



Read – listen & watch  
Strategic consulting, marketing

MEDIA KIT

# ABOUT US

- ▶ Travel News Group offers a complete solution for communication, marketing, and visibility
- ▶ Travel News Group is the publisher of eTurboNews is the oldest and largest 24/7 online newswire publication for travel and tourism in the world
- ▶ 16 Destination Editions and Syndication Publications
- ▶ Hourly global email and push notification updates
- ▶ 230,000 travel industry professionals read eTurboNews daily
- ▶ More than 2 million readers combined every month
- ▶ Published worldwide in 102+ languages
- ▶ Extensive syndication
- ▶ News aggregators include Google-, Bing-, Yahoo News
- ▶ Extensive social media network on Twitter, Telegram, Facebook, LinkedIn
- ▶ Chat groups on WhatsApp, Telegram, Facebook & LinkedIn
- ▶ Published on independent searchable news language portals
- ▶ Breaking News Video show (Zoom, TV, YouTube, Vimeo)
- ▶ Partner: Travel Marketing Network - communication, visibility & consulting & training

# HISTORY



- ▶ Travel News Group started with eTurboNews in 1999 as a Yahoo discussion group and a sponsor by the name of eTurboHotels, the first online booking engine for hotels based in Singapore.
- ▶ Facilitated the Yahoo discussion group for ASEAN Tourism and the Hawaii Tourist Network.
- ▶ First online media for the global travel and tourism industry.
- ▶ First online media partners with most major and not-so-major travel and tourism trade shows, including ITB, World Travel Market, IMEX, and many more.
- ▶ A global network of contributors.
- ▶ Founding member of the CNN Task Group together with UNWTO, IATA, and CNN.



- First online publication in the world since April 1999

- reaching 2+ million in 102 languages 24/7

- Foremost online news venue for close to 200,000 travel industry professionals everywhere in the world

- Critical, unique, trustworthy

**FLAGSHIP PUBLICATION**

# TRAVELWIRE NEWS

- TravelWireNews was launched first in 2011 and relaunched 2024 a SHORT NEWS to summarize press releases in 100-300 words

- reaching all eTurboNews subscribers and an increasing number of visitors due to Google, Bing, and other search positionings

- easy to read for the busy travel industry professional



# TRAVEL

breakingnews.travel

**Breaking News Travel** is our popular blog, where syndicated publications and bloggers post the latest trends and features related to travel and tourism. This emerging news site is becoming increasingly popular, and it is included in our daily news summary and searchable.

# INHOUSE SYNDICATION



**tourist.news**

Articles for **Tourists**

**LUXURIOUS  
TRAVEL**

News about the **Luxury  
Travel Market**



News on **Investments** in the  
Travel & Tourism Industry



Articles about **Wines**, Spirit,  
and tourism associated  
with it

**TOURISM  
EXECUTIVES**

**wtn**  
World Tourism Network

News about **Executives** in  
the Travel & Tourism  
Industry



News on **Amazing Travel**  
packages and travel  
opportunities.

# MORE MEMBER PUBLICATIONS



[www.breakingnewseditor.com](http://www.breakingnewseditor.com)



Listing and updates on  
global events



Breaking **Travel & Tourism**  
**News** from around the  
world



Travel Industry News

Travel Industry News



For Immediate Release  
Wire for Journalists &  
Bloggers



Publication about **Aviation**,  
Airports & Airlines

meetings.travel  
**M.I.C.E.**

Publication about the  
**Meeting** and Incentive  
Industry (MICE)



# MORE MEMBER PUBLICATIONS



Tourism News from and about the Caribbean

Saudi Tourism News



Tourism News from and about Saudi Arabia

African  
Tourism  
Board™



Tourism News from and about Africa by African Tourism Marketing



German  
Tourism  
Board





- 2.06 million unique consumers and nontrade readers over a month throughout our various platforms
- Trade Readers:
  - 180,000 travel industry professionals
  - 10,000 journalists
- Email trade newsletters: 152,000 readers
- Push notification: 418,000 followers
- RSS feeds: 52,000
- Geographical reach: 30% in North America, 30% in Europe; strong in Africa, Gulf Region & the Middle East; Central, East, and Southern Asia; Australia, and Pacific. Limited in South America, China
- In addition to our global English edition, we publish in 82 languages
- All language news portals are Google rated and searchable in local and global markets
- Written content converted into audio and video
- 24/7 online Video News Channel and Shows
- Readers by country or city visit:


# SOCIAL MEDIA & CHAT GROUPS

- YOUTUBE
- VIMEO
- Facebook Pages
- Facebook Groups
- LinkedIn
- Instagram
- Twitter
- Yandex
- Telegram
- Vimeo
- Pinterest
- WhatsApp Chat Groups

Google Maps

**1,000,000**  
photo views

Qatar Airways Fir... 6/11/23



[See your photos >](#)

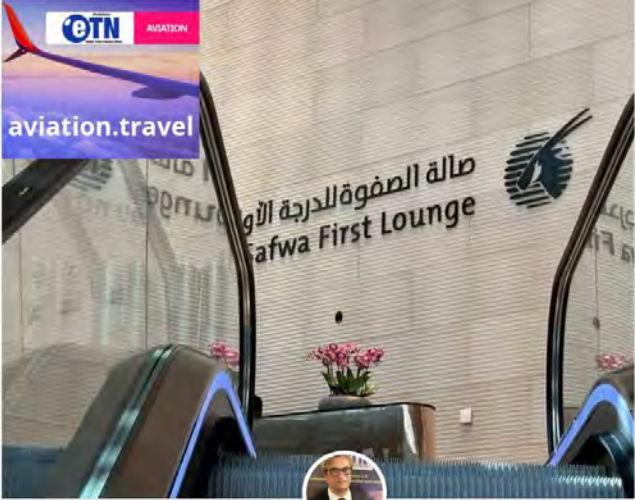
**Your photo is helping in a big way**

Congrats! Your post just reached a new milestone. It's now been viewed over 1,000,000 times, helping lots of people get the information they need.

