

ASTAnetwork



Dedicated to the Business of Selling Travel



Media Information 2012

www.astanetwork.com

FAST FACTS

ASTAnetwork is the official quarterly publication of the American Society of Travel Agents (ASTA).

- **FORMAT:** US A4, high quality, perfect bound publication in full colour, written by experienced travel journalists. Approx 140 pages.
- **DESIGN:** Modern and contemporary in style, with strong, vibrant travel and lifestyle visuals.
- **FREQUENCY:** Quarterly: Spring, Summer, Fall and Winter.
- **DISTRIBUTION:** *ASTAnetwork* reaches the most influential people in the American travel industry. Over 26% of readers report annual sales of over \$4 million and nearly 55% of readers have sales in excess of \$2 million.
- **READERSHIP:** Estimated at over 50,000.

ASTA, THE BRAND

- **ASTA WAS FOUNDED** in 1931 and today is the world's largest association of travel professionals, represented in over 120 countries.
- **ASTA AIMS TO** support its members and help

them reach the traveling public. It enhances the professionalism and profitability of members through effective representation in industry and government affairs, education and training.

- **AMERICAN TRAVEL AGENTS** manage over \$146 billion of travel each year and sell 78% of all cruises, 79% of tours, 50% of airline tickets, 47% of hotel rooms and 45% of car rentals. The majority of ASTA's members are travel agencies although many other travel companies also join.
- **ASTA'S ESTABLISHED BRAND** presence sees its logo used by members on publications, consumer literature and marketing, brochures and advertising materials.

ASTAnetwork EMAGAZINE

- *ASTAnetwork* is also produced electronically and individually email blasted to the *ASTAnetwork* database and US travel trade professionals. It is also hosted on ASTA's website.
- **PRINTED ADVERTISEMENTS** appear electronically with fully functional hyperlinks (see online specs).

EDITORIAL CONTENT

- **ASTA NEWS:** The latest news and information from ASTA including diary events, seminars, membership updates and member services.
- **GENERAL NEWS & PROFILES:** Technology, air, hotel, green, tourism and business travel updates plus company profiles.
- **SHOP TALK:** Personnel tips, profiles, top 10 tips for working more efficiently and office news.
- **NEWS REPORTS:** Targeting specific trends and talking to key figures in the travel industry with focus pieces on specific sectors including cruise, aviation, hotels and selling ancillary products.
- **DESTINATION FEATURES:** City breaks, long- and short-haul features and special interest reports.
- **REVIEWS:** Hotel, flight reviews.

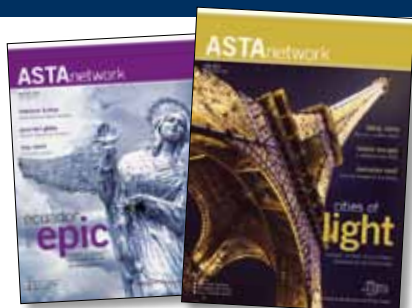
"*ASTAnetwork* is an invaluable tool enabling travel professionals to stay ahead of the game and giving travelers the best advice and information possible." Tony Gonchar, ASTA CEO

ASSOCIATED PRODUCTS

- **ASTAnetwork SUPPLEMENTS:** Bespoke glossy, colour supplements focusing on industry sectors, regions or individual countries. Size can vary from 16 to 100 pages.
- **ASTA WORLDWIDE DESTINATION GUIDE:** An annual 350+ page comprehensive Member and country reference guide.
- **ASTAnetwork EMAGAZINE SPONSORSHIP:** Includes an HTML email with a company profile and full branding throughout the Emagazine site. Visit the winter issue: www.astanetwork.com/winter11



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*subject to ASTA and Editorial approval

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