



THE DECISION MAKERS IN TRAVEL RETAIL

DIGITAL EDITIONS

Connecting Travel Retail's Companies, Brands and People

DM

MEDIA PACK
2022

DECISIONS MADE HERE

The Decision Makers Digital is the definitive and trusted travel retail buyers' guide to the industry's top companies, brands, people and outlets.

Our unique combination of company information, people profiles and photos, and brand ownership data helps travel retail buyers find and connect with suppliers the world over.

Received by our verified travel retail database of 15,000 individual industry professionals – including virtually all travel retail buyers globally – DM is used constantly throughout the year.

Five distinct annual editions cover the global market, key regions and main industry events:

- [DM Global Digital](#) >
- [DM Americas Digital](#) >
- [DM Asia Pacific Digital](#) >
- [DM Cannes Showcase Digital](#) >
- [DM Middle East & Africa Digital](#) >

The DMs digital editions' always-live and updateable format allows you to showcase your brands, company and travel retail team side-by-side to buyers throughout the year and at key points in the industry calendar.

This gives buyers a complete, updateable presentation of your brand portfolio, business and people when they are actively seeking new products and contacts.

DM is the shop window of travel retail – the most powerful and effective platform for you to promote your products and company to potential and existing retail partners globally.



THE
DECISION
MAKERS
HAS BEEN
TRAVEL
RETAIL'S
DEFINITIVE
WHO'S WHO
SINCE 1997.

DM GLOBAL DIGITAL

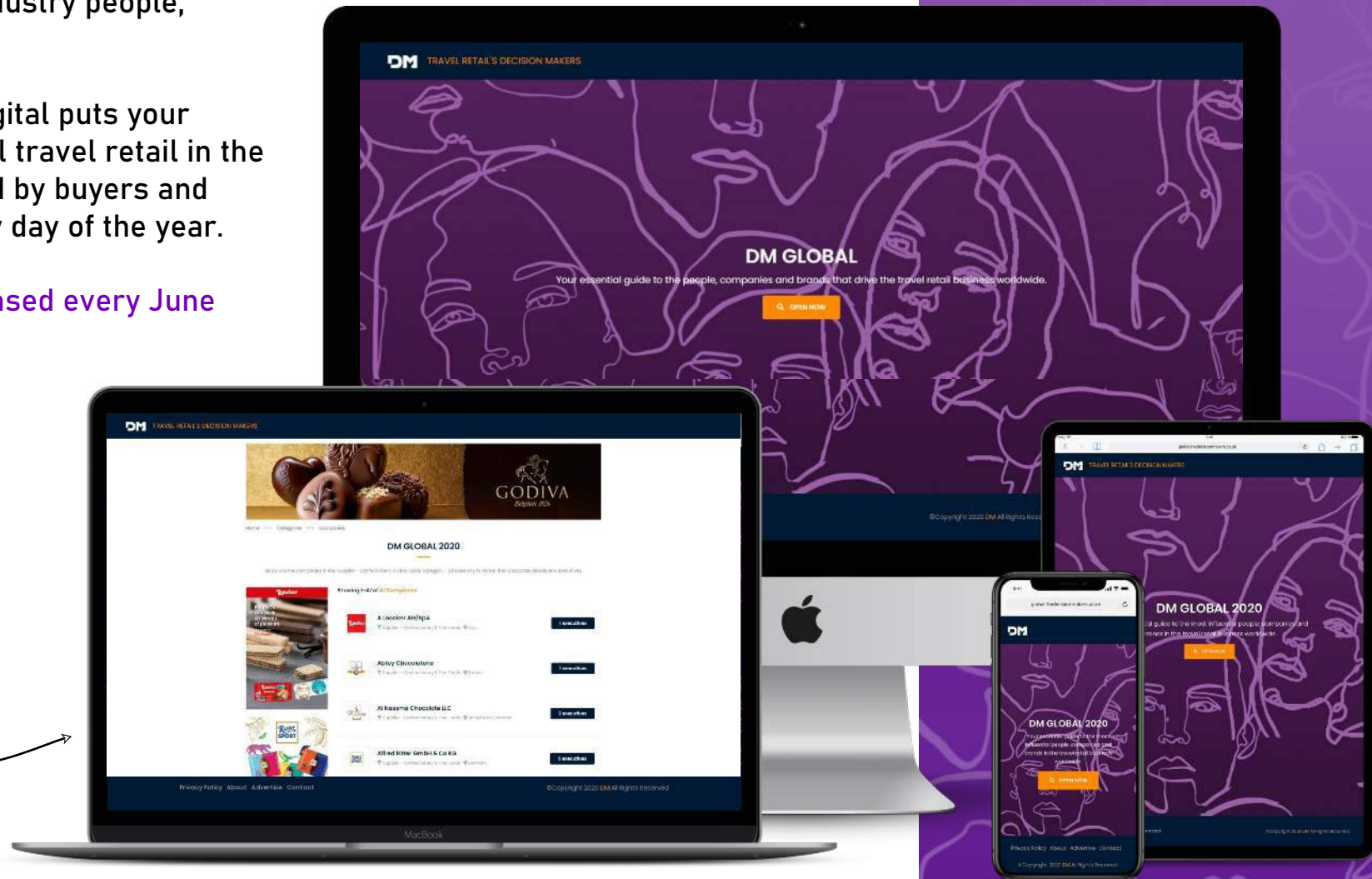
Our flagship annual edition, and the place for all travel retail brands to be seen.

DM Global Digital is the definitive business resource for travel retail, providing buyers with details of the world's top industry people, companies and brands.

Advertising in DM Global Digital puts your brands at the heart of global travel retail in the essential b2b resource used by buyers and senior travel retailers every day of the year.

+15,000 digital editions released every June and live for 12 months.

Click a screen to see how
DM Global can present your
brand and business to the
travel retail industry. →



DM ASIA PACIFIC DIGITAL

Influence and impress buyers in travel retail's most dynamic market.

