

# TRAVEL MARKETS INSIDER

## Why Advertise in TMI? 2025 MEDIA KIT

*Travel Markets Insider* is the industry leader in covering the travel retail and duty free markets in the Americas. More than 6,000 key decision-makers in the US, Canada, Mexico, the Caribbean, South and Central America and Europe read the subscription-based *Travel Markets Insider* newsletter every week. We are very proud of our reputation as a timely, objective, reliable and insightful source of information about the issues critical to the business in this part of the world.

Since publishing our first faxed newsletter in June 1997, *Travel Markets Insider* has covered the news that has made a difference in your business. Since November 1999, *TMI* has been sent via e-mail, the first industry publication to use the Internet to deliver a formatted publication on a regular basis. We have now been publishing for 25+ years, and our subscriber base grows on a daily basis.

### REACH YOUR TARGET AUDIENCE IN THE VOICE OF THE AMERICAS

We send out about 2,800 copies of our digital e-newsletter each week and can track nearly 2,000 opens – plus an average of another 1,000 industry executives view it on LinkedIn and Twitter.

This loyal readership – which covers nearly every duty free operator and supplier within North, South and Central America, the Caribbean, airport, cruise and tourism officials and suppliers worldwide – also read *TMI's* comprehensive magazine issues.

*Travel Markets Insider* publishes two special deluxe magazine editions, one in March/April and one in October/November, which provide companies the opportunity to showcase its products and services to the travel retail industry. The magazines are distributed for the Summit of the Americas and SeaTrade Cruise event in Miami in the spring, and for the TFWA World Exhibition in Cannes and the Frontier Duty Free Show in Canada in the fall. (Two shows each for the price of one!) *TMI* also produces our very popular ASUTIL magazine, published in digital format.

### CONTROL YOUR MESSAGE!

In this era of Social Media and often fickle influencers, advertising continues to be the most secure way a brand can control its image, identity and differentiation. This is especially true among the luxury products that populate the TR channel. Placing your ad in *TMI*, the most respected and reliable source of news and information covering the Americas for more than two decades, provides the venue to position your message in the best possible environment, and deliver the greatest return on your advertising investment.

*Travel Markets Insider* is second to none when it comes to the quality of the presentation and the caliber of the editorial. Nevertheless, our advertising prices are more accessible than those of many of our competitors due to lower overhead. Don't miss this opportunity to present your company's story in the most respected travel retail publication covering the Americas market.

**Special Issue TFWA World Exhibition October 2024**

## TRAVEL MARKETS INSIDER

Travel Retail celebrates a year of milestones

**INSIDE INSIDER**  
1984 2024  
40 Years of Frontier Duty Free Association news 40

What a year of celebrations! Not only is the industry's global organization Tax Free World Frontiers and Canada's Frontier Duty Free Association marking 40th anniversary, but iconic brands in the luxury sphere are commemorating histories that span centuries. The House of Rémy Martin is observing 300 years of "exceptional" cognac-making this year. The Macallan is honoring its 200 years with a series of activities including the release of a very limited-edition 84-year-old whisky. And Montblanc is saluting the 100th birthday of its classic Meisterstück, which many consider the quintessential writing instrument, with a special film created by award-winning director Wes Anderson.

On a more contemporary vein, beauty brand MAC, a majority of travel retail shopping worldwide, this year also turned 40.

As the industry gathers to celebrate TFWA's milestones, *Travel Markets Insider* also pays tribute to the Canadian anniversary by spotlighting some key members of the land border organization.

*TMI* also recognizes the 10th anniversary of Heinemann Americas, with an in-depth interview with Managing Director Nicolas Heubron, who discusses the evolution of the company and its plans for the future.

In more recent developments, U.S. airports, which have been undergoing an unprecedented

...of upgrades and modernizations, are now looking at their concessions programs. *TMI* runs the latest news from JFK Terminal 6 in New International Airport, where Bryan Dietz, senior vice president of Air Service and Commercial Development, talks about how the concessions program has had to adapt to a new consumer as the airport transformed from a hub to a transit model.