BTN AVIATION

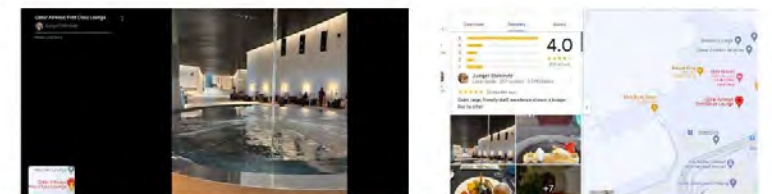
aviation.travel

صالة الصفوة للدرجة الأولى  
Qatar Airways First Lounge



Written by Juergen T Steinmetz

**Qatar Airways may as well be a 5-star plus airline when it comes to service, but lags behind when it comes to its call center.**

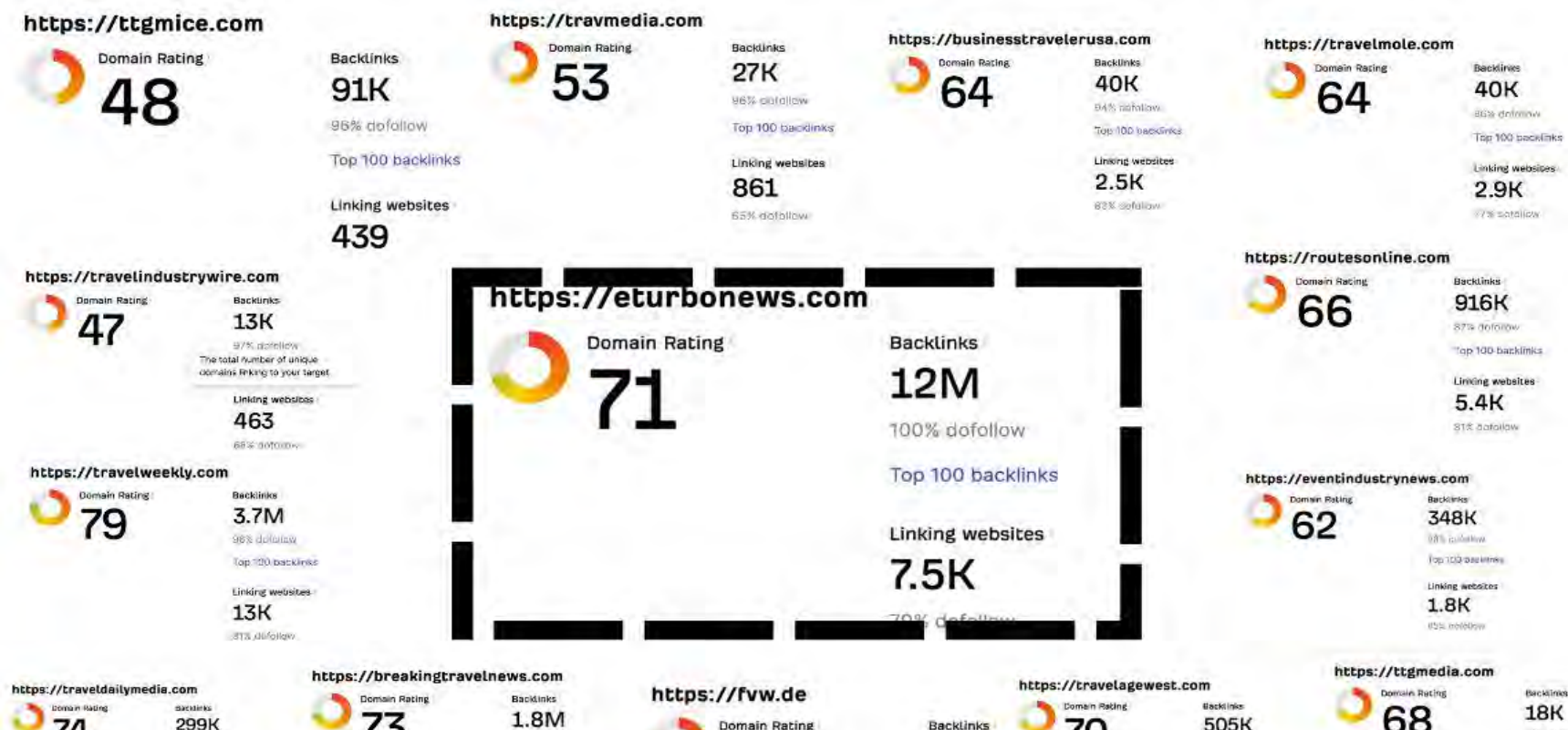


# RATINGS

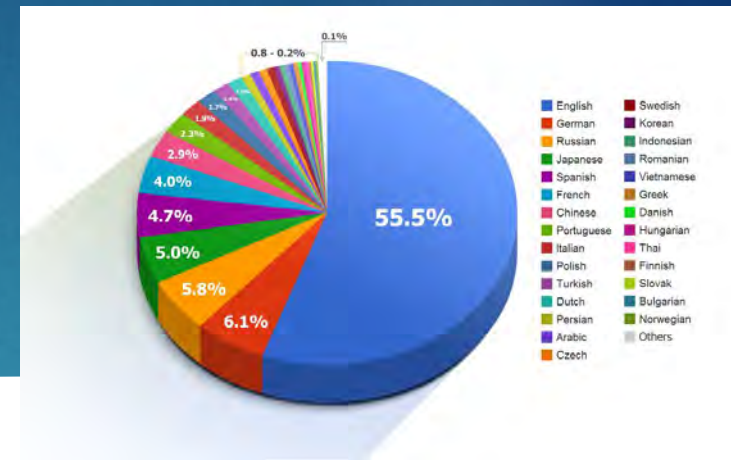
Among all major travel industry publications, eTurboNews is number 1 with backlinks, all are 100% do-follow links.

