

TGA TRAVEL GOODS
MAGAZINE

ADVERTISING
DIGITAL MEDIA KIT



TRAVEL GOODS ASSOCIATION | EST 1938

Timely, passionate and meticulously researched

The digital Travel Goods Magazine curates high-quality content from industry thought leaders.

Fostering engagement and collaboration, our digital magazine fortifies our sense of community and serves as our primary channel for disseminating insights, trends, and noteworthy product news.

Align your advertising content across multiple platforms with our flexible online marketing packages. Digital ads, sponsored content and social media promotion provide high-impact support for your next product launch, tradeshow, or campaign.





\$30B

global luggage and bag market

\$48B

global travel accessory market

85yrs

And an 85-year-old association connecting the travel goods world

Retailers,
influencers,
manufacturers,
media —
speak directly
to a relevant
and engaged
audience

GET STARTED NOW



DIGITAL MEDIA RATE CARD

DISPLAY ADVERTISING**BANNER ADS**

Mid-Story Banner: \$535

Sidebar: \$535

SPONSORED CONTENT

500-word bespoke article with in-feed banner ad and inclusion in the TGA Newsbrief e-mail newsletter: \$1575

NEWSBRIEF E-MAIL NEWSLETTER

Horizontal Banner: \$275

SOCIAL MEDIA PROMOTION**CUSTOMIZED SOCIAL MEDIA CAMPAIGNS**

Tailor-made multi-week social media campaigns, including posts, stories, and live sessions. These campaigns will highlight the unique features and benefits of your travel products. Package of 5 customized posts across all platforms \$1500

CONTESTS AND GIVEAWAYS

Let our in-house social media experts run social media contests and giveaways to generate excitement and user engagement, encouraging consumers and travel influencers to interact with your brand. \$950

All rates are subject to change without notice. Ad creative must comply with our advertising guidelines.