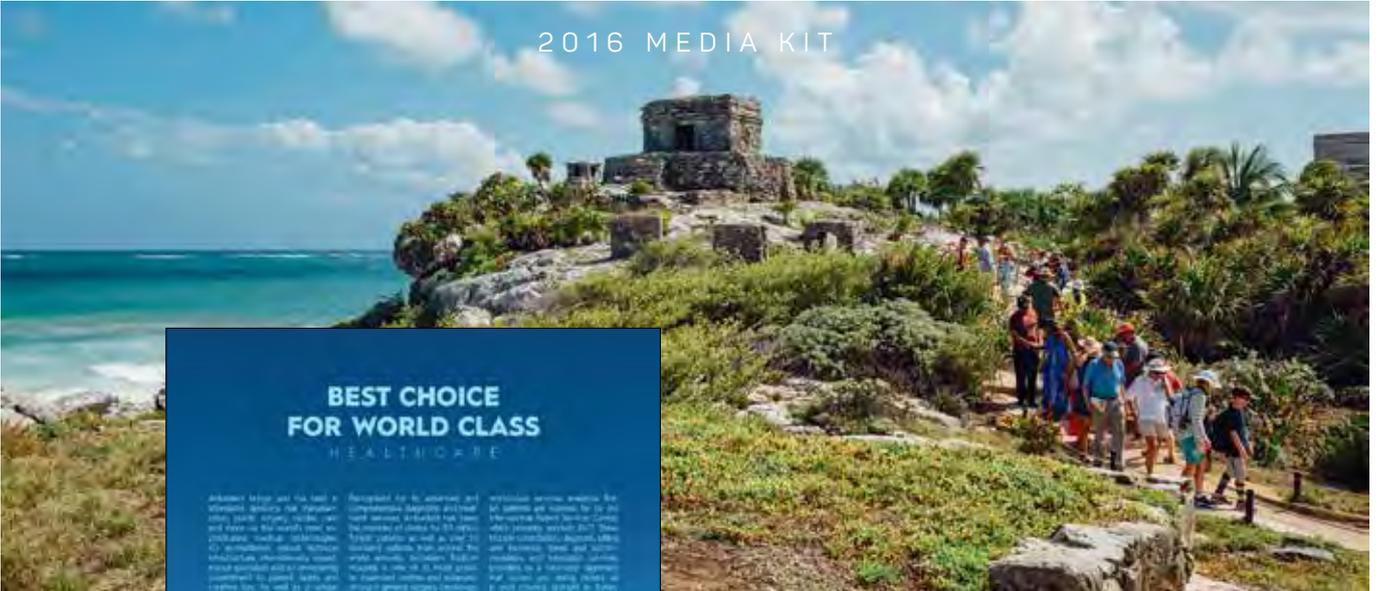
Get your glow on

The Luna device offers a unique and effective way to improve your skin's health and appearance. It uses advanced technology to stimulate collagen production and reduce the signs of aging. The device is easy to use and can be used at home, making it a convenient and effective solution for anyone looking to improve their skin's glow.

Make your skin glow with the Luna device. It's the perfect way to achieve a natural and healthy-looking complexion. The device is designed to be gentle on your skin, so you can enjoy the benefits without any irritation or discomfort.

FOREO

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BEST CHOICE FOR WORLD CLASS HEALTHCARE

Acibadem Bodrum and the best in international standards for tourism... (text continues)

For more information... (text continues)

ACIBADEM BODRUM

PROMOTIONS | RESTAURANTS Restaurant Guide: Greece RESTAURANTS | PROMOTIONS

1. LACRIMAZIONE

2. PASTICCERIA MONTANARI

3. PAPA PAPA

4. GUSTO GUSTO

CREATIVE SOLUTIONS

ADVERTS
We can design and redesign adverts to ensure consistent brand recognition.



GATEFOLDS
We also offer gatefolds on promotions for maximum visibility and engagement.





OUR 2016 RATES & DEADLINES

Per quarterly issue

Full page (ROP)	£ 11,994
Back cover	£ 14,885
Inside front cover	£ 13,995
Inside front spread	£ 25,073
Inside back cover	£ 13,193
Double-page spread	£ 22,794
Half page	£ 6,594
Hotel guide	£ 3,626

Volume discounts

2 issues	10%
4 issues	20%

Special formats on request

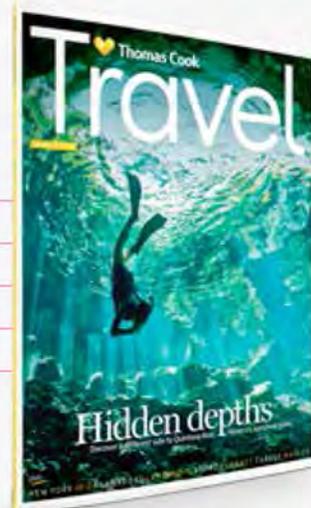
Price lists in other currencies available.
Please contact Ink.

Advertorials

One-page advertorial	£ 13,194
Double-page spread	£ 24,073

Production schedule

Issue	Copy deadline	Onboard
February/March/April	7th January	1st February
May/June/July	7th April	1st May
August/September/October	7th July	1st August
November/December/January	7th October	1st November



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