

# ABTA MAGAZINE SUPPLEMENTS 2011



## MEDIA INFORMATION 2011

[www.abtamagazine.co.uk](http://www.abtamagazine.co.uk)

### FAST FACTS

Distributed to accompany the *ABTA Magazine*, a series of bespoke *ABTA Magazine Supplements* cover regions such as the South-east Asia and countries including Malta, the Philippines, India, Hong Kong, Lebanon, Israel and Egypt.

- ▶ **Format:** A4, high-quality publication in full colour written by experienced journalists. Sizes vary from eight pages to up to 100 pages.
- ▶ **Design:** Modern and contemporary in style with strong, vibrant travel visuals, designed on an individual — and bespoke — basis to sit as part of the *ABTA Magazine* family.
- ▶ **Frequency:** Usually one-off specials.
- ▶ **Distribution:** *ABTA Magazine* is distributed on a named basis to all ABTA Members — comprised of travel agents and tour operators. It is also distributed to all UK tourist board offices and the head offices of ABTA Travel Industry Partners, plus hotels, airlines, cruises, car rental, airports,

insurance, trains, ferries and technology.

▶ **Readership:** In excess of 55,000 travel industry professionals throughout the UK and Ireland.

### ABTA E-SUPPLEMENTS

- ▶ **ABTA Magazine Supplements** can be produced electronically, 'email blasted' to 40,000-plus travel professionals and hosted on ABTA's website. The electronic version is dependent on sponsorship from a third party.
- ▶ **Printed advertisements** appear electronically with fully functional hyperlinks (see online specs).
- ▶ **Previous supplements:** Click or visit links below:  
**ABTA Magazine India Supplement**  
[www.abtamagazine.co.uk/india10](http://www.abtamagazine.co.uk/india10)  
**ABTA Magazine Egypt Supplement**  
[www.abtamagazine.co.uk/egypt11](http://www.abtamagazine.co.uk/egypt11)  
**ABTA Magazine Malta Supplement**  
[www.abtamagazine.co.uk/malta210](http://www.abtamagazine.co.uk/malta210)

### EDITORIAL OVERVIEW

- ▶ **Client brief:** *Following consultation with the client, we are able to put together a supplement brief for the content and flatplan for layout. An example of content follows:*
- ▶ **Introduction:** *Destination or industry fact file with travel essentials, key tourism contacts, overview of the destination/industry, a market update, what's new, industry comments and top selling tips.*
- ▶ **Destination features:** *Top highlights, client matchmaker features, city breaks, eyewitness accounts, activity, product and special interest focus features, regional profiles, and food and drink focus.*
- ▶ **Travel essentials & map:** *All you need to know about travelling to the destination.*
- ▶ **Extras:** *Company and people profiles, hotel and flight reviews where appropriate.*

▶▶ **"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

### ASSOCIATED PRODUCTS

- ▶ **ABTA Magazine:** *The only officially endorsed monthly publication from ABTA, The Travel Association. From 100 pages (minimum).*
- ▶ **ABTA Members' Handbook:** *Annual, 1,000-plus-page Member and country directory.*
- ▶ **ABTA Magazine The Daily:** *Four daily publications produced for delegates of the World Travel Market in London. Approx 120 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. From 274-pages. Launching at the IGTM in November 2011.*

# ABTA MAGAZINE SUPPLEMENTS 2011



## MEDIA INFORMATION 2011

[www.abtamagazine.co.uk](http://www.abtamagazine.co.uk)

### SUPPLEMENT COSTS

All ABTA Magazine Supplements can be created to the specifications of the client (tourist board, organisation and so forth). As such, the cost of each supplement is dependent on these specifications.

Please contact the Sales Team to discuss options:

T: +44 (0) 20 7253 9909

E: [sales@absolutepublishing.com](mailto:sales@absolutepublishing.com)

#### Specification options include:

▶ Number of pages.

Size options include: 8, 16, 32, 64, 96, 112 and so on. Please note: an additional four pages are allocated for covers.

▶ Supplement size: A4 or A5.

▶ Number of additional copies required for promotional use.

▶ Inclusion of third party advertising – thus reducing overall cost to client.

▶ Distribution: a limit of two non-conflicting supplements can be distributed with ABTA Magazine in any one month.

▶ Client approval or sponsorship: logos, forehead requests, picture usage, front cover options and such.

▶ Online sponsorship: can be included in the supplement package or sponsored by a third party.

### 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](http://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 'ABTASUPP11\_advertisersname.pdf'.

### ONLINE SPECIFICATIONS FOR PDFS

It is the client's responsibility to ensure that 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](mailto:production@absolutepublishing.com) or [copy@absolutepublishing.com](mailto:copy@absolutepublishing.com).

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



For further information on artwork design, please contact the Production Department on +44 (0) 20 7553 7372

ABTA Magazine & Supplements are published by Absolute Publishing Ltd

197-199 City Road, London EC1V 1JN

t: +44 (0) 20 7253 9909 | f: +44 (0) 20 7253 9907

[sales@abtamagazine.co.uk](mailto:sales@abtamagazine.co.uk)

[www.absolutepublishing.com](http://www.absolutepublishing.com)



absolute publishing ltd