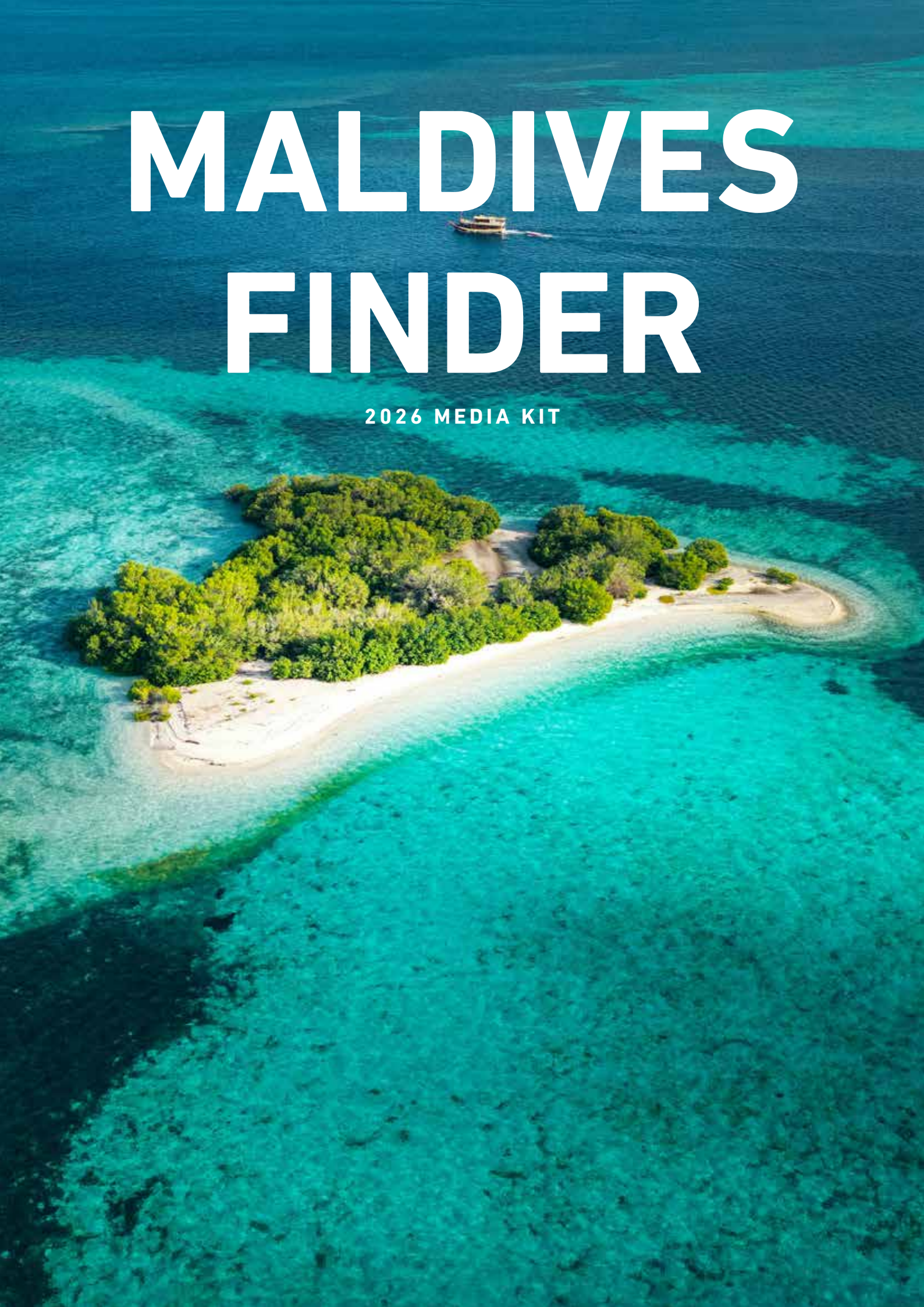


MALDIVES FINDER

2026 MEDIA KIT





ABOUT **MATATO**

Established in 2006 as the voice of local travel agents and tour operators, the Maldives Association of Travel Agents and Tour Operators (MATATO) works collectively with the tourism industry to promote sustainable growth and global recognition. As the PATA Maldives Chapter, MATATO leads initiatives in women empowerment, youth engagement through its Student Chapter, and industry collaboration via travel conferences and educational programs. MATATO also introduced the nation's first and most prestigious accolade "Maldives Travel Awards," celebrating excellence across the Maldivian travel and hospitality sector.



ABOUT **MALDIVES FINDER**

Maldives Finder is the official travel and tourism publication of the Maldives Association of Travel Agents and Tour Operators (MATATO), designed to connect the Maldivian tourism industry with global markets. Showcasing resorts, travel services, and tourism experiences, the platform supports brand visibility, trade engagement, and destination promotion.

Published in print and digital formats and available in multiple languages, Maldives Finder is distributed globally through tourism exhibitions, official missions, industry events, and across MATATO's digital platforms, offering sponsors targeted exposure to international travel trade professionals, partners, and decision-makers.



WHY ADVERTISE WITH MALDIVES FINDER

OFFICIAL INDUSTRY PLATFORM

Published by MATATO, the recognized voice of Maldivian travel agents and tour operators.

