



# ADVERTISING PROGRAMME

2025 Update



# Boost your brand with Skål International

**Founded in 1934, Skål International is the only professional organisation promoting global Tourism and friendship, embracing all sectors of the Tourism industry.**

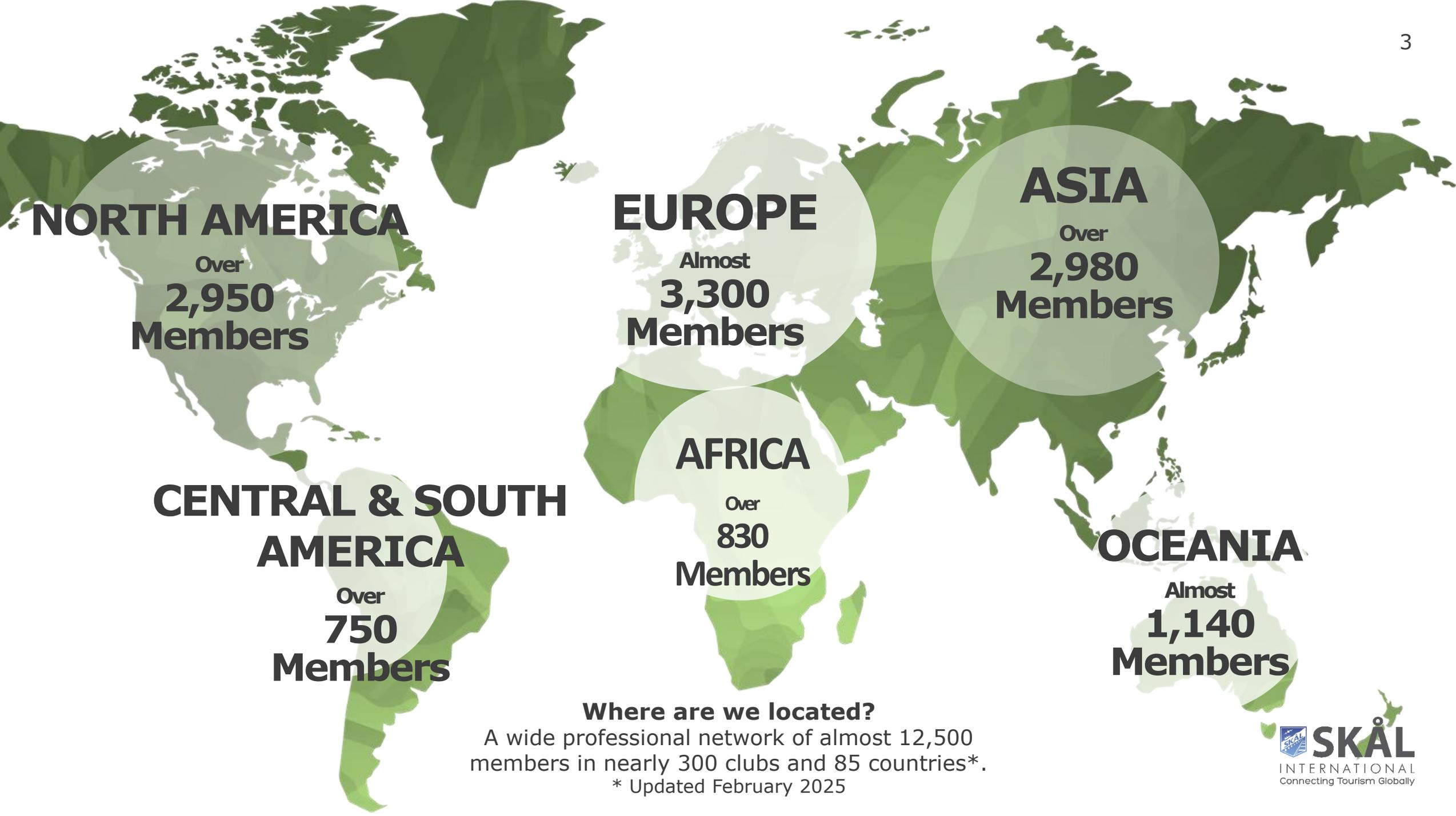
Partnering with Skål International means being connected to a globally respected organisation leader in the travel and tourism industry.