We also run a cautionary note from the Airport Restaurant & Retail Association warning that operators are faced with daunting challenges if the concessions doesn't change.

Nevertheless, the 2024 Tax Free World Exhibition will be a historic event, from a conference

headed by Hillary Rodham Clinton to an opportunity to say farewell to TFWA President Erik Just-Mortensen, who is stepping down. Erik – a founding member of the Association and a member of the Management Committee since its inception, has been President for more than half of the Association's 40 years.

His influence has been profound, and we at *TMI* thank him for his vision, his insights and especially his kindness and respect for the travel retail community around the world. Congratulations, Erik, on such an important legacy.

As always, we look forward to seeing everyone in Cannes.

Lois Pasternak, Editor/Publisher

...helped to drive travel retail sales in 2023, reports IHSR. Perand Ricard Global Retail (GR) launched Código 1330 (cognac) in travel retail this summer with a vibrant pop-up store at Terminal 4 in New York's John F. Kennedy International Airport (JFK). See story on page 38.

...exclusive interview with Heinemann American Managing Director Nicolas Heubron as the company celebrates 10 years in the region.

...William Rodham Clinton prepares 40th TFWA World Exhibition Conference 2024.

...Hillary Rodham Clinton headlines the 40th TFWA World Exhibition Conference 2024.

Plus Products-People-Places The Insider View

## TRAVEL MARKETS INSIDER

DFWC Q3 quarterly KPI Monitor: Chinese travelers return; U.S. citizens remain top nationality traveling

**THE SCARIEST PART... IS RUNNING OUT**  
HAPPY HALLOWEEN FROM TMI'S HANDMADE VODKA

**TFWA presidential election to take place on 13th December**  
This is a corrected version of the TFWA announcement of Oct. 15, 2024.

On Friday, December 13, TFWA will invite its Management Committee to elect its President. In accordance with its statutes, the one-year mandate will run until December 2025.

Members of the Management Committee who are planning to stand for election are requested to inform the TFWA Election Committee of their intent by Thursday, December 12. Any prospective candidates from outside the Management Committee are required to submit their candidacy on or before Friday, November 15, by recorded mail to the TFWA Election Committee, Tax Trade World Association, 23-25 rue de Bavière, 75008 Paris, France. Current President Erik Just-Mortensen has confirmed he will not be standing for re-election.

For further information, please contact [president@election@tfwa.com](mailto:president@election@tfwa.com).

**TOP 10 AIRPORTS BY DEPARTURES**

LHR - London, GB	12.72 M
DXB - Dubai, AE	12.36 M
AAC - Amsterdam, NL	11.32 M
CDU - Paris-Charles de Gaulle, FR	10.82 M
SIN - Singapore, SG	10.55 M
DTW - Detroit, MI	10.45 M
YYZ - Toronto, CA	10.38 M
HKG - Hong Kong, HK	8.42 M
MAD - Madrid, ES	7.62 M
AMS - Amsterdam, NL	7.23 M

**TOP 10 NATIONALITIES**

United States	52.21 M
United Kingdom	51.54 M
Germany	39.59 M
France	28.56 M
Spain	28.51 M
Italy	25.23 M
China	24.43 M
Turkey	20.22 M
Netherlands	14.89 M

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**Industry gatherings deliver benefits to travel retail**



Just like South Florida is "the cruise capital of the world," it is also now the home of three critically important industry events that are becoming more relevant to travel retail.

First, the traditional IAADPS Summit of the Americas taking place in West Palm Beach will welcome its largest number of exhibitors since beginning in its new location post-pandemic. More importantly, the Association has added cruise and supplier representatives as voting members of the Board for the first time in its 40+ year existence.

As IAADPS Chairman Rene Rindt says: "These appointments will bring a varied and in-depth knowledge of their sectors and the overall industry to IAADPS as we adapt to the ever-changing nature of our business."

