



The eTurboNews Group provides a cost-effective service of news and e-mail distribution for the travel & tourism industry around the world. Our global readership base is currently running at [235,000+ travel industry readers worldwide](#), and millions of consumers surfing our articles.

In the field of travel trade information distribution, eTurboNews gives added value through its instant global reach, targeting travel trade professionals and media through 17,000+ outlets receiving our wire service - journalists and newspapers, magazines, broadcasters, and online services. Additionally, our information is designed to be accessible through Google and other Internet search engines

#### Our publications:

- [eTN Rush](#) ongoing breaking news updates e-mailed to 235,000 travel industry readers.
- [ForImmediaterelease.net](#) (media releases and story ideas for 17,000 journalists) (daily and on demand)
- [Buzz.travel](#) - your own private eTN Rush edition e-mailed to your selected target audience.

#### Our news portals:

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We call on a network of in-country representatives, correspondents and analysts to provide focused news reports relevant to the travel trade faster than the general public media, and we host a discussion forum and weblog related to travel and tourism which provides interaction, information and feedback from

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readers.

eTurboNews' first edition was mailed on April 1, 2001 and is the oldest global travel industry publication with the largest global trade and journalist circulation on the Internet.

### Who receives eTN News articles ?

- 235,000 travel industry readers subscribed to eTN Rush [click for details-](#)
- 17,000 journalists and publications interested in travel & tourism news
- Over time millions of visitors finding eTurboNews articles posted on our web portals through search engines, including Google, MSN, Yahoo
- Over time millions of visitors finding eTurboNews articles through partner news, including Google keyword newsletters, EIN news feeds, CNN International, Fashion TV, Resort TV, Earth TV, TravelTalkMedia, Trade show publications - just to name some
- Social media fans, followers, and friends. All our articles are posted and discussed within minutes on Twitter, Facebook, Linkedin, Plaxo - just to name some

### eTN Rush Edition concept:

- Short e-mails without pictures, graphics, cables, scripts.
- Text e-mails will go to a reader's inbox.
- Readers should be able to read everything with one look on their computer screen, blackberry or I-Phone
- News posted 24/7 and sent out when they're breaking and relevant.
- One catchy subject line, one editorial and one paid story.
- Maximum openings, clicks and exposure of articles circulated by eTN Rush
- All full versions of articles are posted and archived on our website. They are searchable and widely circulated also outside eTN Rush. All articles include one photo posted on our web-portal. Articles have an optional banner spot and allow for text links.

### eTN Rush - content:

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- ONE relevant story circulated when it is breaking news.
- ONE paid media release or sponsored article.
- ONE short sponsor message with link.
- Relevant links to eTN's social media pages and websites
- Links to some most recent articles

## Cost to use eTN services:

### **eTN Rush- Cost to have your message included:**

- Paid media release or sponsored article. Your article posted on eturbonews.com US\$125.00
- Article included as a news story on the eTN Rush edition: US\$150.00
- Exclusive Sponsor message included on the eTN Rush edition with link to your web-page: US\$150.00 per edition

### **Forimmediaterelease journalist distribution:**

- Your media release posted to forimmediaterelease.net : US\$50.00
- Included on our daily e-mail summary to 17,000 journalists: US\$100.00

### **eTN Buzz- your own Rush edition using the eTN Rush format**

- [your buzz message](#) should be short and provide a link to more information
- Readers can easily understand and see your message when looking on their computer screen, blackberry or I-Phone
- e-mailed to up to 235,000 travel industry professionals, journalists, PR professionals, tourism executives- you select the audience
- Archived for up to one year
- Your subject line and link will be included on the eTurboNews social media pages, including Twitter, Facebook, LinkedIn
- Cost starting from US\$75.00. [Click here](#) for more details

### **Keyword text-link included on your article:**

- Include links to your website on certain keywords within articles: US\$50.00 per keyword/ link.

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- Your banner is Included as part of your article and posted on our web portal. This banner will be archived with your article. The article remains searchable and may receive traffic for years to come. US\$150.00 per article/banner

**Text- link or banners on our website:**

- Your text-link or banner included on the homepage of [www.eturbonews.com](http://www.eturbonews.com) and ALL article pages, covering hundred thousands of articles. Text link US\$1000.00/month; banner US\$2000.00/month

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# eTN Rush Edition

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## [Turkish tourism threatened with terrorist campaign](#)

By Justin Vela

The Kurdistan Workers' Party (PKK), a Kurdish separatist group, has said it plans a wave of violence following the breakdown of a year-long ceasefire.

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## [Keeping the spirit of the 2010 games alive for tourism in South Africa](#)

By Anita Mendiratta

Release: 2010 has created a golden opportunity for South Africa as a nation to win not just on the football field as host nation of the 2010 FIFA WORLD CUP, but on the global tourism stage.

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For Immediate Release.Net

## Daily News Summary for Journalists

16 July 2010

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### [New phase of cooperation between UNWTO and Bosnia and Herzegovina](#)

UNWTO secretary-general, Taleb Rifai, met with the chairman of the presidency of Bosnia and Herzegovina, Mr. Haris Silajdzic, to discuss tourism development in the country during an official visit (July 12-14, 2010), described as the start of a new phase July 15, 2010

### [UNWTO Ministers' Summit at WTM to issue Statement of Intent](#)

The fourth and largest-ever UNWTO Ministers' Summit at World Travel Market (WTM) will for the first time conclude with a Statement of Intent outlining the future direction of the travel and tourism industry.

The country tourism ministers attending July 15, 2010

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