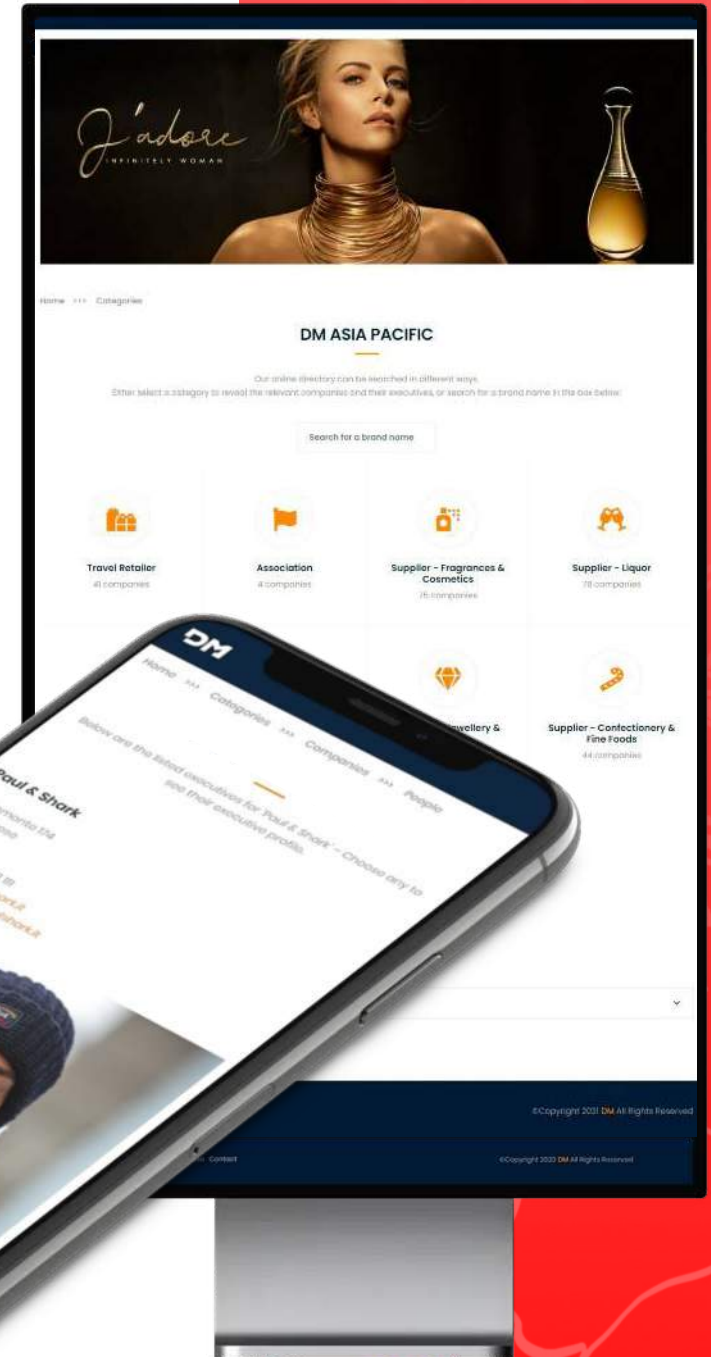
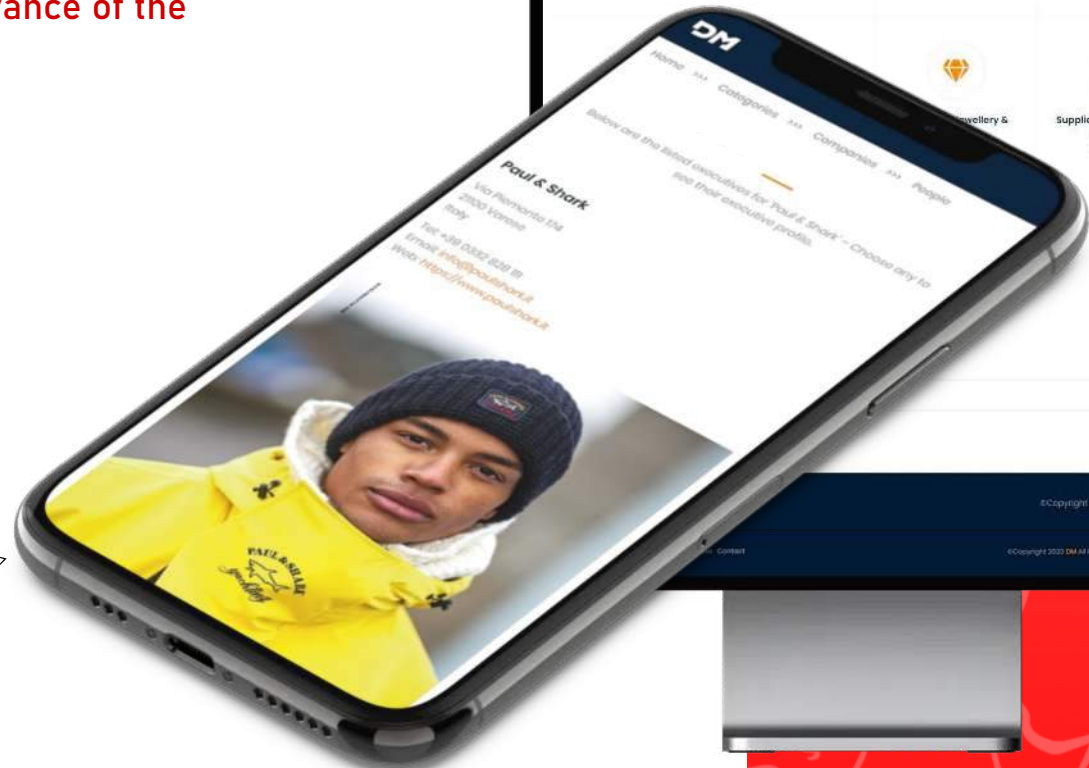
The year-round guide to the key suppliers, brands and retailers in Asia's duty-free market. The edition also comprehensively previews who and what to see at the TFWA Asia Pacific Exhibition.

Advertising in DM Asia Pacific Digital underlines the importance and strength of your brands in the region, as well as highlighting innovative products and the latest collections to buyers from major retailers.

