



## ***TTC Travel Trade Caribbean***

Travel Trade Caribbean is an international publication for the promotion of tourism in the Caribbean region and Italy. It was founded in 1996 and is based in Italy, with offices in Panama and news office in Havana, Cuba.

It comprises a group of printed and digital publications brought out in Italian, Spanish, English and French, designed for tourism, trade and business professionals, as well as the public at large.



## Printed products

*TTC's printed editions* are distributed in the most important tourism and trade fairs in Europe and the Caribbean.

For this purpose, the TTC and *Continente Turismo* editions are produced for each fair, both of which are special supplements directed at specific market segments and/or events.

Moreover, an edition of the *Caribbean Operators Book* tourist guide is produced every year.

## Digital products

*Travel Trade Caribbean* has a digital version, *TTC Online*, which keeps users updated about the latest tourist events in the Caribbean as well as the rest of the world.

Three times a week an e-bulletin is distributed containing the most important of these news items, as well as other special reports and our editorial opinion. This service is distributed through a mailing list of more than 400,000 addressees.

*TTC Online* digitally reproduces all the publication's printed editions to facilitate having access them. The website also offers a private services guide on accommodations and gastronomy in Cuba, one of its principal markets.



## Continente Maridaje

Designed as a Supplement of the Tourism Continent, it is an edition thought out for specialized segments of the market.

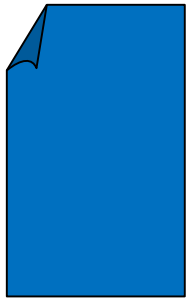
### Continente Maridaje: Wine Fest 2014

With a print run of 3,000 copies and a digital version for 40,000 mail addresses of our TTC NEWS E-Bulletin service, this Supplement seeks to develop a line that includes select products, brands and suppliers.

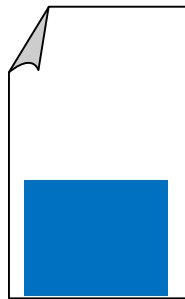
An edition for the 15th International Wine Fair of October 1-3, 2014 will be the first of this line.



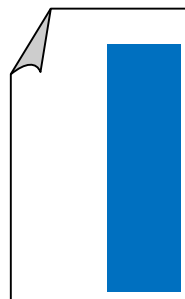
## Inserting advertising formats for *Continente Maridaje* Supplement



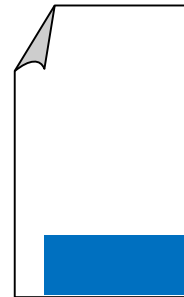
One page  
**24 x 33 cm**



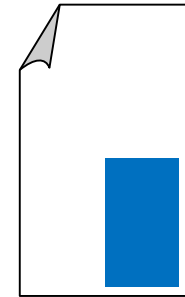
1/2 Horizontal page  
**21 x 14 cm**



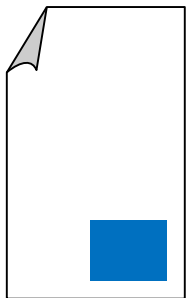
1/2 Vertical page  
**10 x 29 cm**



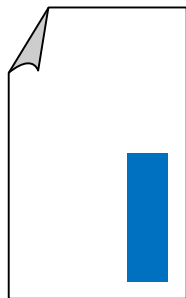
1/4 Fourth horizontal page  
**21 x 7 cm**



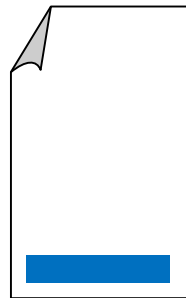
1/4 Fourth vertical page  
**10 x 14 cm**



1/8 Horizontal page  
**10 x 7xx cm**



1/8 Vertical page  
**5 x 14 cm**



Headband  
**21 x 4 cm**



## Advertising insertion rate for *Continente Maridaje* Supplement

Format	Price euro by modality		EXTRAS BY POSITION	
	Image	Publirreportaje		
One page	1500,00	750,00	First page	+ 50,00
Half horizontal page	1165,00	582,50	Cover	+ 30,00
Half vertical page	1165,00	582,50	In insert	+ 25,00
Fourth vertical page	627,00	-	Another fixed position	+ 20,00
Fourth horizontal page	627,00	-	No requirement	+ 0,00
Eighth vertical page	367,00	-		
Eighth horizontal page	367,00	-		
Horizontal headband	242,00	-		

