

ASTA Worldwide Destination Guide



Media Information

www.astanetwork.com

FAST FACTS

The *ASTA Worldwide Destination Guide* is an invaluable country-by-country reference guide, packed full of useful member and travel industry information.

- **FORMAT:** US A4, high-quality, perfect-bound publication in full color. Approx 350-plus pages.
- **DESIGN:** Modern and contemporary in style with strong, vibrant travel and lifestyle visuals.
- **FREQUENCY:** Annual.
- **DISTRIBUTION:** The *ASTA Worldwide Destination Guide* reaches many of the most influential people in the American travel industry. More than 26% of readers report annual sales of in excess of \$4m and nearly 55% of readers have sales of more than \$2m. Launched annually at the ASTA Trade Show.
- **READERSHIP:** Estimated at 50,000-plus.

ASTA, THE BRAND

- **ASTA WAS FOUNDED** in 1931 and today is the world's largest association of travel professionals, with around 22,000 members.
- **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 more than \$120bn of travel each year and sell 87% of all cruises, 81% of tours, 51% of airline tickets, 47% of hotel rooms and 45% of car rentals. Most of ASTA's members are travel agencies, but many other types of travel companies join.
- **ASTA'S ESTABLISHED BRAND** presence sees its logo used by members on publications, consumer literature and marketing, brochures, and advertising materials.

EDITORIAL CONTENT

- **MEMBERS INFORMATION:** The guide is designed to be used by all travel industry personnel on a daily basis. It details ASTA's history, as well as procedures and membership, and includes general industry information.
- **DESTINATION GUIDES:** The reference book contains comprehensive, country-by-country information with maps as well as 50 domestic state profiles, giving anyone selling a destination the information to do so confidently and accurately.
- **REGIONAL GUIDES:** The *ASTA Worldwide Destination Guide* is accompanied by a series of more in-depth regional guides that focus on larger territories.
- **ASTA OVERSEAS MEMBERS:** Within each country guide, there is company information and contact details of each international ASTA member serving that destination.

"This publication provides comprehensive coverage of the world's destinations — from the essential spots travel agents sell, to up-and-coming destinations and everything in between. It's a fantastic opportunity to get your business in front of US travel agents and suppliers." William A Maloney, CTC, Executive Vice President & COO, ASTA

ASSOCIATED PRODUCTS

- **ASTANETWORK MAGAZINE:** The only officially-endorsed quarterly publication from ASTA. A minimum of 100 pages.
- **ASTA SUPPLEMENTS:** Bespoke glossy supplements focusing on industry sectors, regions or individual countries. Size varies from 16 to 100 pages.
- **ASTANETWORK EMAGAZINE SPONSORSHIP:** Includes a HTML email with a company profile and full branding throughout the Emagazine site.

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RATE CARD

ADVERTISEMENT SIZE	US DOLLARS
Double-page spread	\$28,500
Full page	\$17,500
Half page	\$10,900
Quarter page	\$6,500
Destination tab	\$30,700
Outside back cover	\$37,900
Inside front cover A4	\$30,700
Inside front cover DPS	\$35,350
Inside back cover	\$28,500
Opposite contents	\$28,500
Gatefold*	\$33,000
Advertorials (subject to approval)*	+25%

*subject to ASTA and Editorial approval

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ADVERTISEMENT SIZES — ASTA PUBLICATIONS

ADVERTISEMENT SIZE	BLEED	TRIM	TYPE AREA
Double-page spread*	286mm x 422mm	276mm x 412mm	256mm x 366mm
Full page	286mm x 216mm	276mm x 206mm	256mm x 184mm
Half-page horizontal	N/A	N/A	125mm x 184mm
Quarter page	N/A	N/A	125mm x 89mm

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 PDF set up to PPA Standard file formats (www.ppa.co.uk — see 'pass4press' section). All advertisements should be supplied with a color proof and according to the naming convention provided: publication name, month of advertisement, advertiser's name, eg **'WWDG12_advertisersname.pdf'**.

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