

ABTA MAGAZINE THE DAILY



MEDIA INFORMATION 2011

www.abtamagazine.co.uk

FAST FACTS

ABTA Magazine will be once again producing its successful daily magazine covering World Travel Market (7-10 November 2011), packed full of show news, destination features, reviews, photography and interviews.

- ▶ **Format:** A4, high-quality, perfect-bound publication in full colour, written by experienced journalists. Approx 120 pages per issue.
- ▶ **Design:** Modern and contemporary in style with strong, vibrant travel and lifestyle visuals.
- ▶ **Frequency:** Four editions (daily, 7-10 November).
- ▶ **Distribution:** 40,000 in four days, distributed to every Excel hotel room (pre-show opening) for breakfast reading.
- ▶ Exclusive distribution rights at Custom House and Prince Regent DLR stations (for WTM registration).
- ▶ Within the exhibition centre the publication will be available from the ABTA Magazine stand.

▶▶ **"ABTA Magazine is the best source for unbiased, detailed travel industry information for ABTA Members. It continues to be one of the most cost-effective advertising mediums for travel industry companies to promote their products."** John McEwan, Chairman, ABTA

ABTA MAGAZINE, THE DAILY

- ▶ **The Daily** offers unrivalled access to delegates at one of the world's largest gatherings of travel professionals.
- ▶ **Boost visitors** to your stand.
- ▶ **An opportunity** to build your company profile in the international market.

ABTA, THE BRAND

- ▶ **ABTA was** formed in 1950 with 100 members. Today it has an unparalleled worldwide reputation.
- ▶ **ABTA represents** more than 90% of package holiday sales and offers consumers financial security, quality and reliability.
- ▶ **ABTA Members** have a combined turnover in excess of £23bn a year. ABTA secures the travelling public by holding financial bonds.
- ▶ **ABTA's logo** is displayed by Members in their windows, brochures and advertising materials.

EDITORIAL CONTENT

- ▶ **Show coverage:** Diary of events taking place at WTM and a map to the show.
- ▶ **General news:** Technology, air, hotel and tourism news updates, company and people profiles – all focusing on WTM exhibitors.
- ▶ **News reports:** Targeting specific industry trends at WTM, talking to key figures in the travel industry with focus pieces on industry sectors including cruise, aviation, hotels and selling ancillary products.
- ▶ **Destination features:** City breaks, long- and short-haul features and special interest focuses.
- ▶ **WTM in pictures:** The show in pictures, incorporating social functions and product launches.
- ▶ **ABTA News:** ABTA's perspective on the show.

ASSOCIATED PRODUCTS

- ▶ **ABTA Magazine:** The only officially endorsed monthly publication from ABTA, The Travel Association. A minimum of 100 pages.
- ▶ **ABTA Magazine Supplements:** Bespoke supplements focusing on sectors, regions or individual countries. Size varies from 16 to 100 pages.
- ▶ **ABTA Members' Handbook:** Annual reference book, containing membership information and destination guides. Approx 1,000 pages.
- ▶ **ABTA Emagazine Sponsorship:** Includes a HTML email with a company profile and full branding throughout the Emagazine site.
- ▶ **ABTA Golf:** Annual guide to the world's best golf resorts and destinations. Approx 274 pages. Launched in November at IGTm.



ABTA Magazine The Daily is published by Absolute Publishing Ltd
197-199 City Road, London EC1V 1JN
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RATE CARD

Advertisement size	Cost (GBP)
Double-page spread	£11,950
Full page	£8,250
Half page	£4,400
Quarter page	£2,950

Outside back cover	Call to discuss
Inside front cover A4	Call to discuss
Inside front cover DPS	Call to discuss
Inside back cover	Call to discuss
Gatefold*	Call to discuss
Advertorials (subject to approval)*	+25%

EDITORIAL COVERAGE

Advertisers within the publication can benefit from editorial coverage, subject to agreement of editorial deadlines and content*.

Content examples*

News in brief	from 50 words
Column Q&A & pic	from 175 words
Picture Coverage (1/8th-page & news story with interview)	from 100-200 words
News story preview	from 100 words
Feature coverage	from 100 words

*subject to ABTA and Editorial approval



For further information on editorial coverage, please contact the Editorial Department on +44 (0) 20 7253 9906

ADVERTISEMENT SIZES — A4 PUBLICATIONS

Advertisement size	Bleed	Trim	Type area
Double-page spread*	307mm x 430mm	297mm x 420mm	261mm x 386mm
Full page	307mm x 220mm	297mm x 210mm	261mm x 177mm
Half page horizontal	N/A	N/A	130mm x 177mm
Quarter page	N/A	N/A	130mm x 84mm

All sizes in millimetres (height x width). Live matter should be at least 5mm from trim.

*Allow 10mm gutter (for text running across the spine)

▶ **PDF Specifications:** Please supply Adobe Acrobat PDFs set up to PPA Standard file formats (www.ppa.co.uk — see 'pass4press' section).

All advertisements should be supplied with a colour proof and according to the naming convention provided: publication name, month of advertisement, advertiser's name, eg 'WTMDAY1_advertisersname.pdf'.

ONLINE SPECIFICATIONS FOR PDFS

It is the client's responsibility to ensure URL links within artwork link through correctly on the online magazine.

Please refer to the below guidelines. Failure to observe these guidelines will mean online links will not work.

- ▶ Artwork MUST be supplied in PDF format — JPEGs, EPSs and TIFFs will not work.
- ▶ URLs must include 'www' at the beginning of the web address, eg 'www.absolutepublishing.com'
- ▶ Ensure the URLs fit on one line.
- ▶ Ensure the URLs are text — do not convert text to an outline or a bitmap image as it will not be detectable.
- ▶ Embed all graphics and fonts in the PDF.

Files less than 8MB in size can be emailed to production@absolutepublishing.com or copy@absolutepublishing.com.

Please contact the Production Department on +44 (0) 20 7553 7372 for further information on file transfer if the file size exceeds 8MB.

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1. Q&A PROFILES

Build your company profile within the industry with these in-depth columns detailing top people and companies within the travel world.



2. HAVE YOUR SAY

Comments from key people at tourist offices worldwide explaining what they will be promoting at WTM and why.



3. THE SHOW IN PICTURES

Be seen and heard. The Show in Pictures incorporates social functions and product launches.



4. WHAT'S ON AT WTM

The best way to promote any events you have planned at WTM.



5. WORLD NEWS IN PICTURES

The most striking and colourful way to spread your news. Stunning photos accompanied by short news stories are always a winner.



6. INTERVIEW

News story or news in brief dependent on interview with journalist or press release supplied. Simple but effective.



OPTIONS

Choose any of the singular options 1-6 above or ask the advertising team for packages combining several options.



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