

ABTA MAGAZINE



MEDIA INFORMATION 2010

www.abtamagazine.co.uk

FAST FACTS

ABTA Magazine is the official monthly publication of ABTA, The Travel Association.

- ▶ **Format:** A4, high quality, perfect-bound publication in full colour, written by experienced travel journalists. Approx 148 pages per issue.
- ▶ **Design:** Modern and contemporary, with strong, vibrant travel and lifestyle visuals.
- ▶ **Frequency:** Monthly (12 issues a year).
- ▶ **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, technology etc.
- ▶ **Readership:** In excess of 55,000 travel industry professionals throughout the UK and Ireland.

▶▶ **"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 EMAGAZINE

- ▶ **ABTA Magazine** is produced electronically and email blasted to our database of travel professionals and hosted on ABTA's website.
- ▶ **Printed advertisements** appear electronically with fully functional hyperlinks (see online specs).

ABTA, THE BRAND

- ▶ **ABTA was** formed in 1950 with 100 members. Today it has an unparalleled worldwide reputation.
- ▶ **ABTA represents** over 90% of package holiday sales and offers consumers financial security, quality and reliability.
- ▶ **ABTA Members** have a combined turnover in excess of £23 billion per year. ABTA secures the travelling public by holding financial bonds.
- ▶ **ABTA's logo** is displayed by Members in their windows, brochures and advertising materials.
- ▶ **Constant demand** from the media and strong links with the travel industry has led to an established brand awareness.

EDITORIAL CONTENT

- ▶ **ABTA News:** The latest developments from ABTA, including diary events, seminars, Membership Updates and Member Services.
- ▶ **General news & profiles:** Technology, air, hotels, tourism and business travel news updates as well as company profiles.
- ▶ **Destination features:** City breaks, long- and short-haul features and special interest articles.
- ▶ **Analysis features:** Targeting specific industry trends and talking to key figures in the travel industry with focus pieces on industry sectors including cruise, aviation, hotels and selling ancillary products.
- ▶ **Reviews:** Hotel, flight and eyewitness accounts, gadgets, travel accessories, books and films.

ASSOCIATED PRODUCTS

- ▶ **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. 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. Initial launch distribution at IGTM.



absolute publishing ltd

ABTA Magazine is published by Absolute Publishing Ltd
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RATE CARD

Advertisement Size	Cost (GBP)
Double-page spread	£9,650
Full page	£5,150
Half page	£3,650
Quarter page	£2,100
Outside back cover	£6,850
Inside front cover A4	£6,050
Inside front cover DPS	£8,250
Inside back cover	£5,750
Opposite contents	£5,750
Gatefold*	£16,500
Coverwraps*	£16,500
Advertorials subject to approval	+25%

*subject to ABTA and Editorial approval

ARTWORK DESIGN

Absolute Publishing Ltd offers an artwork design service for advertisers who are unable to produce artwork. Production costs are charged at a rate of:

Page Size	Cost (GBP)
Full page	From £250
Half page	From £150
Quarter page	From £100



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: ABTA0109_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 10MB 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 10MB.

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