+15,000 digital editions released every May in advance of the TFWA Asia Pacific Exhibition.



Click a screen to see how
DM Asia can present your
brand and business to the
travel retail industry.



DM CANNES SHOWCASE DIGITAL

Put your brands in the hands of the buyers before, during and after the TFWA Exhibition.

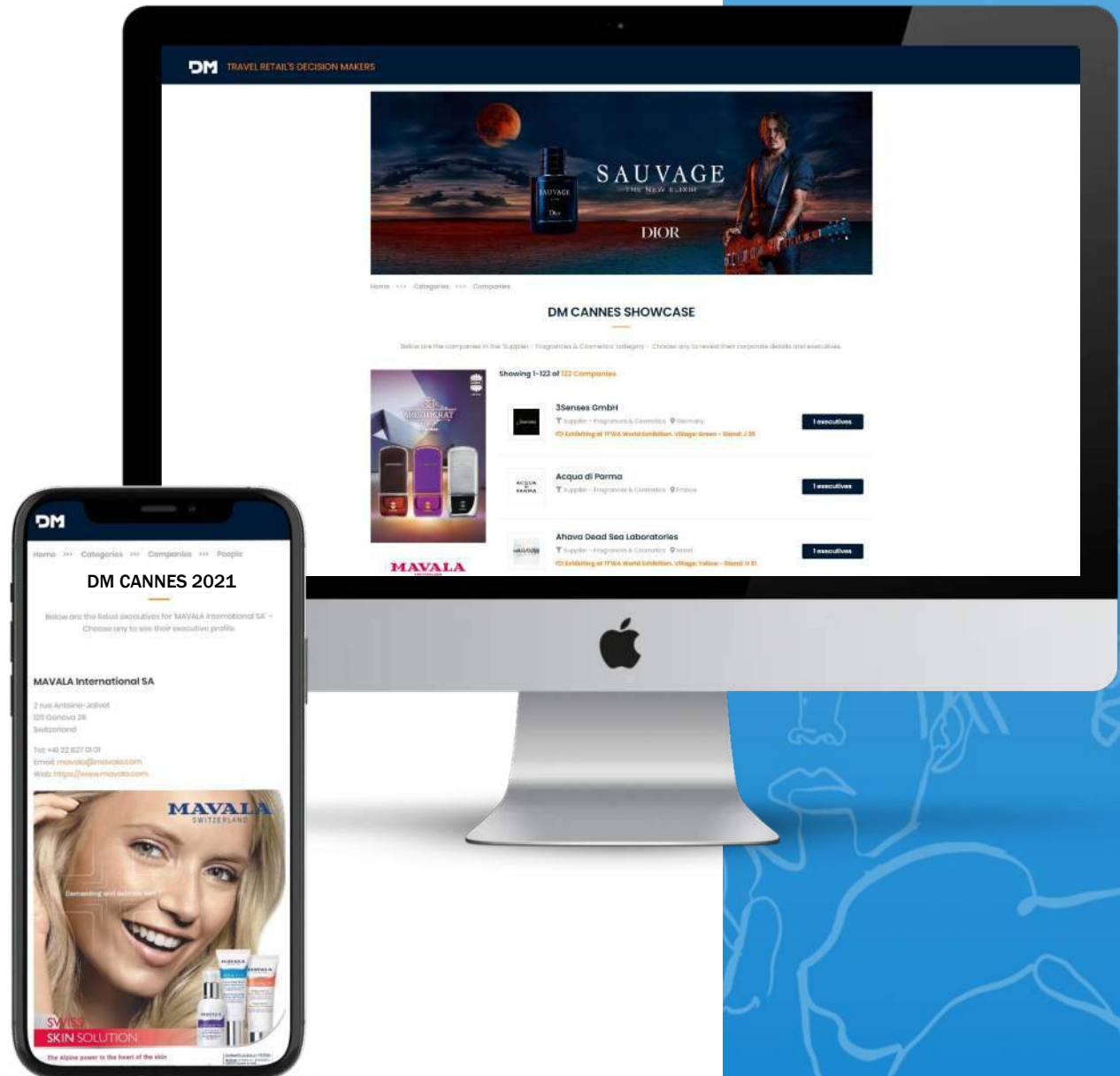
The most comprehensive buyers' guide to the people, exhibitors and brands to meet at the TFWA World Exhibition.

Advertising in DM Cannes Showcase Digital places your company and brands at the front of buyers' minds at the year's most important business event.

Your campaign will attract the attention of travel retail buyers from around the world and encourage them to engage with your team at Cannes.

+15,000 digital editions are sent free to travel retail leaders around the world ahead of the TFWA World Exhibition.

Click a screen to see how DM Cannes Showcase can present your brand and business to the travel retail industry.