Just a few days before the Summit, in Miami, Seaside Cruise Global, the largest annual global B2B gathering for the cruise industry that attracts more than 10,000 visitors a year, has added two special events that will appeal strongly to companies in the travel retail channel. For the first time, Seaside is holding a full-day program dedicated specifically to onboard retail shopping (in partnership with The Motus Travel Report). And returning for a second year, this time in its own venue, Seaside is hosting an expanded version of F&B@Sea – a show dedicated to the food & beverage part of the cruise business – that will feature many leading spirits brands.

Travel Markets Insider is thrilled to be a Media Partner at F&B@Sea.

In January, the city was also the site of the inaugural Cosmopolitan North America Miami beauty show, whose immediate success underscored the need and hunger for a new beauty event in the region. Among the attendees were travel operators from Canada to South America. Rumor has it that next year's show will have a dedicated travel retail element.

This issue of Travel Markets Insider carries extensive coverage of all these events, and how they relate to duty free and travel retail in the region and globally.

Among some of the other highlights of this issue are the articles being made by U.S., airports, most notably JFK, LaGuardia and Newark, which are in the midst of multi-billion dollar redevelopment that have resulted in accelerated taxi design and customer service, along with record traffic. Our cruise coverage focuses on four new-builds and the spectacular shopping programs onboard. From South America, TMI looks at Argentine President Milei's first 100 days in office and how it has affected the duty free business. From our suppliers, we report on L'Oréal's next division, and how digital tech is transforming liquor promotions.

All this and more, inside Insider. Last, Pasternak, Editor/Publisher.

Plus Products-People-Places The Insider View

**TRAVEL MARKETS INSIDER 2023 ADVERTISING RATES**

- One full page, right hand placement: US\$2,200 per page
- 3+ pages, right hand placement: US\$1,800 per page
- Half page ad: US\$1,500 per page
- Quarter page and various banners: US\$1,000 per page

\*Call for special rates in digital ASUTIL magazine

**POSITIONING: All Full Page Ads are right-hand placements**

\*Includes one complimentary insertion of 2 banner ads in the HTML Cover Letter (US\$300 value)

**PREMIUM POSITIONING: Limited Availability**

- Inside front cover + facing page 3: US\$5,000
  - Back Cover: US\$5,000
  - Inside Front Cover (single page): US\$3,000
  - Inside Back Cover: US\$3,000
  - Double Page spreads (following IFC placement): US\$3,500
  - One full page, premium position in first quarter of book - right hand placement: \$2,200
- Please call for details and package placements.

**Design Charges**

- Full Page.....\$200
- 1/4 & 1/2 Page.....\$100
- Banners.....\$ 75

**PRODUCTION NOTES**

Material requirements: Ad materials must be supplied digitally – All scans to be provided at 350 dpi to size -CMYK; All PDF's required to be press optimized. Please contact Chris@iatpstudios.com if you have any technical questions.

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Special Issue **ASUTIL CONFERENCE** June 2024

**TRAVEL MARKETS INSIDER**

**ASUTIL Conference reflects optimism for LATAM**

There is a definite air of excitement around the 2024 ASUTIL Conference. For one thing, it is taking place in Bogota, and this is the first ASUTIL event being held in Colombia, which was not only one of the first Latin American countries to recover from the pandemic, but is also a booming air transport hub. In addition to its robust traffic recovery, Bogota's El Dorado International Airport is renowned for its facilities and customer service – it was named the Best Airport in South America by Skytrax for the sixth year in a row this year!

The 2024 gathering is also the first Conference that will be overseen by Carlos Louiza-Keel as head of the South American Duty Free Association, after he took over for Jose Luis Dominguez as Secretary General late last year. Furthermore, for the first time, the ASUTIL Conference, which has once again been managed in partnership with TFWA, will add all available 100 spots weeks before the event.

