



ITB
BERLIN



ITB GLOBAL TRAVEL COLLECTION

Leading the global travel
industry since 1966

MEDIA KIT 2026



The premier annual for the **World's Leading Travel Trade Show**[®]

Introducing *ITB Global Travel Collection*, the first-ever official annual of ITB Berlin – an exclusive, premium publication that embodies the prestige, influence, and global reach of the world's most revered travel trade show.

This essential resource delivers expert insights, in-depth analysis, the latest industry trends, and forward-thinking perspectives, making it the definitive guide for travel and tourism professionals worldwide.

Honouring the past, defining the future of travel

Launching in 2026, the landmark 60th year of ITB Berlin, *ITB Global Travel Collection* is more than a commemorative edition – it is an authoritative, future-focused reference that explores the innovations, challenges, and opportunities shaping global travel today.

ITB Berlin is where the future of travel is written, and with more than 100,000 attendees, 5,600 exhibitors, 1,300 hand selected buyers, and 24,000 convention participants representing more than 190 countries, *ITB Global Travel Collection* offers unparalleled visibility and access to the industry's top decision-makers and influencers.



Why feature in *ITB Global Travel Collection?*



Every channel covered

UNRIVALLED REACH

Direct access to the most influential stakeholders in global tourism.

PREMIUM VISIBILITY

Position your brand at the heart of the industry's leading event.

YEAR-ROUND PRESENCE

A reference guide that stays in the hands of top executives long after ITB Berlin.

GLOBAL INFLUENCE

Engage with decision makers from every continent in one authoritative publication.

PRINT AND DIGITAL IMPACT

ITB Global Travel Collection is a high-quality publication available in print and digital format. The digital version includes video interviews conducted at ITB Berlin, creating a highly engaging branding tool to share with stakeholders.

IN PRINT

With a print run of 60,000 copies, delivered to every exhibition stand at ITB Berlin and available at key locations including all hall entrance dispensers, the ITB Buyers Circle lounge, media centre, designated, high-footfall spaces across the exhibition, and to a collection of top Berlin hotels.

ONLINE

Accessible on the official ITB Berlin website before, during, and after the show, and throughout 2026. Promoted on the GT Media Europe website with video interviews conducted at the show distributed on the ITB Berlin YouTube channel.

SOCIALS

Promoted on ITB Berlin and GT Media Europe social media channels, reaching around 162,000 high-level travel professionals.

210,000 —

INDUSTRY
PROFESSIONALS

60,000

PRINT EDITION

150,000

DIGITAL EDITION



Get noticed by industry leaders and decisions makers

From government tourism boards and global hospitality brands to cutting-edge tech innovators and travel disruptors, *ITB Global Travel Collection* connects your brand with the leaders defining the industry's future. Whether you are launching a new product, reinforcing your market position, or expanding into new territories, this is your opportunity to make a lasting impact.

Editorial highlights

60 YEARS OF ITB BERLIN

ITB as a catalyst for change in travel, in the past and looking ahead

WHAT'S NEXT FOR TRAVEL?

Trends and disruptors steering the industry into the future

SPOTLIGHT ON SUSTAINABILITY

The innovations driving responsible travel

LEADERS' INSIGHTS

Exclusive perspectives from top executives and visionaries

TECH & TRANSFORMATION

How digital advancements are revolutionising the industry

REGIONAL DEEP DIVES

Destination showcases from all four corners of the globe

MARKETS TO WATCH

From transformational travel to LGBTQ+

MEGA PROJECTS

Investment hotspots and tourism accelerators

Strategic branding opportunities

| | |
|-------------------------|---------|
| Double Page Spread: | €22,000 |
| Full Page : | €15,000 |
| Inside Front Cover DPS: | €27,000 |
| Inside Back Cover: | €19,000 |
| Outside Back Cover: | €31,250 |

Secure premium placements within *ITB Global Travel Collection* to elevate your exposure:

| | |
|---|--|
| Cover positions | Full page Right-hand side guaranteed |
| Prime position cover gate-fold DPS | Sponsored editorials Position your brand as an industry thought leader |
| Inside front cover DPS | |
| Inside back cover | Feature sponsorships Align with high-impact editorial themes |
| Back cover | |
| Double page spread (DPS) First half of the publication guaranteed | Special packages Special rates are available for supporters of multiple GT Media Europe publications |

Be part of this landmark edition and put your brand in front of the industry's most powerful decision-makers

Specifications

SINGLE PAGE

Bleed size: 206 x 261mm
Trimmed size: 200 x 255mm
(3mm bleed: top, bottom and for edge)
Non bleed/Safety: 176 x 235mm

DOUBLE PAGE

Bleed size: 406 x 261mm
Trimmed size: 400 x 255mm
(3mm bleed: top, bottom and for edge)
Non bleed/Safety: 376 x 235mm

VIDEO

Our *ITB Global Travel Collection* advertising packages include video content options for the digital version.

This includes brand videos, as well as face-to-face interviews recorded at ITB Berlin 2026 that we will embed in the online publication.

DEADLINES

Space reservation: 01/02/2026
Artwork deadline: 10/02/2026

Reach out to our team

PUBLISHER

Khaled Algaay

📞 +44 (0)7500077791

✉ kalgaay@gtmediame.com

DIRECTOR OF BUSINESS DEVELOPMENT

Anka Prpa

📞 +44 207 9812579

✉ anka.prpa@gtmediame.com

DIRECTOR OF MARKETS

Beth Thomas

📞 +44 207 9812579

✉ beth.thomas@gtmediame.com

OUTREACH MANAGER

Alison Readings

📞 +44 207 9812579

✉ alison.readings@gtmediame.com

PARTNERSHIPS MANAGER

Hayley Field

📞 +44 207 9812579

✉ hayley.field@gtmediame.com

GT MEDIA (EUROPE) LTD

White Collar Factory, 1 Old Street Yard,
London EC1Y 8AF.

United Kingdom

✉ ads@gtmediame.com

🌐 www.gtmediaEU.com



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GT Media Europe is committed to sustainable publishing, with the ITB Global Travel Collection printed on recyclable and responsibly sourced paper. Our responsible publishing mandate aligns with ITB Berlin's commitment to climate action, environmental and animal protection, and human rights in tourism.