DM MIDDLE EAST & AFRICA DIGITAL

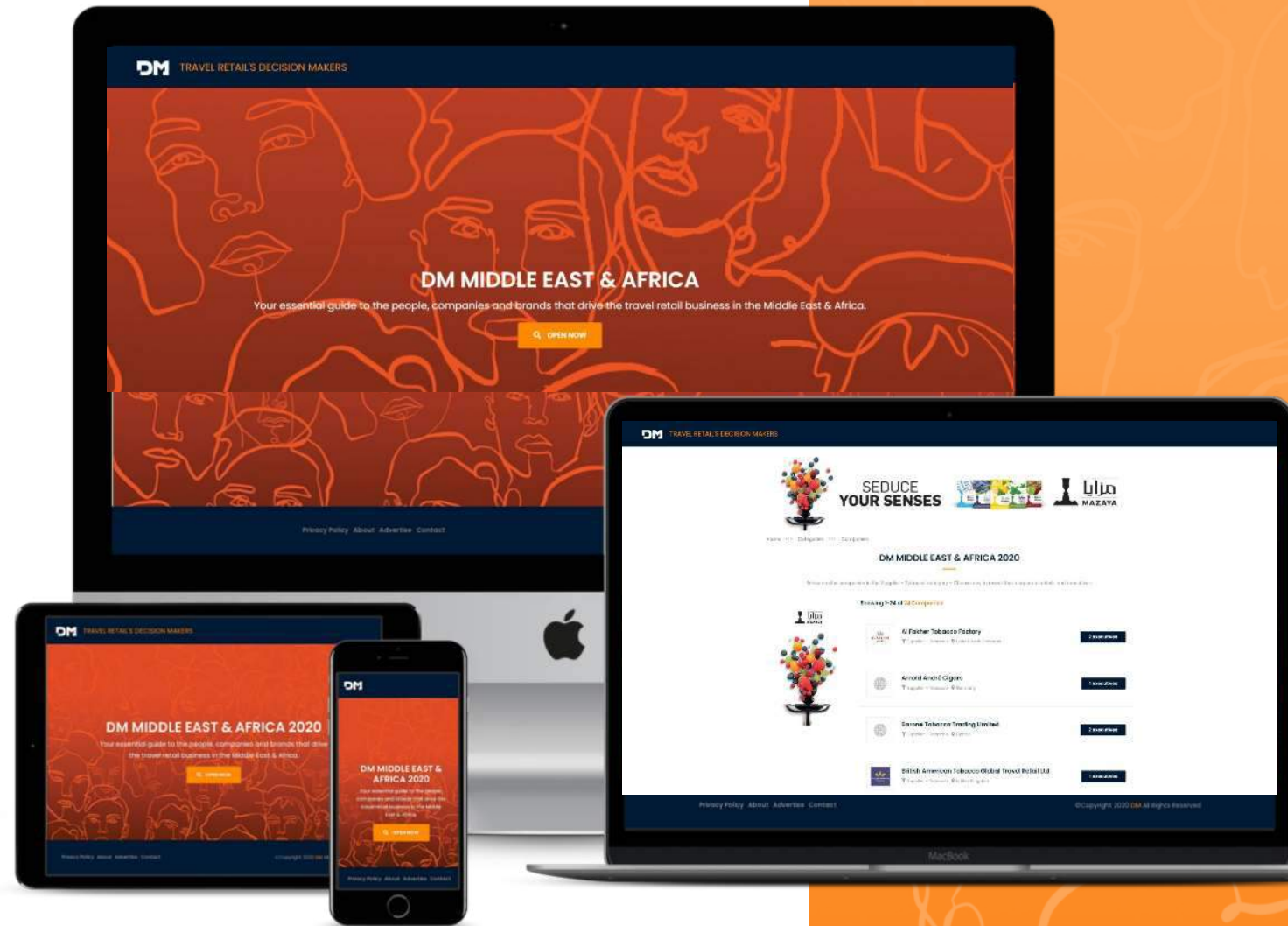
The ultimate guide to the people and companies who shape duty-free in the MEA region.

The most comprehensive 'Who's Who' of the region's most influential travel retail companies, brands and people.

Advertising in DM Middle East & Africa Digital gives buyers a complete one-stop presentation of your business and brands.

+15,000 digital editions are sent free to travel retail leaders each November.

Click a screen to see how
DM MEA can present your
brand and business to the
travel retail industry.