We're number 3 in linking to relevant story sources and 5 in overall news portal ranking.

Considering 106 independent language sites under the eTurboNews domain, this ranking for some of our primary languages is likely higher.



# Languages



- Albanian
- Amharic
- Arabic
- Armenian
- Azerbaijani
- Basque
- Belarusian
- Bengali
- Bosnian
- Bulgarian
- Catalan
- Cebuano
- Chichewa
- Chinese (Simplified)
- Chinese (Traditional)
- Corsican
- Croatian
- Czech
- Danish
- Dutch
- English
- Esperanto
- Estonian
- Filipino
- Finnish
- French
- Frisian
- Galician
- Georgian
- German
- Greek
- Gujarati
- Haitian Creole
- Hausa
- Hawaiian
- Hebrew
- Hindi
- Hmong
- Hungarian
- Icelandic
- Igbo
- Indonesian
- Irish
- Italian
- Japanese
- Javanese
- Kannada
- Kazakh
- Khmer
- Korean
- Kurdish
- Kyrgyz
- Lao
- Macedonian
- Malagasy
- Malay
- Malayalam
- Maltese
- Maori
- Marathi
- Mongolian
- Burmese
- Nepali
- Norwegian
- Pashto
- Persian
- Polish
- Portuguese
- Punjabi
- Romanian
- Russian
- Samoan
- Scottish Gaelic
- Serbian
- Sesotho
- Shona
- Scottish Gaelic
- Serbian
- Sesotho
- Shona
- Sindhi
- Sinhala
- Slovak
- Slovenian
- Somali
- Spanish
- Sudanese
- Swahili
- Swedish
- Tajik
- Tamil
- Telugu
- Thai
- Turkish
- Ukrainian
- Urdu
- Uzbek
- Vietnamese
- Welsh
- Xhosa
- Yiddish
- Yoruba

# Readers by Country & Regions



- USA: 1,289,335
- UK: 217,861
- Germany: 202,715
- India: 97,647
- Canada: 82,307
- Philippines: 65,081
- South Africa: 54,047
- Italy: 49,548
- Sweden: 46,242
- China: 40,804
- Australia: 40,165
- Portugal: 30,215
- Thailand: 27,627
- Norway: 27,556
- UAE: 27,369
- Singapore: 26,168
- Netherlands: 25,999
- France: 25,409
- Malaysia: 20,117
- Spain: 19,492
- Kenya: 16,734
- Japan: 14,907
- Russia: 14,135
- Finland: 14,106
- Pakistan: 13,965
- Jamaica: 12,462
- Turkey: 12,376
- Indonesia: 11,849
- Vietnam: 11,211
- South Korea: 10,887
- Brazil: 10,469
- Mexico: 9,810
- Israel: 9,282
- Nigeria: 9,194
- Saudi Arabia: 8,922
- Switzerland: 8,850
- Ireland: 8,541
- Belgium: 8,496
- Poland: 8,179
- Hong Kong: 8,117
- Sri Lanka: 7,168
- Zambia: 7,159
- Iran: 7,042
- Greece: 6,962
- Zimbabwe: 6,501
- Austria: 6,284
- Denmark: 6,276
- Ethiopia: 6,212
- Egypt: 6,103
- Ukraine: 6,009
- Uganda: 5,992
- Bangladesh: 5,598
- Romania: 5,505
- New Zealand: 5,490
- Czechia: 5,333
- Qatar: 5,174
- Taiwan: 5,004
- Bulgaria: 4,793
- Hungary: 4,441
- Croatia: 4,267
- Trinidad & Tobago: 4,196
- Uzbekistan: 4,084
- Seychelles: 4,044
- Serbia: 4,023

# Readers by Country & Regions



- Georgia: 3,806
- Slovakia: 3,795
- Kazakhstan: 3,773
- Nepal: 3,289
- Malta: 3,167
- Ghana: 3,005
- Cyprus: 2,928
- Oman: 2,879
- Mauritius: 2,876
- Barbados: 2,857
- Estonia: 2,766
- Latvia: 2,712
- Argentina: 2,700
- Colombia: 2,561
- Mongolia: 2,429
- Morocco: 2,389
- Puerto Rico: 2,300
- Bahrain: 2,216
- Jordan: 2,193
- Slovenia: 2,108
- Albania: 2,087
- Kuwait: 2,084
- Azerbaijan: 2,063
- Cambodia: 2,040
- Lithuania: 2,020
- Bahamas: 1,914
- Iraq: 1,899
- Lebanon: 1,839
- Armenia: 1,787
- Myanmar: 1,778
- Dominican Republic: 1,734
- Chile: 1,721
- North Macedonia: 1,660
- Costa Rica: 1,631
- Botswana: 1,493
- Algeria: 1,440
- Somalia: 1,419
- Maldives: 1,364
- Peru: 1,340
- Guam: 1,325
- Tunisia: 1,305
- Laos: 1,294
- Grenada: 1,238
- St. Lucia: 1,160
- Bosnia & Herzegovina: 1,145
- Rwanda: 1,104
- Iceland: 1,061
- Antigua & Barbuda: 1,023
- Kosovo: 1,019
- Panama: 972
- Kyrgyzstan: 961
- Ecuador: 946
- Mozambique: 906
- Eswatini: 894
- Luxembourg: 868
- US Virgin Islands: 718
- Malawi: 716
- Venezuela: 696
- Brunei: 689
- St. Kitts & Nevis: 688
- Belarus: 676
- Afghanistan: 669
- Cayman Islands: 659

