Media Kit	Pocket Maldives	2026 Edition

POCKET MALDIVES

Travel Media	Destination Marketing	Advertising

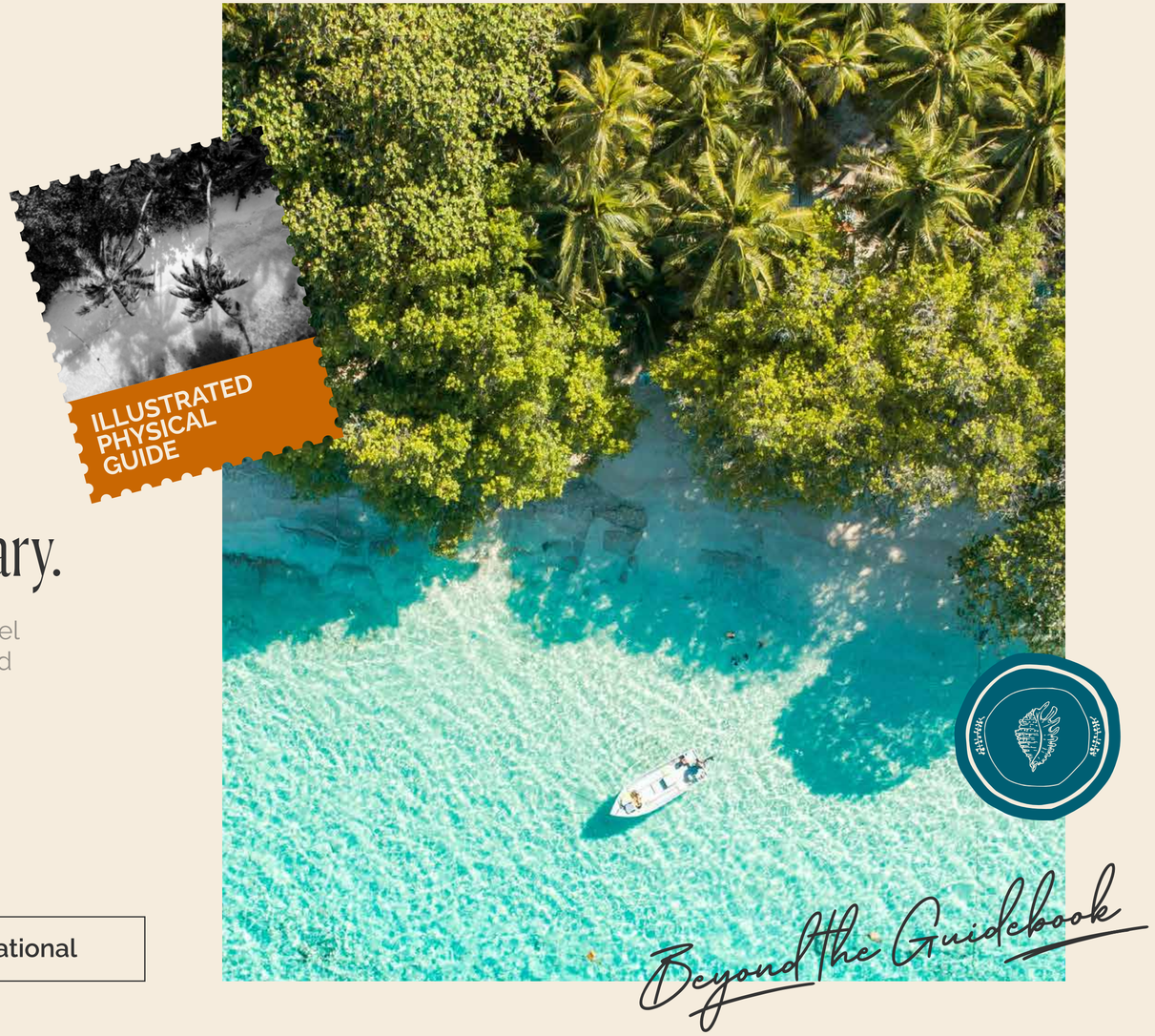
ABOUT US

A multi-platform travel media concept designed to help visitors discover the Maldives beyond the ordinary.

Combining a beautifully illustrated physical guide, an interactive digital map and an online travel storytelling platform, Pocket Maldives connects travellers with places, experiences, people and businesses throughout their journey.

- 5,000 Copies Per Edition
- Print + Digital Ecosystem
- International Marketing Network
- Destination-Focused Audience

Print | **Digital** | **Editorial** | **International**



TWO CONNECTED SIDES

A Shared Journey

01. Travel Media

The guide, app, online platform and podcast one connected way to discover the Maldives.

02. Destination and Marketing

Branding, media and promotional services for tourism partners, businesses and destinations.

Pocket Guide

- Pocket Guide - Paper
- Pocket Maldives - App
- Pocket Maldives - Online

Podcast

- Podcast Interviews
- Storytelling

Destination

- International Media & Campaigns
- Editorial Features
- Co-Exhibition & Travel Fairs
- FAM Trips

Marketing

- Media Campaigns
- Social Media Marketing
- Email Marketing
- Influencer Marketing
- Digital Campaigns

PART 01

TRAVEL MEDIA

Find it. Understand it. Experience it.

GUIDE	APP	ONLINE	PODCAST

THE POCKET GUIDE

A pocket-sized, hand-drawn, foldable travel map practical and collectible. Illustrated cartography meets carefully selected attractions, landmarks, places to eat and useful traveller information. Carried through the trip, and taken home as a souvenir.

5,000

COPIES INITIAL PRINT
CIRCULATION PER EDITION

LOCATION-BASED EDITIONS

MALÉ CITY Edition	HULHUMALÉ Edition	ATOLLS Edition

FROM PAPER TO DIGITAL

Beyond the Map

Strategically placed QR codes open each destination inside the Pocket Maldives App. The printed map becomes the entry point to an ongoing digital travel experience.