TARGETED TRAVEL TRADE REACH

Direct access to global travel professionals, including tour operators, travel agents, airlines, hospitality brands, and investors.

PREMIUM BRAND POSITIONING

Align your brand with the Maldives destination and trusted industry leadership.

GLOBAL PRINT DISTRIBUTION

Circulated at major international tourism exhibitions, official missions, MATATO-hosted events, and key industry forums.

POWERFUL DIGITAL & ONLINE PRESENCE

Available as a digital edition via Maldives Finder platforms, the MATATO website, and MATATO's LinkedIn network, extending reach beyond print.

ONGOING PR & CONTENT PUBLISHING

Advertisers gain access to the Maldives Finder online edition, where sponsor press releases, news, campaigns, and announcements can be published daily, weekly, or monthly, ensuring continuous visibility.

MULTI-LANGUAGE REACH

Content available in key international languages to support global market engagement.

LONG-TERM EXPOSURE & MEASURABLE VALUE

Combines print longevity with regular online publishing, delivering sustained brand presence and stronger ROI.

BUILT FOR COMMERCIAL GROWTH

A platform designed to support market access, trade engagement, and measurable business results.



EDITORIAL HIGHLIGHTS

MEET THE LOCALS

Stories from Maldivian Island Life featuring interviews with fishermen, artisans, and community leaders.

WOMEN & YOUTH IN TOURISM LEADERSHIP

Highlighting the growing role of women and young professionals in shaping the future of Maldives tourism through leadership, innovation, and industry engagement.

BEYOND THE BEACH

Unique experiences in the Maldives different from the usual Sun, Sea and Sand.

VOICES OF TRAVEL AGENTS

Brief insights from travel agents and tour operators across the Maldives, sharing perspectives on market trends, traveler demand, and industry opportunities.

COLLECTION OF ALLURING RETREATS





You will be left in a dilemma of not knowing what to choose from all the exquisite properties that will be advertised on the pages of this travel magazine.

THE EVOLUTION OF TRAVEL AGENTS IN THE MALDIVES

A look at how Maldivian travel agents and tour operators continue to adapt, innovate, and connect the destination to global markets in an evolving travel landscape



LANGUAGE REACH

Primary Language	English	
Additional Languages (key features translated for international accessibility.)	Arabic	
	Russian	
	Chinese	

DISTRIBUTION

- 50% International Missions, Events, and Travel Trade Exhibitions
- 30% MATATO-hosted events and trade fairs
- 20% Local distribution (resorts, hotels, airports, SOEs, and government institutions).

MAGAZINE SPECIFICATIONS



FULL PAGE

Trim: W 185mm h 250mm
Bleed: W 191mm H 256mm
(3mm on all sides)



HALF PAGE

Trim: W 185mm h 125mm
Bleed: W 191mm H 131mm
(3mm on all sides)



SPREAD PAGE

Trim: W 370MM h 125mm
Bleed: W 376mm H 131mm
(3mm on all sides)

Printing Process:

Process color (CMYK) on web offset

Binding Method:

Perfect

Trim size:

W 185 H 250 (in mm)

Artwork:

File Formats: PDFX-1A

Resolution:

300dpi (dots per inch)

Bleed Ads:

Bleed measures 1/8" outside trim, all around safety area in 05mm inside trim, all around

ADVERTISING RATES

• BACK COVER

USD 12,000

Premium single slot with maximum visibility. Includes a feature opportunity at the Maldives Travel Awards, extra 10% off a Travel Awards Premium Ad, 1-month website banner, and 1 social media post.

• INSIDE FRONT COVER (L/R)

USD 7,000

Prime positioning for brand exposure.

• BACK COVER INSIDE SPREAD

USD 6,000

High-visibility secondary premium placement.

• DOUBLE PAGE SPREAD

USD 4,500

Best for large visuals and resort showcases.

• FULL PAGE

USD 2,500

Ideal for hotels, resorts, and corporate ads.

• HALF PAGE

USD 1,500

Compact and cost-effective option.

• 4-PAGE ADVERTORIAL

USD 5,500

Includes editorial coverage, layout, and photography.

• QUARTER PAGE

USD 800

Entry-level for guesthouses and local businesses.

• DIRECTORY LISTING

USD 100

Per Listing Will be in the Printed Directory on Maldives Finder a Signature QR Code and Logo Directory.

Sample Directory Listing:



The sample directory listing features the ABC TRAVEL logo on the left. To the right, contact information is listed: ABC Travel Maldives, Male' City, Maldives, +960 777 000, info@abc.com, and abctravel.com. A QR code is positioned on the far right of the listing.

EARLY BIRD OFFER

15% Early Bird MATATO Members

10% Early Bird Non-Members

8% After Early Bird Period MATATO Members

* Early Bird discounts valid until **January 31, 2026**

* Discounts cannot be combined (either one may apply).

Official Release at ITB Berlin 2026

Key Dates

AD Confirmation:
5 February 2026

Material Submission:
10 February 2026


Official Launch:
ITB Berlin – March 2026

CONTACT



For advertising and sponsorship inquiries, please scan the QR code above to access the online form on the MATATO website.

Maldives Association of Travel Agents & Tour Operators (MATATO)
Kaneeru Villa, 4th Floor, Malé, Maldives

 +960 7390050

 admin@matato.org

 www.matato.org