# Readers by Country & Regions



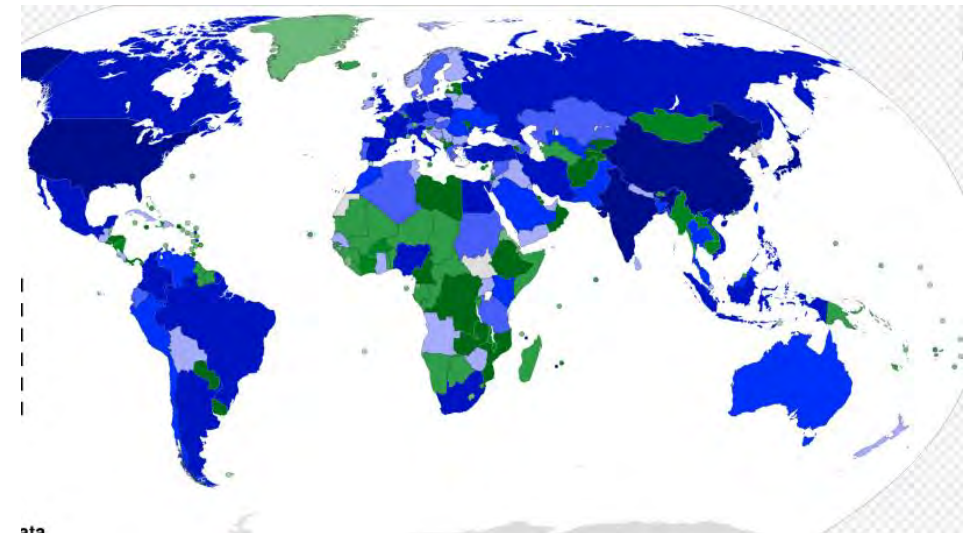
- Belize: 637
- Montenegro: 633
- Senegal: 633
- Guyana: 623
- Cameroon: 619
- Bermuda: 611
- Sudan: 605
- Cote d'Ivoire: 597
- Moldova: 567
- Macao: 560
- Aruba: 559
- Curacao: 526
- Syria: 523
- Congo – Kinshasa: 514
- Solomon Islands: 477
- Guatemala: 466
- Libya: 458
- Sint Maarten: 434
- Fiji: 428
- Angola: 426
- Lesotho: 406
- South Sudan: 396
- Cuba: 394
- Yemen: 386
- Honduras: 385
- St. Vincent & Grenadines: 366
- Uruguay: 363
- Bhutan: 345
- Liberia: 343
- Haiti: 337
- Sierra Leone: 337
- Anguilla: 320
- Gambia: 319
- Madagascar: 315
- Palestine: 309
- Jersey: 306
- Bolivia: 305
- El Salvador: 302
- Dominica: 296
- Reunion: 292
- Papua New Guinea: 286
- Turks & Caicos: 276
- Paraguay: 253
- Tajikistan: 240
- Guadeloupe: 208
- Suriname: 208
- Nicaragua: 207
- British Virgin Islands : 196
- Benin: 183
- Guernsey: 183
- Mali: 168
- Togo: 155
- Caribbean Netherlands: 149
- Gibraltar: 148
- Martinique: 148
- French Polynesia: 145
- Djibouti: 142
- Gabon: 135
- Cape Verde: 134
- Burundi: 133
- Burkina Faso: 131
- Guinea: 124
- Monaco: 122
- Niger: 114
- Samoa: 111
- Andorra: 98



# Readers by Country & Regions



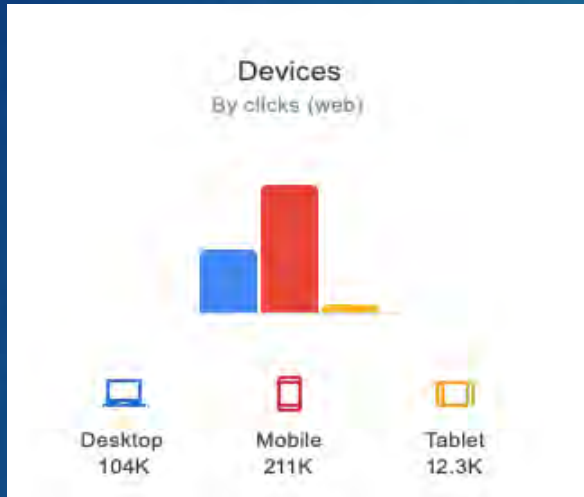
- American Samoa: 93
- St. Martin: 91
- Vanuatu: 88
- Mauritania: 86
- New Caledonia: 80
- Congo- Brazzaville: 67
- Palau: 62
- Turkmenistan: 62
- Northern Mariana Islands: 57
- Equatorial Guinea: 51
- Timor Leste: 50
- Faroe Islands: 48
- Tonga: 43
- Chad: 42
- Comoros: 40
- Kiribati: 38
- Micronesia: 38
- Greenland: 37
- San Marino: 36
- Liechtenstein: 34
- French Guiana: 33
- Cook Islands: 32
- Central African Republic: 29
- St. Barthelemy: 29
- Guinea-Bissau: 25
- Eritrea: 22
- Montserrat: 20
- Sao Tome & Principe: 20
- St. Helena: 19
- Isle of Man: 16
- Marshall Islands: 16
- Mayotte: 15
- Nauru: 14
- Western Sahara: 14
- Falkland Islands: 11
- Tuvalu: 10
- Aland Islands: 5
- British Indian Ocean Ter: 3
- Niue: 3
- North Korea: 3
- Svalbard & Jan Mayen: 3
- Norfolk Islands: 2
- St. Pierre & Miquelon: 2
- Antarctica: 1



