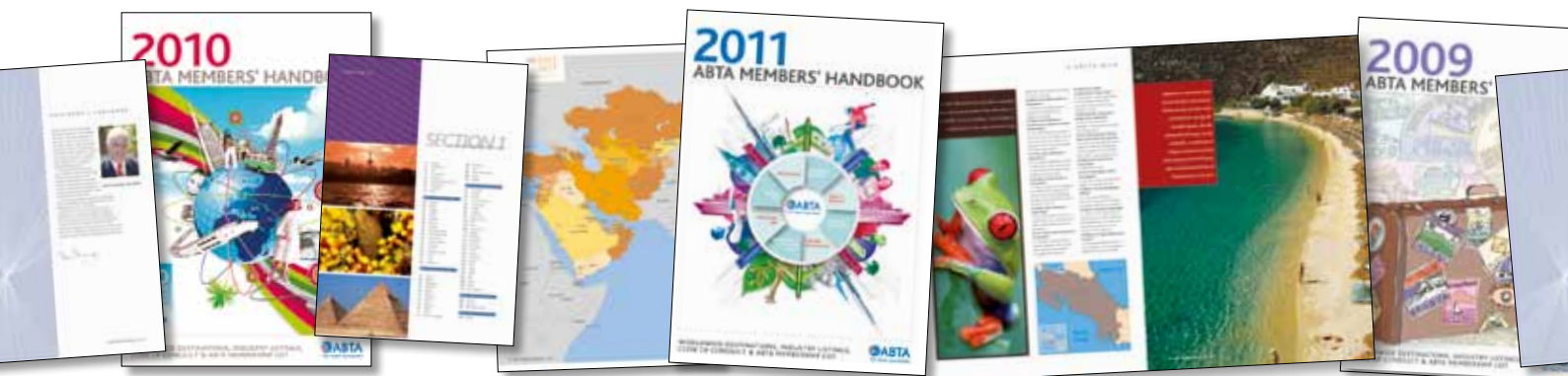


2012

ABTA MEMBERS' HANDBOOK

WORLDWIDE DESTINATIONS, PRODUCTS GUIDE & ABTA MEMBERSHIP LIST



MEDIA INFORMATION

www.abtamagazine.co.uk

FAST FACTS

The official *ABTA Members' Handbook* is recognised as an invaluable A-Z reference guide of worldwide destinations. It also features key Members' information including the Code of Conduct, travel supplier contact details and a directory of Travel Industry Partners.

- ▶ **Format:** A4, high-quality, perfect-bound publication in full colour. Approx 1,000 pages.
- ▶ **Design:** Contemporary with strong visuals and useful regional and country maps.
- ▶ **Frequency:** Annual (published in February with a shelf-life of 12 months).
- ▶ **Distribution:** *ABTA Members' Handbook* is distributed on a named basis to all ABTA Members — comprising more than 5,000 outlets and 900-plus 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.

Secondary distribution is available for corporate travel managers, in addition to conference, group and incentive travel organisers in the UK.

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

ABTA, THE BRAND

- ▶ **ABTA** has an unparalleled worldwide reputation, originally formed in 1950.
- ▶ **ABTA represents** more than 90% of package holiday sales and offers consumers financial security, quality and reliability.
- ▶ **ABTA Members** have a combined turnover in excess of £23bn a 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 OVERVIEW

- ▶ **ABTA Members' Handbook** is a highly effective sales medium for all companies associated with worldwide travel and tourism, enabling them to communicate with ABTA Members within the UK travel industry.
- ▶ **Guide:** The handbook opens with a comprehensive country-by-country guide, providing anyone selling a destination the information they need to do so confidently and accurately.
- ▶ **Member information:** The handbook is used by travel industry personnel, many on a daily basis. It covers subjects including Membership rules, ABTA's structure and Member Services, and contains a full listing of ABTA Members.

▶▶ *"ABTA Members' Handbook is an essential guide to ABTA Members' obligations. It ensures they do not unwittingly breach any legislation covering travel companies. It's also an invaluable guide to country information."* John McEwan, Chairman, ABTA

ASSOCIATED PRODUCTS

- ▶ **ABTA Magazine:** The only officially endorsed monthly publication from ABTA, The Travel Association. A minimum of 100 pages.
- ▶ **ABTA Emagazine Sponsorship:** Includes a HTML email with a company profile and full branding throughout the Emagazine site.
- ▶ **ABTA Magazine Supplements:** Bespoke supplements focusing on sectors, regions or individual countries. Size varies from 16 to 100 pages.
- ▶ **ABTA Magazine The Daily:** Four daily publications produced for delegates of the World Travel Market in London. Approximately 120 pages.
- ▶ **ABTA Golf:** Annual guide to the world's best golf resorts and destinations. A minimum of 274 pages. Launching in November 2011 at IGTM.

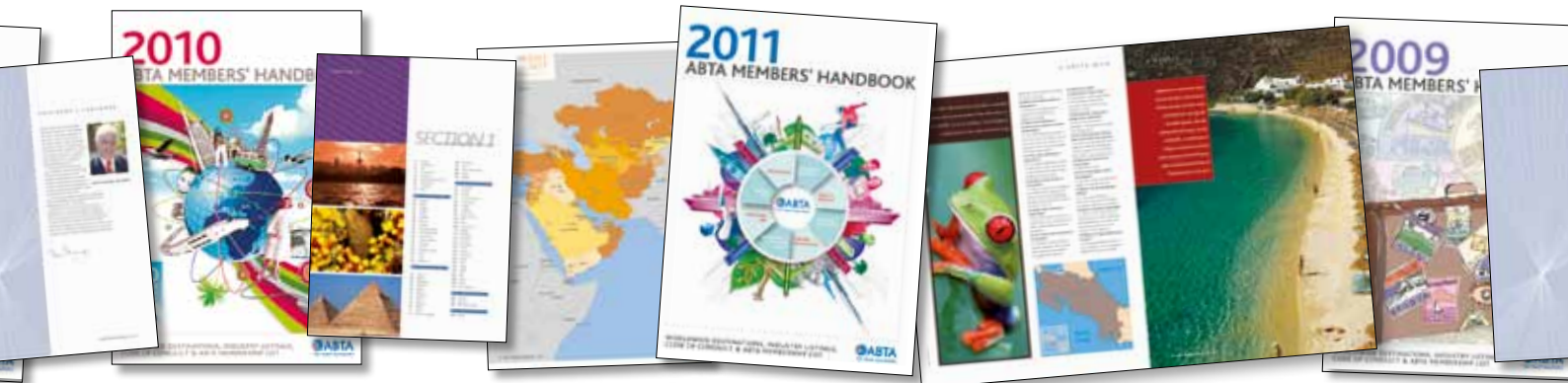


ABTA Members' Handbook is published by Absolute Publishing Ltd
197-199 City Road, London EC1V 1JN
t: +44 (0) 20 7253 9909 | f: +44 (0) 20 7253 9907
sales@abtamagazine.co.uk
www.absolutepublishing.com

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RATE CARD

Advertisement size	Cost (GBP)
Double-page spread	£14,250
Full page	£8,750
Half page	£5,450
Quarter page	£3,250
Double-sided destination tab	£15,350
Outside back cover	£27,450
Inside front cover A4	£15,350
Inside front cover DPS	£17,950
Inside back cover	£14,250
Opposite contents	£14,250
Gatefold*	£16,500
Advertorials (subject to approval)*	+25%

*subject to ABTA and Editorial approval

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Production costs are charged from £120 (GBP)

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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 – 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 'MH12_advertisersname.pdf'.

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