

ABTA GOLF 2012



MEDIA INFORMATION 2011

www.abtamagazine.co.uk/golf2011

FAST FACTS

ABTA Golf 2012 is now in its 13th year and is the only annual publication dedicated to promoting golf clubs, resorts and destinations to the travel trade.

- ▶ **Format:** A4, high quality, perfect bound publication in full colour. Approx 276 pages.
- ▶ **Design:** Modern and contemporary style with strong vibrant colours and travel visuals.
- ▶ **Frequency:** Annual guide.
- ▶ **Distribution:** Launched each year at the International Golf Travel Market (IGTM) in November. This year the event will be held in Antalya, Turkey.

It will also be distributed to members of:

- ▶ **ABTA** — The Travel Association (UK)
- ▶ American Society of Travel Agents (**ASTA**)
- ▶ Irish Travel Agents Association (**ITAA**)
- ▶ Association of Canadian Travel Agents (**ACTA**)
- ▶ International Golf Travel Market (**IGTM**)
- ▶ **Readership:** In excess of 55,000 travel industry professionals throughout the UK and Ireland.

▶▶ "Following the success of previous publications, ABTA Golf 2012 will continue to focus on promoting golf destinations, resorts and products to the travel trade." John McEwan, Chairman, ABTA

ABTA GOLF EMAGAZINE

- ▶ **ABTA Golf 2012** is produced electronically and email blasted to circa 25,000 travel professionals and hosted on ABTA's website.
- ▶ **Printed advertisements** appear electronically with fully functional hyperlinks (see online specs).

WHY GOLF?

- ▶ **Growing market:** The International Association of Golf Tour Operators estimates golf tourism exceeds £2.5 billion each year. Golf resorts and hotels are increasingly catering for golfers and their families.
- ▶ **Knowledge:** ABTA Golf 2012 gives those buying and selling golf holidays an in-depth understanding and independent view of products, on and off the golf course, helping them compete in this increasingly popular, and growing, market.
- ▶ **Choice:** Tour Operators and Travel Agents can make informed decisions on the resorts and regions they include in their brochures and the destinations they recommend to their clients.

EDITORIAL CONTENT

- ▶ **Up front:** Tournament guide, top travel tips, editor's choice and the top golfing headlines from the past year.
- ▶ **Regional breakdown:** Comprehensive worldwide destination guides written by leading golf travel writers.
- ▶ **Feature styles:** Regional guides, resort profiles, beginners' guides, eyewitness accounts, interviews, matchmaker features and special interest articles.
- ▶ **Special reports:** Focusing on market leading destinations including Spain and Portugal; growing markets such as Turkey and Dubai; and hidden gems, such as the Caribbean.

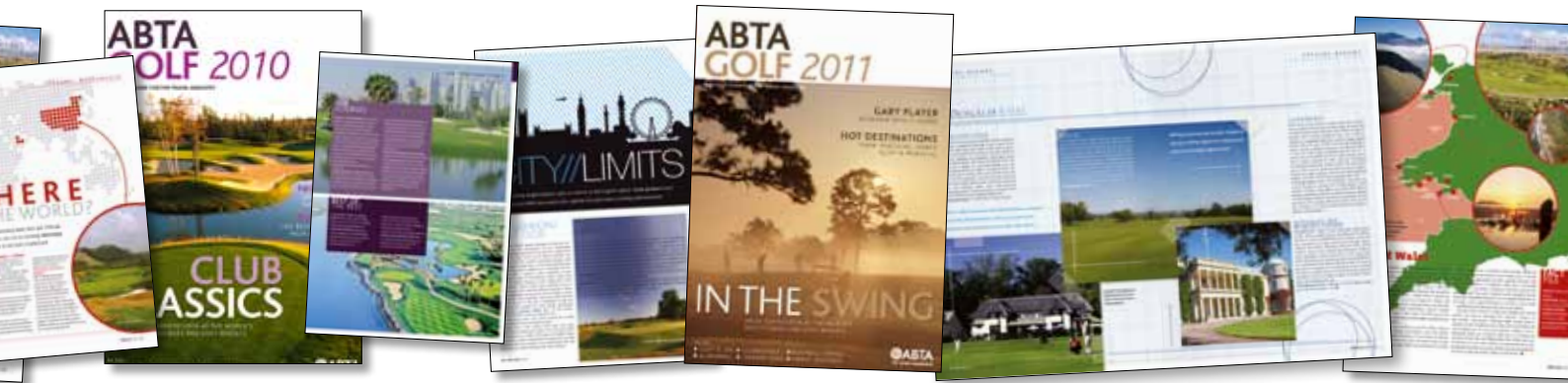
ASSOCIATED PRODUCTS

- ▶ **ABTA Magazine:** The only officially-endorsed monthly publication from ABTA, The Travel Association. A minimum of 100 pages.
- ▶ **ABTA Magazine Supplements:** Bespoke colour 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. A minimum of 1,000 pages.
- ▶ **ABTA Magazine The Daily:** Four daily publications produced for delegates of the World Travel Market in London. Approximately 120 pages.
- ▶ **ABTA Emagazine Sponsorship:** Includes an HTML email with a company profile and full branding throughout the Emagazine site.



ABTA Golf 2012 is published by Absolute Publishing Ltd
a: 197-199 City Road, London EC1V 1JN
t: +44 (0) 20 7253 9909 | f: +44 (0) 20 7253 9907
e: sales@abtamagazine.co.uk
w: www.absolutepublishing.com

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RATE CARD

Page Size	Cost (GBP)
Double-page spread	£12,750
Full page	£8,750
Half page	£5,150
Quarter page	£3,250
Outside back cover	£11,450
Inside front cover A4	£10,200
Inside front cover DPS	£13,150
Inside back cover	£9,600
Opposite contents	£9,150
Gatefold*	£16,500
Coverwraps*	£16,500
Advertorials subject to approval	+25%

*subject to ABTA and Editorial approval

ARTWORK DESIGN

Absolute Publishing Ltd is able to offer an artwork design service for advertisers who are unable to produce artwork. Production costs are charged from £120 (GBP)

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



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		130mm x 177mm
Quarter page	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 ads should be supplied with a colour proof and according to the naming convention provided. Publication Name, Month of advertisement, Advertisers Name.

Example: **ABTAG12_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. For example: www.absolutepublishing.com
- Ensure the URLs fit on one line.
- Ensure 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 under 8MB can be sent via email to production@absolutepublishing.com or copy@absolutepublishing.com
Please contact the Production Department: +44 (0) 20 7553 7372 for further information on file transfer if file size exceeds 8MB.

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