# Readers by Cities



- Frankfurt: 88,772
- Washington DC: 76,605
- London: 79,360
- New York, NY: 69,582
- Duesseldorf: 64,294
- Los Angeles, CA: 43,524
- Roseville, CA: 40,016
- Chicago, IL: 39,735
- Ashburn, VA, USA: 38,640
- Las Vegas, NV: 37,698
- Stockholm: 34,162
- Honolulu, HI 31,087
- Singapore: 25,133
- Houston, TX: 22,178
- Dallas, TX: 22,164
- Seattle, WA: 21,482
- Boston, MA: 21,072
- Charlotte, NC: 20,006
- Frisco, TX: 19,688
- Madeira: 19,494
- Newcastle upon Tyne: 19,326
- Dubai, UAE: 18,771
- Atlanta, GA: 18,654
- Phoenix, AZ: 18,419
- Philadelphia, PA: 18,350
- Orlando, FL: 17,524
- Denver, CO: 17,500
- Bangkok: 16,883
- Austin, TX 15,476
- Nairobi: 15,239
- Dar es Salaam: 14,464
- San Francisco: 13,713
- Toronto: 13,452
- San Diego, CA: 13,141
- Columbus, OH: 13,053
- Portland, OR: 12,923
- Sydney: 12,919
- Nashville, TS: 11,064
- Quezon City: 11,126
- Cape Town: 10,131
- Shanghai: 10,006
- Sacramento, CA: 9,947
- Sandton: 9,945
- Miami, FL: 9,885
- Tampa, FL: 9,634
- Milan: 9,469
- San Antonio, TX: 8,813
- Kansas City, MO: 8,848
- Kingston, Jamaica: 8,217
- Johannesburg: 8,176
- Kuala Lumpur: 8,160
- Delhi: 8,158
- Paris: 8,143
- Pune: 8,061
- Makati: 8,056
- San Jose: 7,855
- Baltimore, MD: 7,680
- Mumbai: 7,581
- Detroit, MI 7,357
- Lagos: 7,329
- Madison, WI: 7,251
- Changsha: 7,199
- Bengaluru: 7,068
- Dublin: 7,068
- Springfield, MO 7,024
- Pretoria: 6,987



User Type	Users	Users	Contribution to total: Users
	2,006,612 % of Total: 100.00% (2,006,612)	2,006,612 % of Total: 100.00% (2,006,612)	
1. New Visitor	1,952,147	89.63%	
2. Returning Visitor	225,881	10.37%	