01
Interactive destination maps

02
Attractions & points of interest

03
Location information

04
Destination facts

05
Restaurants, cafés & local businesses

06
Activities & experiences

07
Travel information

08
Advertiser locations & profiles

09
Links to related stories

THE APP AND ONLINE

Extending Every Discovery

The digital companion to the guide connects places with stories a discovery channel for every business in the Pocket Maldives ecosystem.

01

FINDING IT

Explore what's nearby on an interactive map attractions, cafés, activities and advertisers.

02

UNDERSTANDING IT

Destination facts, location details and business profiles add context to every pin.

03

EXPERIENCING IT

Linked stories, reviews and podcasts on Pocket Maldives Online bring each place to life.

POCKET MALDIVES ONLINE

TRAVEL STORIES | REVIEWS | PODCAST | CONVERSATIONS

PODCAST AND STORYTELLING

Conversations with the people shaping tourism, hospitality and culture and the stories behind each destination. We help travellers understand a place, not simply find it.

WHO WE INTERVIEW

- Tourism & hospitality pros
- Hotel & resort teams
- Local business owners
- Travel professionals
- Guides & experience providers
- Chefs & food personalities
- Divers & marine professionals
- People with unique stories

WHAT WE COVER

- Island stories
- Atoll guides
- Local culture
- People & communities
- Experiences & adventure
- Diving & marine life
- Tourism & hospitality
- Editorial features

PART 02

DESTINATION AND MARKETING

Bringing destinations to the world

BRANDING	TRAVEL FAIRS	NETWORK	MARKETING

DESTINATION BRANDING

More Than a Location

We promote a destination as a whole, bringing together its stays, restaurants, excursions, culture and local experiences into one compelling story.

Rather than focusing on a single business, a destination campaign creates a complete picture of what travellers can discover building a stronger identity and making everything easier to find.

INTERNATIONAL MEDIA CAMPAIGNS

Introducing Maldivian destinations to audiences abroad before, during and after international travel events.

Editorial features	Destination stories
Travel guides	Photography & video
Social media campaigns	Travel trade exposure

TRAVEL FAIRS

Stories That Travel Further

Co-exhibition at the world's leading travel trade events, promoting Maldivian destinations directly to the international industry.

WHO WE MEET

- Travel agencies & tour operators
- Travel professionals & media
- Influencers
- Potential tourism partners

01	ITB ASIA	SINGAPORE
02	ITB BERLIN	BERLIN
03	WTM	LONDON
04	FITUR	MADRID
05	ATM DUBAI	DUBAI

INTERNATIONAL NETWORK

Media and marketing partners across key travel markets extend destination and tourism campaigns to audiences abroad.

WHAT THIS NETWORK PROVIDES
Media exposure, social media promotion, email marketing, digital campaigns and content distribution across key travel markets.

01
Wanderlust
UNITED KINGDOM

02
Dragon Trail
CHINA

03
Tragento
EUROPE

04
TravelNet
GERMANY

CHANNELS

- MEDIA EXPOSURE
- SOCIAL MEDIA
- EMAIL
- DIGITAL CAMPAIGNS
- CONTENT DISTRIBUTION

MARKETING

Visibility With Purpose

Campaigns across local and international media, digital platforms and promotional channels.

MEDIA CAMPAIGNS

Integrated campaigns promoting destinations, businesses and tourism products across media and digital channels.

SOCIAL MEDIA MARKETING

Content and campaigns that build awareness, engagement and visibility.

INFLUENCER MARKETING

Collaborations with selected international travel creators for awareness, content and exposure.

DIGITAL CAMPAIGNS

Targeted campaigns built around specific destinations, products or traveller audiences.

EMAIL MARKETING

Campaigns delivered to traveller and trade audiences through our partner networks.

FAM TRIPS

Familiarisation trips that let media, agents and creators experience a destination first-hand.

ADVERTISING WITH POCKET MALDIVES

Instead of one advertisement in one place, advertisers become part of the traveller's journey *across print, digital and international media.*

Part of the Journey

A campaign can begin in the Pocket Guide, continue through the App and Online, and extend through social media, email marketing, influencer campaigns and international media partnerships.

PRINT	DIGITAL	INTERNATIONAL

THE JOURNEY

Five Touchpoints.

AN INTEGRATED TOURISM MARKETING ECOSYSTEM
NOT A SINGLE PLACEMENT

Each stage gives travellers another chance to discover, learn about and engage with your brand. Each touchpoint reinforces the next, creating a connected journey from discovery to engagement.

01 GUIDE
Physical visibility in a printed guide carried for the whole trip.

02 APP
Discovery on the interactive map, with your location and profile.

03 ONLINE
Travel features, reviews and podcasts that tell your story.

04 CAMPAIGNS
Social, email and influencer marketing extend the reach.

05 INTERNATIONAL
Partner media and travel fairs carry it into key markets abroad.

ADVERTISING PACKAGES

Packages can combine print guide placements, digital exposure, editorial features, social media campaigns and international distribution. Custom proposals are available based on your objectives.

Pocket Maldives is not a single advertisement. It is an integrated tourism marketing ecosystem connecting travellers with destinations across print, digital and international media.

01
Digital Map Listing

02
Travel Features

03
Reviews

04
Social Media Exposure

05
Podcast Features

06
QR Integration

07
Email Marketing

08
International Media Exposure

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LET'S TALK

PUT YOUR DESTINATION IN EVERY TRAVELLER'S POCKET.
One Placement.
Multiple Touchpoints.
Across the Entire Traveller Journey.

Travel Media	Destination Marketing	Advertising