**Through our professional network of almost 12,500 members in nearly 300 clubs and 85 countries, you will increase the visibility of your brand and gain access to global connections in more than 300 clubs around the world\*.**

The Skål International Advertising Programme will allow you to connect with a wide professional network in the Tourism sector that will provide visibility to your brand by amplifying the promotion of your services and/or products.

We look forward to receiving your response and suggestions.

\*Updated February 2025



## **NORTH AMERICA**

Over  
**2,950**  
Members

## **EUROPE**

Almost  
**3,300**  
Members

## **ASIA**

Over  
**2,980**  
Members

## **CENTRAL & SOUTH AMERICA**

Over  
**750**  
Members

## **AFRICA**

Over  
**830**  
Members

## **OCEANIA**

Almost  
**1,140**  
Members

### **Where are we located?**

A wide professional network of almost 12,500 members in nearly 300 clubs and 85 countries\*.

\* Updated February 2025



Members' companies

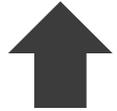


# Advertising Opportunities

We help you to carry out a complete branding campaign directly in the heart of the Tourism industry:



**Tourism Now Magazine & Skål Now Newsletter** sent to almost 12,500 members all over the world!



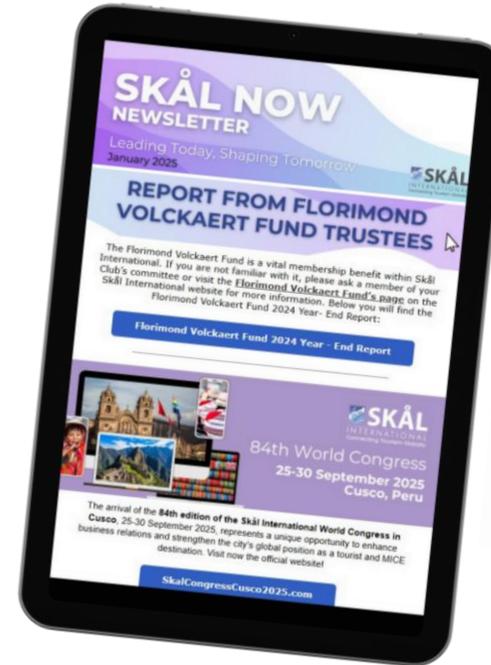
English & Spanish online editions.



**Tourism Now Magazine:** 2 issues per year: June and December.



**Skål Now Newsletter:** 4 issues per year: January, March, August and October.



# Skål Now, The Membership Newsletter

**A digital newsletter with exclusive content for members on the organisation, events and trade fairs of the industry and valuable information, with 4 editions a year.**

*The different advertising opportunities here will provide visibility for your brand and the possibility of reaching over 12,500 of the organisation, professionals and managers of the Tourism sector worldwide on a regular basis:*

**Board banner 650 x 150: €200 per edition\*.**

Located throughout the newsletter.

## **Specifications:**

- Image files to be supplied as .jpge, .tiff or .gif\*\*.
- URL link to be provided with material.
- File size must not exceed 80KB (kilobytes).
- Design costs available on request.



\*For advertising placements on more than one edition, contact us for special conditions. Negotiable rate & conditions based on a programme to be determined. A clipping summarising the actions will be given at the end of the campaign.

\*\*Flash files are not accepted.

# Tourism Now, the Skål International Magazine

Our digital magazine *Tourism Now*, is also sent directly to over 12,500 members. The magazine has 2 editions - June and December - with sections and articles dedicated to informing our members in a broad and professional way about aspects of interest to our organisation and the Tourism sector. It is also uploaded on the corporate website.

*Advertising opportunities range from full colour pages to informative banners:*

**A4 Full Page ad (21 x 29,7 cm): €1,200 per edition\*.**

Boost your brand with incredible visibility!

**A4 Half-page ad (21 x 14,8 cm): €850 per edition\*.**

A privileged space to promote your brand, product and/or services.

## Specifications:

- Image files to be supplied as .jpg, .tiff or .gif\*\*.
- URL link to be provided with material.
- Design costs available on request.

\*For advertising placements on more than one edition, contact us for special conditions. Negotiable rate & conditions based on a programme to be determined. A clipping summarising the actions will be given at the end of the campaign.

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# Contact us!

Our **Advertising Programme** is custom-made to increase your company's visibility and ensure maximum impact, either year-round or through targeted one-off campaigns.

If you would like to know more about our range of packages, please contact us:



[skal@skal.org](mailto:skal@skal.org)

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