### Top growing pages

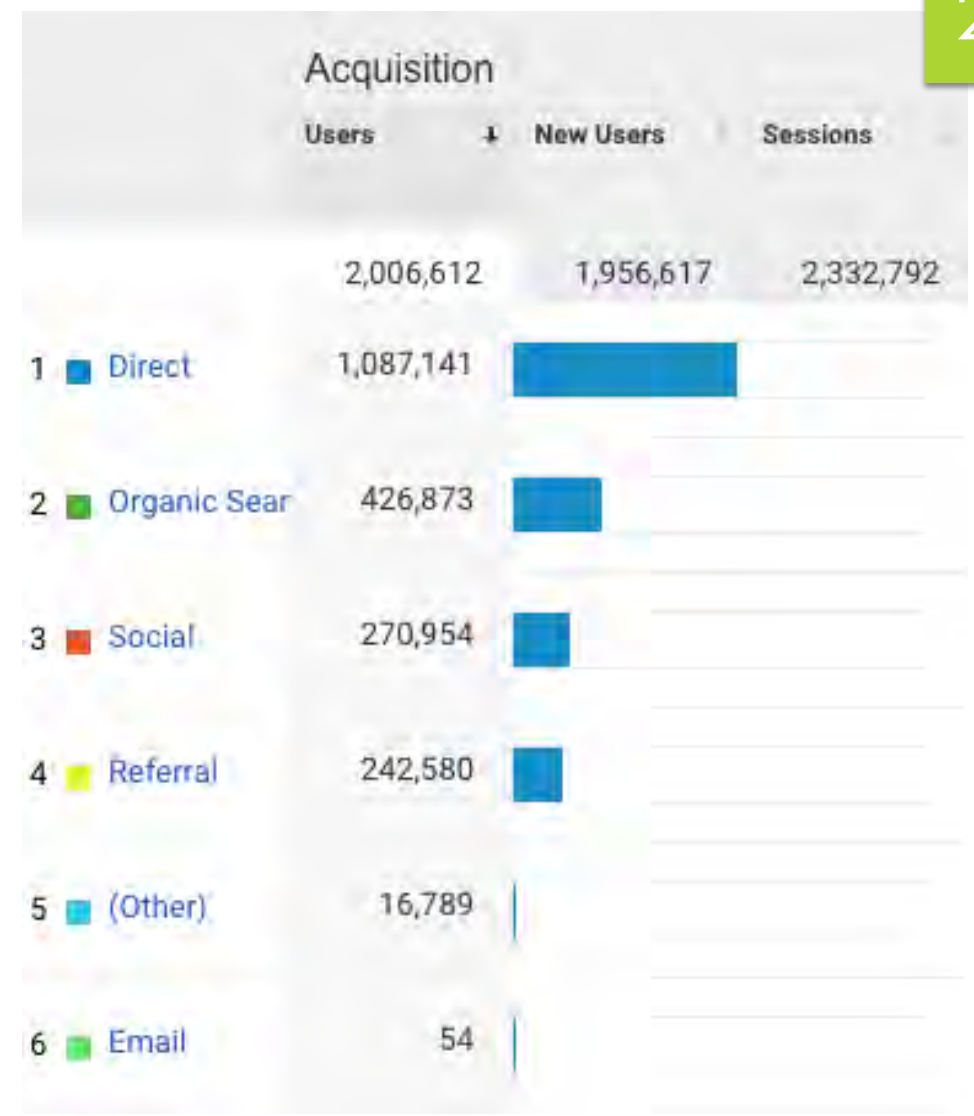
Compared to previous month

Page	Clicks (web)
<a href="https://www.eturbonews.com/566827/all-flights-from-usa-and-europe-will-be-cancelled-as-of-friday-president-trump/">https://www.eturbonews.com/566827/all-flights-from-usa-and-europe-will-be-cancelled-as-of-friday-president-trump/</a>	+33.2K
<a href="https://www.eturbonews.com/567170/could-cuba-save-italy-and-the-world-from-coronavirus/">https://www.eturbonews.com/567170/could-cuba-save-italy-and-the-world-from-coronavirus/</a>	+28.3K
<a href="https://www.eturbonews.com/568012/what-countries-have-no-cases-of-coronavirus-yet/">https://www.eturbonews.com/568012/what-countries-have-no-cases-of-coronavirus-yet/</a>	+16.2K

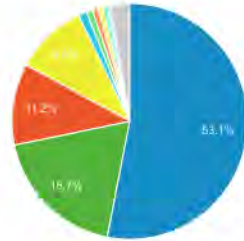


# Analytics

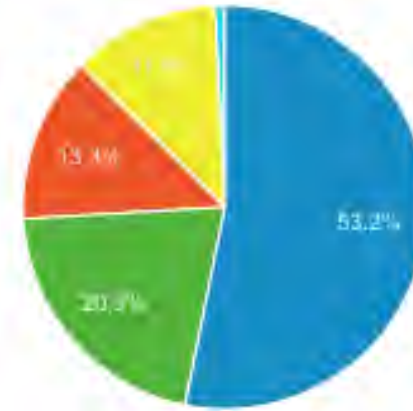
# Acquisition Analytics



source / Medium	Users	Users	Contribution to total: Users
	2,006,612	2,006,612	
	% of Total: 100.00% (2,006,612)	% of Total: 100.00% (2,006,612)	
1. (direct) / (none)	1,087,141	53.06%	
2. google / organic	382,941	18.69%	
3. m.facebook.com / referral	228,786	11.17%	
4. googleapis.com / referral	201,762	9.85%	
5. bing / organic	24,884	1.21%	
6. disqus.com / referral	17,178	0.84%	
7. news.google.com / referral	15,626	0.76%	
8. facebook.com / referral	14,544	0.71%	
9. yahoo / organic	12,265	0.60%	
10. izooto / push_notification	9,084	0.44%	



## Top Channels



- Direct
- Organic Search
- Social
- Referral
- (Other)
- Email

# Traffic Analytics

Total clicks

327K

Total impressions

11M

Average CTR

3%

Average position

25

Clicks

30K

20K

10K

0

3/1/20

3/5/20

3/9/20

3/13/20

3/17/20

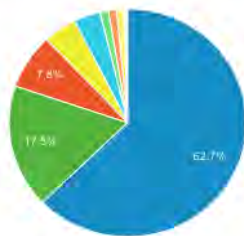
3/21/20

3/25/20

3/29/20

# Click Analytics

Browser	Users	Users	Contribution to total: Users
	2,006,612 % of Total: 100.00% (2,006,612)	2,006,612 % of Total: 100.00% (2,006,612)	
1. Chrome	1,267,265	62.75%	
2. Safari	352,573	17.46%	
3. Safari (in-app)	157,910	7.82%	
4. Android Webview	91,816	4.55%	
5. Samsung Internet	73,692	3.65%	
6. Edge	23,087	1.14%	
7. Internet Explorer	22,288	1.10%	
8. Firefox	20,033	0.99%	
9. Opera	3,582	0.18%	
10. Amazon Silk	2,214	0.11%	
11. Opera Mini	2,017	0.10%	
12. UC Browser	1,149	0.06%	
13. Mozilla Compatible Agent	989	0.05%	
14. Android Browser	276	0.01%	
15. (not set)	239	0.01%	
16. Coc Coc	144	0.01%	
17. YaBrowser	129	0.01%	
18. BlackBerry	69	0.00%	
19. Puffin	48	0.00%	
20. PuppeteerAgent	31	0.00%	
21. SeaMonkey	20	0.00%	
22. Maxthon	15	0.00%	
23. Playstation 4	13	0.00%	
24. [FBAN	8	0.00%	
25. Mozilla	5	0.00%	



# Browser Analytics

# Happy Clients



- Tourism Authority of Thailand
- Bahamas Tourism Board
- Indonesia Tourism
- Seychelles Tourism Board
- Vanilla Island Tourism Organization
- Brunei Tourism
- Guam Tourism Board
- Jordan Tourism Board
- Hawaii Tourism Association
- Saudi Ministry of Tourism
- Saudia Airlines
- Etihad
- California Tourism
- City of Baden Baden
- IIPT
- Sandals Resorts
- ACE MICE
- OTDYKH
- ECPAT
- Simpleview
- Finpartners
- Edeman PR

- Malta Tourism Board
- Nepal Tourism Board
- Bhutan Tourism
- Hong Kong Tourism Board
- Cape Town Tourism Board
- Jamaica Tourism Board
- Jamaica Minister of Tourism
- Bahrain Convention Center
- JATA Japam Tourism Expo
- Jetwings Sri Lanka
- Rajasthan Chief Minister
- City of Damyang, S. Korea
- Zimbabwe Minister of Tourism
- Korean Tourism Board
- Uganda Tourism Board
- Sri Lanka Tourism Board
- Maldives Marketing and PR Corporation
- Seychelles Minister of Tourism
- Seychelles Tourism Board
- Czech Tourism
- Meet Puerto Rico
- Reunion Tourism
- IGLTA

Croatia Tourism Board	St. Kitts Tourism	Roadtrips	Trinidad & Tobago Tourism
Antigua Tourism	SKAL	IMEX	World Travel Market (Reed)
Kenya Tourism Board	Agoda	Centara Hotels & Resorts	Outrigger Hotels & Resorts
Hilton Hotels & Resorts	Corinthia Hotels	Marianas Visitors Authority	Charley's Taxi Honolulu
World Travel & Tourism Council (WTTC)	PATA	TTG Asia	Dresden Marketing GmbH
	Premier Travel Magazine	Hawaii Visitors and Convention Bureau	



# SMART SYNDICATION

We write and syndicate feature news stories to 2,500+ local and national media outlets, but we will always ensure original critical coverage without destroying your reputation among publications, bloggers, and journalists.