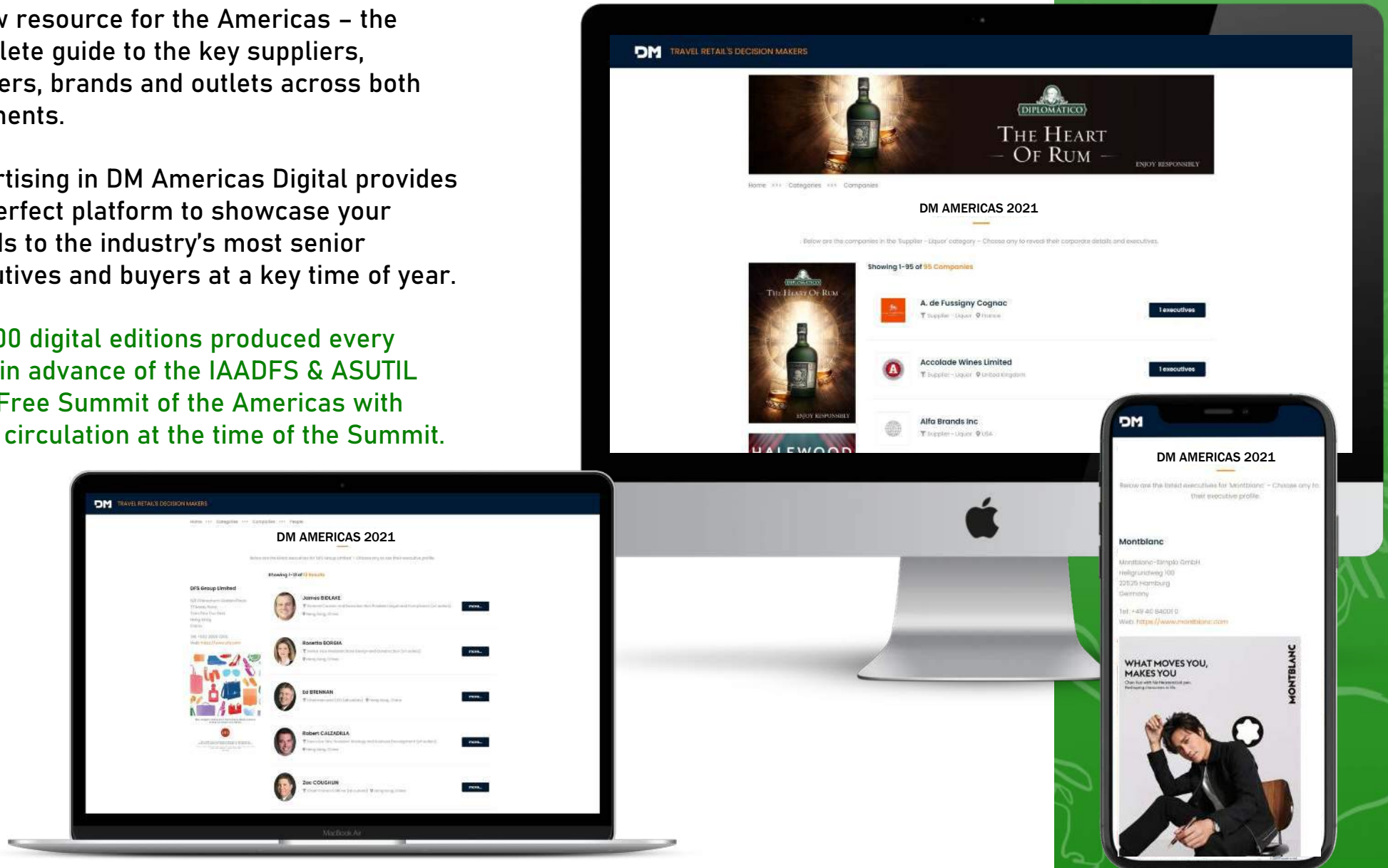
DM AMERICAS DIGITAL

Reach out to travel retail buyers from North, Central and South America & the Caribbean.

A new resource for the Americas – the complete guide to the key suppliers, retailers, brands and outlets across both continents.

Advertising in DM Americas Digital provides the perfect platform to showcase your brands to the industry's most senior executives and buyers at a key time of year.

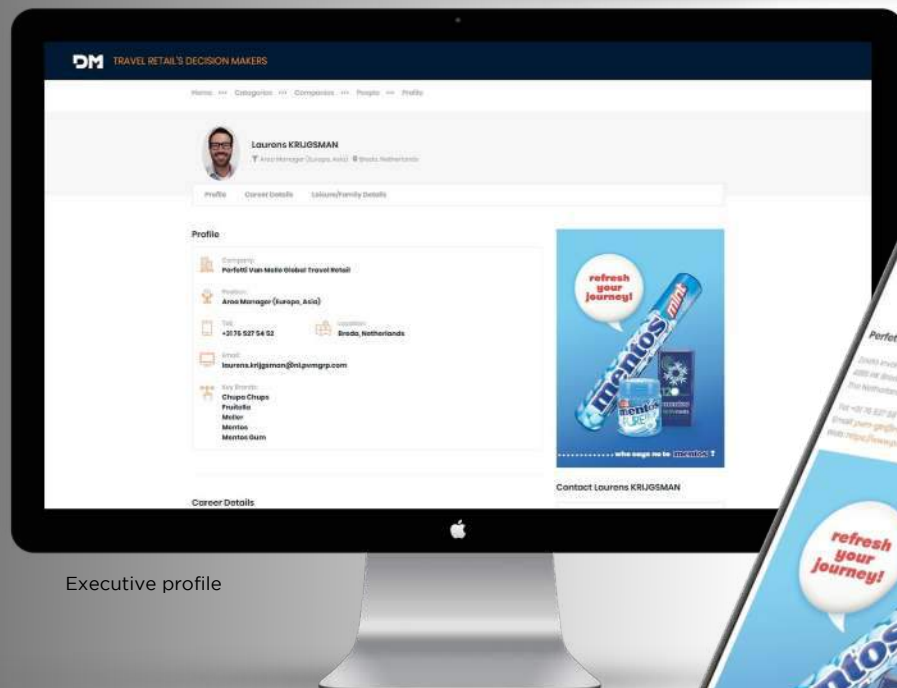
+15,000 digital editions produced every April in advance of the IAADFS & ASUTIL Duty Free Summit of the Americas with extra circulation at the time of the Summit.



DM DIGITAL ADVERTISING OPTIONS



Company profile



Executive profile



Company & Brands presentation

Essential visibility for all travel retail brands and supplier companies

This package promotes your brands, company and travel retail team side by side to buyers, giving a complete and updateable profile of your products, business and people for a whole year.

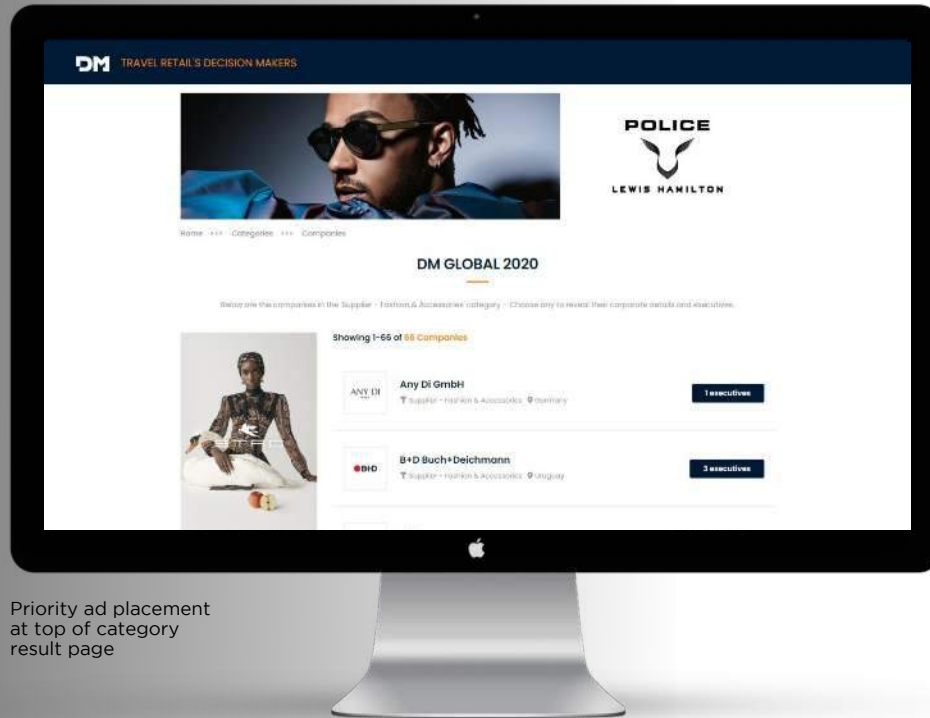
Your brand advertising appears prominently in the edition in the most relevant locations:

- Alongside your company profile page
- Alongside each of your individual team member profile pages
- Next to the full list of suppliers in your category
- The 'Showcase' section of your company profile page can feature brand portfolio imagery, product and company editorial and links to video content and social media feeds

All your content - including team profiles, advertising and Showcase inclusion can be updated at any time to reflect new launches, campaigns, promotions etc.

