

ABTA MAGAZINE

SOUTH EAST ASIA SUPPLEMENT



MEDIA INFORMATION 2011

www.abtamagazine.co.uk

FAST FACTS

The *ABTA Magazine South East Asia Supplement* is an in-depth guide to one of world's most dynamic tourist regions. The supplement offers a comprehensive overview of the region's countries including Brunei, Cambodia, Hong Kong, Indonesia, Laos, Macau, Malaysia, Philippines, Singapore and Thailand, pulling together news, destination features, reviews, highlights and regional itineraries.

► **Format:** A4, high quality supplement in full colour, written by experienced journalists.

Approx 48 pages + covers.

► **Design:** Modern and contemporary in style, with strong, vibrant travel visuals.

► **Frequency:** Published in September 2011.

► **Distribution:** *ABTA Magazine and Supplements* are distributed on a named basis to all ABTA Members — comprised of travel agents and tour operators. They are also distributed to all UK tourist board offices and the head offices of ABTA Travel Industry Partners, plus hotels,

► **"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

airlines, cruises, car rental, airports, insurance, trains, ferries, technology etc.

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

ABTA E-SUPPLEMENTS

► **ABTA Magazine South East Asia Supplement** digital edition is available for sponsorship. An ezine and HTML eblast will be produced and sent (via email) to circa 49,000 travel professionals and hosted on ABTA 's website for a period of 12 months.

► **Printed advertisements** appear electronically with fully functional hyperlinks (see online specifications on opposite page).

► **Previous supplements:** Click or visit links below.

ABTA Magazine Egypt Supplement 2011

www.abtamagazine.co.uk/egypt11

ABTA Magazine India Supplement 2010

<http://www.abtamagazine.co.uk/india10>

EDITORIAL CONTENT

► **Front section:** An overview of the region, examining its tourism appeal and history. The introduction also includes fact files, market updates, latest developments, industry viewpoints, selling and tourism contacts.

► **Features:** Showcasing the region's countries via a combination of top 5-10 highlights, matchmaker, twin-centre, city break, eyewitness, activity, special interest, food and drink and country profile features.

► **Travel essentials & map:** Detailed information about the region including visa requirements, getting there and trade contacts.

ASSOCIATED PRODUCTS

► **ABTA Magazine:** The only officially-endorsed monthly publication from ABTA, The Travel Association. A minimum of 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:** Annual guide to the world's best golf resorts and destinations. A minimum of 274 pages. Launched every November at IGTm.



ABTA Magazine South East Asia Supplement is published by Absolute Publishing Ltd

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RATE CARD

Advertisement Size	Cost (GBP)
Double-page spread	£11,450
Full page	£5,950
Half page	£4,150

Outside back cover	£7,650
Inside front cover A4	£6,850
Inside front cover DPS	£14,950
Inside back cover	£6,450
Opposite contents	£6,450
Advertorials subject to approval	+25%

*subject to ABTA and Editorial approval

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Absolute Publishing Ltd offers 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.

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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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