Media placement of your story in local news outlets that consumers read and trust, generating tons of local news clips you can share to excite and inspire your current and potential customers, vendors, employees, sales teams, and more.

An initial and detailed report with links to your story will be provided within days of placement. If this expected reach cannot be achieved, we will rewrite and repeat stories produced by us.

**Travel News Group**

THE BUFFALO NEWS  
Pittsburgh Post-Gazette  
ST. LOUIS POST-DISPATCH  
ATHENS BANNER-HERALD  
San Diego Union-Tribune  
KTBS 3 abc

**Escape to the Caribbean for Stress-Free Holidays**  
Serenity Awaits at Calabash Cove Resort & Spa St Lucia

HERALD.com  
LINCOLN JOURNAL  
StarTribune  
news12 LONG ISLAND

**Syndicate Content**

**2,500+**  
media placements of the most relevant

**190+ Million**  
Cumulative reach of the news sites each month

**1 for \$5,500**  
**3 for \$12k**  
Ask About Additional Series Discounts

# Our Unique 3-Step Syndication Approach

Our syndication works differently and smartly to avoid multiplication, especially in label content Google duplicates.

## **FIRST STEP:**

**Our focus is on publications we own and control**

Our first focus is positioning your story on eTurboNews and our publications (in-house syndication). Only once this is successful also in the search world, we go to step TWO

## **SECOND STEP:**

**Partner publications**

We will create an alternate story with the same essential message and content and push it to relevant contract publications. Travel News Asia, Hindustan Times, selected TTG publications, and Business Travel are some of our partners. There will never be a duplication penalty, so your story is unique and prominent on all partner platforms, also for the search engines (Google)

## **THIRD STEP:**

**News Aggregators and Wire Services**

Only after your story has been prominently positioned twice will we work on creating a third version to include selected mass aggregators with a proven track record, such as EIN, Business Wire, US News, and Cision, among others.

This will get your third independent version of your story on some of the most known name brands in media, such as AP, Yahoo Finance, NBC, and many more.

It will also generate the glossy reports companies such as EIN or PR Newswire are famous for.

Our focus is on helping you keep ownership of your story and not destroy your reputation with mass content that a serious journalist would never look at.

# Market Loudly



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## **State-of-the-Art Global Network of Experts**

- Strategic planning
- Marketing
- Advertising & Promotions
- Consulting
- Events
- Road Shows
- Representation
- Lead Generation
- Crisis Consulting and Communication
- PR/ Media Communications
- Visibility, Story Telling, Press release publishing and distribution

# The Ageless Traveler



## Action Plan for The Ageless Traveler

- Design and Sensory Accommodation
- Education, Awareness, Technologies
- Staff & Management Training - Age Awareness
- Marketing and Outreach: Phrases, Websites, Images, Approach
- Artificial Intelligence, Technology, Data
- Ageism and Attitudes
- Employment Practices
- Itinerary Building and Sustainability
- Inclusivity
- Advocacy
- Certification as Age Friendly



LIFELONG TRAVEL  
**MADE EASY**



# Bloody Good News

... for travel brands with a story to tell

## A Bloody Good Story

- Review, Research, Rewrite, Interview
- Production of a unique Bloody Good News Story or press release
- Post to eTurboNews, Syndication, and pitched to media partners
- Internal and external links to the story
- Wire Service distribution
- Google / Bing News and others
- Search engines
- A lead story in e-newsletters
- Social media posts and human engagement
- Discussion in chat groups

**\$750.00**

**12 postings \$6,750.00**

# Bloody Good News

# PR, Marketing & Consulting

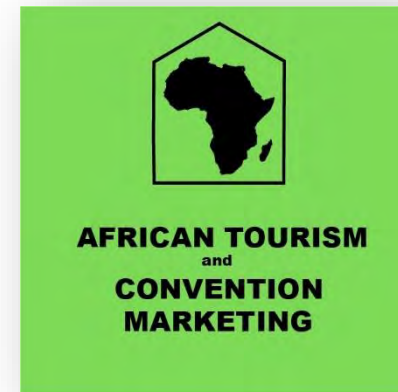
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**New Era Business®**  
Innovation & Management Consulting

The  
**Bradford**  
— GROUP —

**Bloody  
Good  
News**



# Earned Media

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- ▶ **Earned Media Is NOT Free**
- ▶ If you were compensated as a PR professional to pitch your news to eTurboNews or to any of our publications, we strongly suggest you use our commercial partner options
- ▶ If we do find earned media content timely and newsworthy and publish it without compensation, an Earned Media Alert and Paywall may be added to your article to inform our readers your content was not fact-checked and may be promotional.
- ▶ It's essential for eTurboNews to be part of the earning process

# Rates for Visibility

Preferred and approved  
PR Agencies rates  
available



Posting Plans	Breaking News Travel	TravelWire News	eTurboNews	eTurboNews + Inhouse Syndication	eTurboNews + 3 Step Syndication
Single	\$35.00	\$100.00	<b>\$350.00</b>	\$450.00	\$900.00
12 postings within 1 year	\$300.00	\$900.00	<b>\$3,000.00</b>	\$4,000.00	\$8,000.00
Unlimited Monthly	\$400.00	\$1,000.00	<b>\$4,000.00</b>	\$5,000.00	\$9,000.00
Unlimited Yearly	\$3,500.00	\$9,000.00	<b>\$36,000.00</b>	\$45,000.00	\$81,000.00