- Excellent, year-round, updateable visibility to TR buyers - your advertising is seen when they are actively seeking fresh brands and partners
- Positions your products and company as key to the global travel retail market, in the definitive guide to the best in the industry
- Informs potential partners of the importance of your brands and maintains recognition with existing customers

DM DIGITAL ADVERTISING OPTIONS



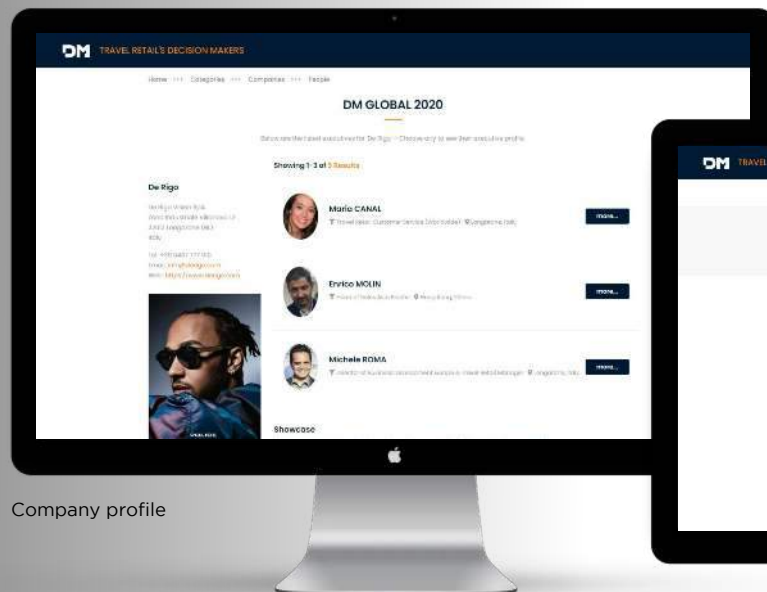
Priority ad placement
at top of category
result page

Category partnership

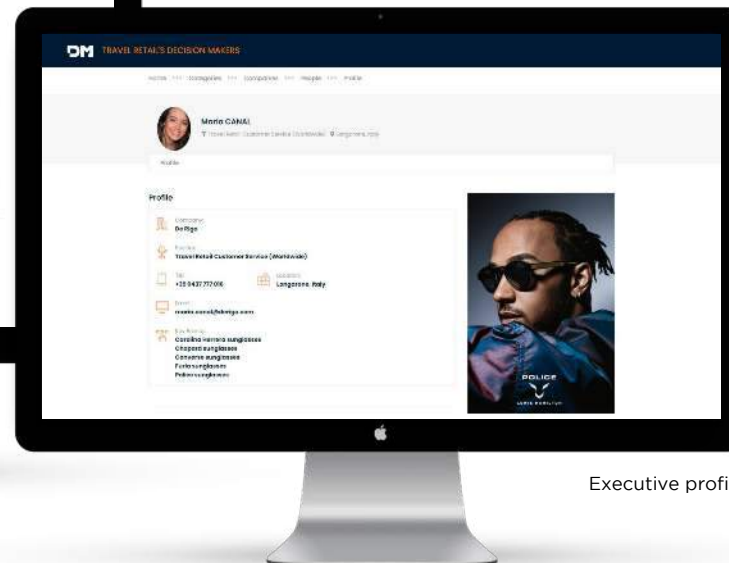
Position your brand/company as top of its class

Includes all the elements of the Company & Brands Presentation package, with the added benefit of priority advertising at the top of your category section (i.e. when a buyer clicks through to the full list of companies in your category, your high-impact advertisement appears at the head of that list).

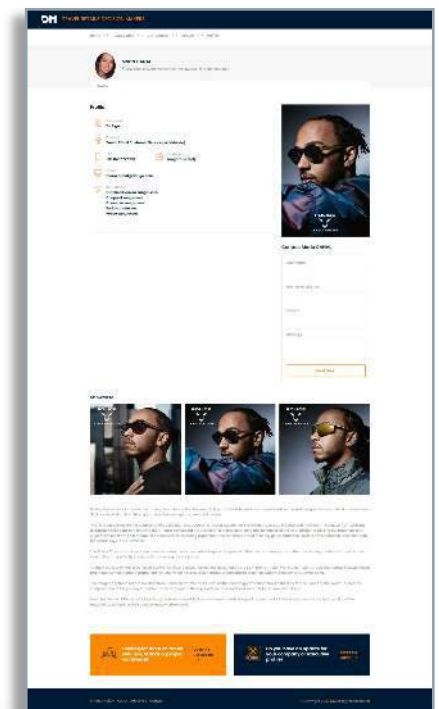
- Priority advertising positioning above that of your competitors gives you leadership of your category section
- Maximum visibility to buyers looking specifically for companies and products in your category
- All the elements and benefits of the Company & Brands Presentation package