All of these factors have Louiza-Keel optimistic about the 2024 ASUTIL Conference as well as the recovering travel retail industry in Latin America. "It has been a year full of excitement, challenges, and hard work with the excellent team that Jose Luis has put together," Louiza-Keel tells TMI.

Among the challenges have been devastating floods in the south of Brazil that could impact air travel for weeks to come, if not months. The economy in Argentina, while improving, is

also still struggling and posing roadblocks for travel retail operators in the neighboring countries.

But on the positive side, the latest research from m-Insight forecasts that passenger traffic in Latin American airports will finally surpass that of 2019, reaching 105% of the pre-pandemic level.

As a matter of fact, the International Air Transport Association (IATA) reports that in April, Latin American airlines saw a 14.5% year-on-year increase in demand with air capacity climbing 13.5% year-on-year. This resulted in a load factor of 84.1%, the highest among all the regions for the month.

All of which underscores the optimism surrounding this conference. All of those stories and more are covered within the pages of this issue.

TMI also features an exclusive interview with Essence Corp's Antoine Bonn and Guillaume Bonn, who discuss how important the development of the Brazilian duty free locker business has been to the industry.

In addition, TMI takes a close look at some key issues happening in the Caribbean – such as how expanding airift is making Latin America an increasingly important source market for the region.

As always, TMI looks forward to seeing you at one of the most important industry gatherings in the Americas.

Lois Pasternak, Editor/Publisher

Plus Products-People-Places The Insider View

## DIGITAL PRICE LIST/TECH SPECIFICATIONS

### 2025 TRAVEL MARKETS INSIDER DIGITAL MEDIA OPTIONS FOR NEWSLETTERS

The *Travel Markets Insider* online newsletter banners are an excellent, economic way to generate high profile exposure and keep a brand top of mind among potential retailers throughout the Americas market.

*\*Horizontal banner on html cover letter of the Travel Markets Insider e-newsletter: May be animated*

*\$150 per insertion, minimum of 3.*

*Package price for 10 insertions: \$125 per insertion = \$1,250*

**Includes link to website of your choosing.**

The size and format of the double banner in the HTML letter is a jpeg, 150-300 dpi, finished size is about 470 pixels by 180 pixels. You may change and rotate the brands and visuals advertised as often as you wish.

*\*Vertical banners on html cover letter of the Travel Markets Insider*

*e-newsletter (along right side of landing page): May be animated.*

*Various sizes: single, double and custom. \$125 per insertion ; \$150 per insertion; Custom TBD. Package prices available.*

**Includes link to website of your choosing.**

The size and format of the double size vertical double banner in the HTML letter is a jpeg, finished size about 125 pixels wide by 470 pixels high.

**Ad in PDF newsletter:** We also offer ads that run in the pdf. These “Mini-Ads” run on the lower right hand corner of pages 2 & 3, finished size 4 inches wide by 5 inches high. These are \$250 per insertion; a package of 5 is \$1,000.

A note on the *Travel Markets Insider* newsletter: We send out more than 2,800 copies of the newsletter each week, and track approx. 2,000 opens per issue. We know that many of these are forwarded to clients and other employees, so the readership is much higher. The newsletter is received by almost every duty free retailer/operator in the Americas—including Canada, the US, Mexico, the Caribbean and South and Central America. It is also read extensively in Europe. We also track an average of 1,000+ additional opens on LinkedIn, Facebook and Twitter.

The screenshot displays the Travel Markets Insider newsletter website. At the top, there's a header with the logo and navigation links. Below that, a large banner for BRUGAL is featured. The main content area includes several articles with images and text, such as 'Today's lead story looks at Duty Free Americas owner Falco Group', 'Lansel's latest research from mhd-set', and 'YES WE CANNES! PURPOSE-DRIVEN SUNDAY SPORTS'. On the right side, there are vertical banners for NATIONAL TACO DAY, NATIONAL VODKA DAY, and Heineken. The bottom of the page features social media links for Facebook and Twitter, and a footer with contact information and a Constant Contact logo.