\*For immediate release wire service included for press releases posted on eTurboNews



# Targeted Syndication:

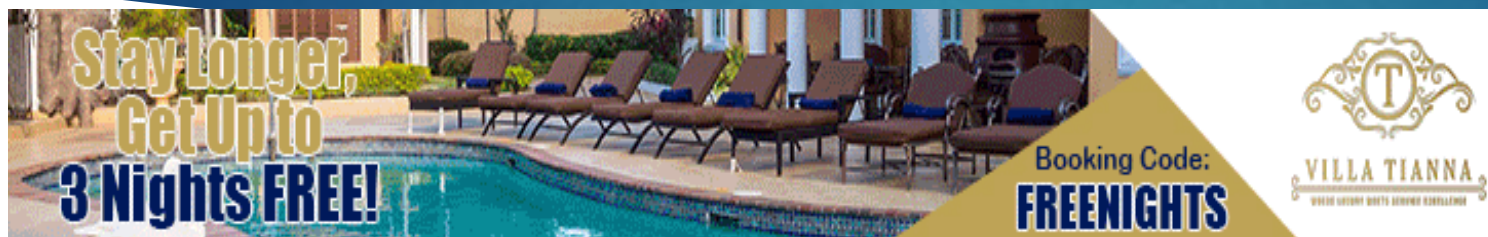
**Not quantity but quality**

We work with the best in PR and media contacts established over the last 25 years to introduce your story to the most relevant and significant publications for inclusion, interviews, and consideration. This is done by a team of experts in this field, not mass emailing or electronic pitches. The key here is not quantity but quality and your footprint in the public domain. This approach is a mix of consulting and outreach.

**This option is only available for pre-screened clients and relevant news that could make an impact. It's not for mass production but for quality exclusive news pitches.**

Targeted Syndication	Rates
1 story	\$5000.00
12 stories	\$45,000.00

# Banners, Text Links & Take Over Campaigns



Exclusive Banner	Shared Banner	Newsletter Banner
\$90.00/ day	\$30.00 / day	\$100/ day
\$500/day takeover website	Listed as "My Favorite \$50/ day	\$200/ day take over newsletter

Your text with a link visible in all 1/4 million news article published from \$100/ day

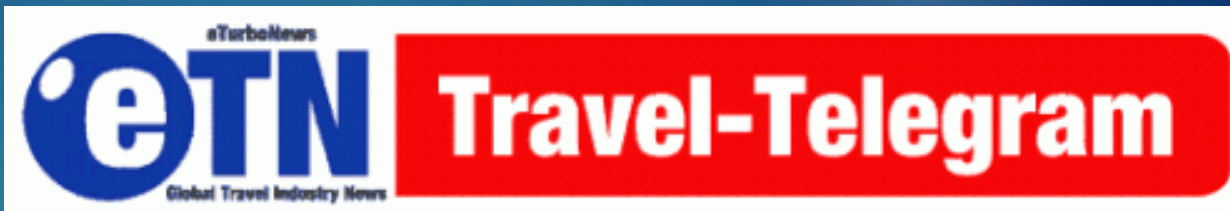
**MY FAVORITE IN DUBAI**

Intercontinental Hotel 2.0  
Essential and Impa

**1**

Contact me to introduce your hotel, tour, airline, cruise ship, attraction, or destination

## Email – blasts



### ► **Included in your email blast:**

- Your private email to our global audience of 138,000+ travel and tourism professionals worldwide.
- A free follow-up email to everyone who did not open your original email within 48 hours
- A different free follow-up email will be sent to those who had opened your original email message.
- Push alert with a link to your email showing on the computer screen of up to 450,000 eTN readers. It has the potential to be seen by 2+ million readers.
- Worldwide \$1950.00 | Regional \$1250.00 | Special frequency rates

# Retainer all Inclusive Plans



- ▶ Adjustable and sample automatic exposure plans
- **Starter plan: \$300.00/ month | \$2,700.00/ year**  
Test our network for some initial overall outreach with text links or banners and one press release or special offer posting every month.
- **Budget Plan: \$750.00/month | 7,000.00 / year**  
Enter the world of public visibility. Ideal for building up an initial positioning and remaining noticed.
- **Basic Plan: \$1,500.00/ month | \$13,500.00/ year**  
An excellent plan to remain consistently visible. Combined with targeted banners, text links, and social media campaigns. Ideal to build a reputation on our network, Google, Google News, Bing, and syndication partners and set targets. Brainstorming included.
- **Premium Plan: \$3,000.00/ month | 27,000.00/ year**  
You are serious about visibility. Expect daily outreach on multiple channels, constant exposure, excellent positioning, and lead generation. Basic consulting support.
- **Prime Plan : \$6,000.00/ month | \$54,000.00/ year**  
Take visibility to the next step in prominent and constant multichannel, multi-daily outreach and positioning, including take-over campaigns. Expect enhanced results on our network, syndication, and other networks getting inspired by your content. Unique campaigns, one-by-one outreach, target campaigns by language and region. You will be able to measure your success. One-by-one consulting included.
- **Ultimate Plan : \$15,000.00/ month | \$125,000.00/ year**  
A plan that combines extensive outreach with a dedicated team and plan manager able to reach out to your targets, also one by one. Expect physical and virtual outreach, trade shows, think tanks, and panels, and representing your destination or company on various levels—background campaigns on different networks to enable multiple exposures on Google and other multipliers. Extensive consulting options are included.

# Contact Us

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