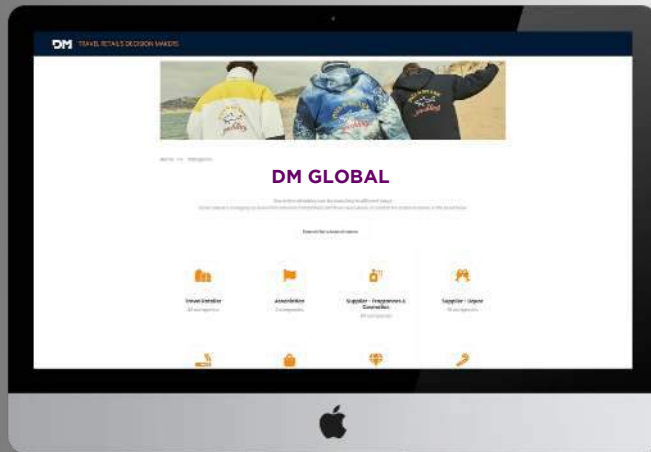
Company profile



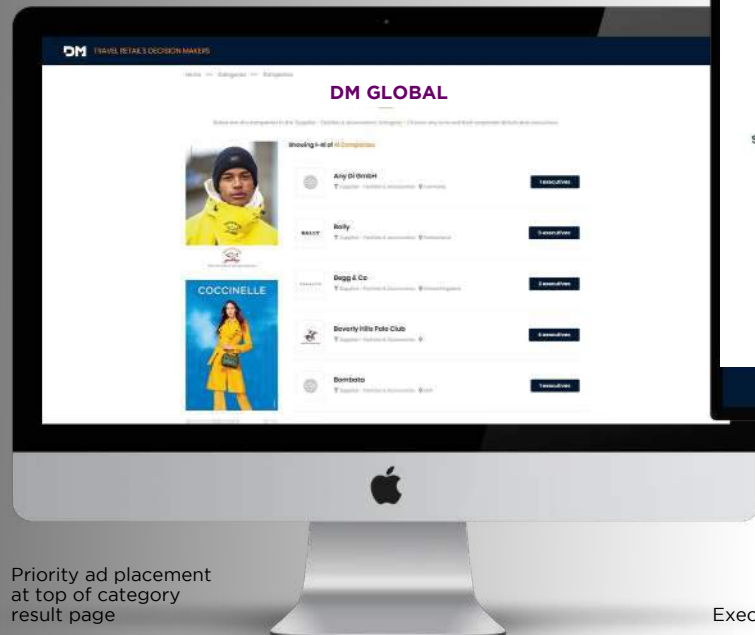
Executive profile



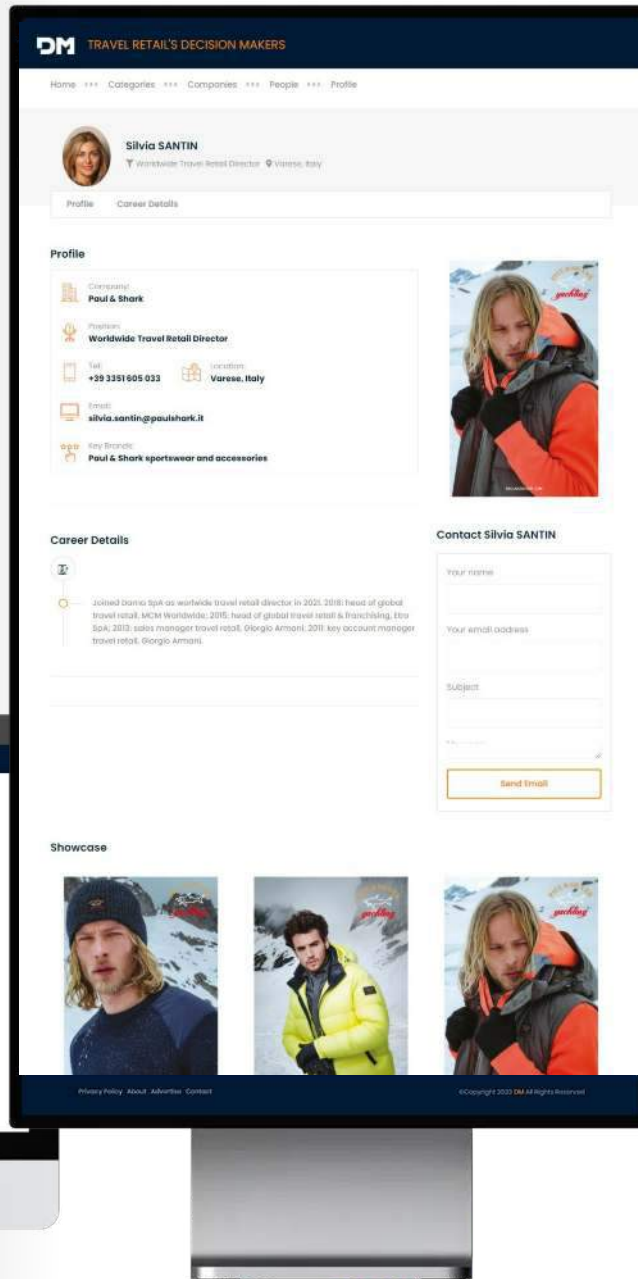
DM DIGITAL ADVERTISING OPTIONS



Headline banner on main search home page (Front Cover presence)



Priority ad placement at top of category result page



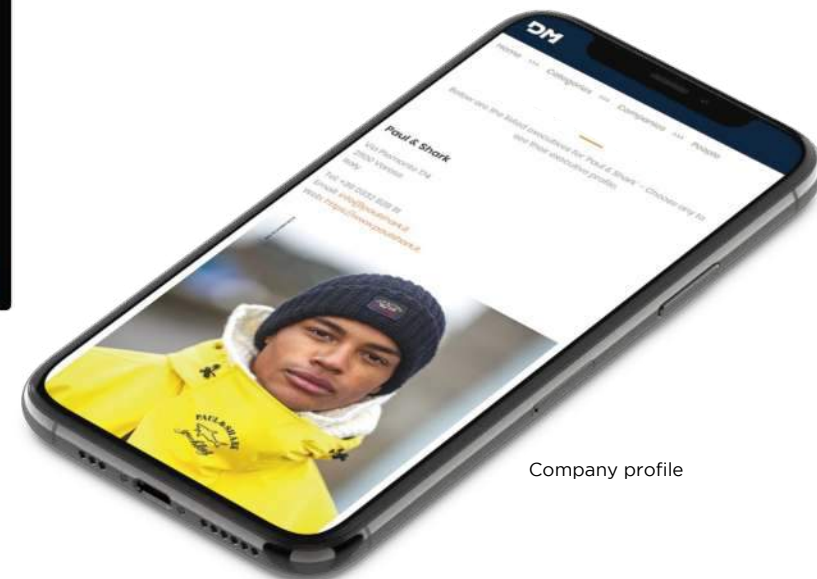
Executive profiles & Showcase

Exclusive Edition partnership 'Front cover' visibility for the whole edition

Includes all the elements of the Company & Brands presentation package, as well as the most impactful and highest possible profile "Front Cover" advertising presence on the opening and key pages of the edition. Your advertising will also appear prominently on all emails announcing the release of and promoting access to the edition for TR contacts worldwide.

This gives you incredible visibility and effective "ownership" of the whole edition - promoting your brands and company as the key partner and natural choice for travel retail buyers.

- The highest possible profile, impact and visibility
- "Ownership" of the whole edition for the entire year
- All the elements and benefits of the Company & Brands presentation package



Company profile

THE MOST EFFECTIVE ADVERTISING IN TRAVEL RETAIL

BETTER TARGETED

DM Digital editions are received personally, free of charge by over 15,000 senior travel retail executives globally and remains live all year round – guaranteeing that your message is reaching your target audience.

MORE COST-EFFECTIVE

DM Digital editions are used repeatedly, giving you a year's constant exposure for much less than the cost of a standard trade media advertisement.

UPDATEABLE & FLEXIBLE

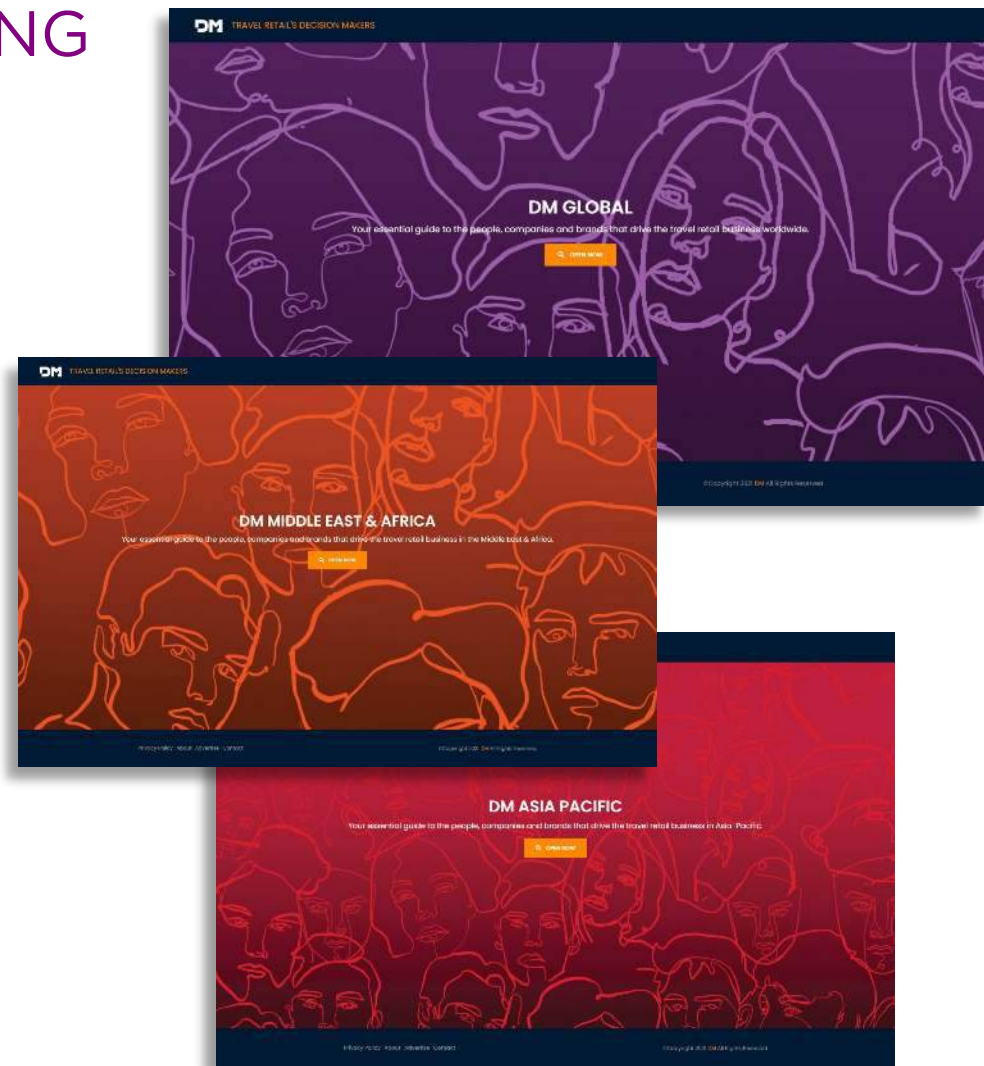
Our digital format allows you to update ad copy, people profiles and editorial content at any time to reflect new launches, campaigns and promotions.

YEAR-ROUND EXPOSURE

DM Digital editions are used throughout the year - so your company and brands are front-of-mind when buyers are actively seeking innovative products and business partners.

PROMOTE YOUR COMPANY, PRESENT YOUR PEOPLE

Uniquely, DM Digital editions let you showcase your brand advertising, company information and people profiles side by side – giving buyers a complete, updateable presentation of your strengths in travel retail.



Please contact Gideon Knowles at
Alma Media International on
+44 (0)20 8944 1155 or e-mail
gideon@TheDecisionMakers.co.uk

DM RATE CARD

Our digital editions offer maximum reach to a targeted audience, for minimum cost.

ADVERTISING RATES 2022 - DM Digital editions

2022 Edition:	Company/Brands presentation	Category Partner	Edition Partner
DM Global	£2900	£4100	£5900
DM Cannes Showcase	£2500	£3900	£5100
DM Asia Pacific	£2200	£3100	£4500
DM Middle East & Africa	£1900	£2900	£3900
DM Americas	£1900	£2900	£3900

Need assistance?

We are very happy to put together bespoke proposals for companies wishing to advertise across more than one edition - please contact:

Gideon Knowles / Global advertising manager

Tel: +44 20 8944 1155

Email: gideon@almamedia.co.uk

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