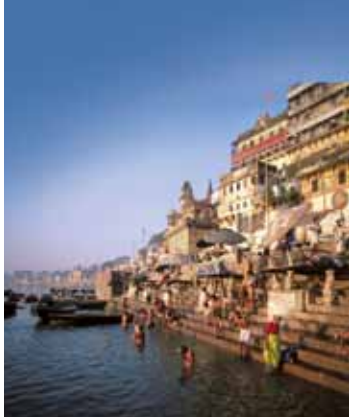


ABTA MAGAZINE INDIA SUPPLEMENT



Incredible India



MEDIA INFORMATION 2009

www.abtamagazine.co.uk/india

FAST FACTS

The *ABTA Magazine India Supplement* is an in-depth guide to one of world's most dynamic and developing tourist destinations. The supplement offers a comprehensive overview of this fascinating and historic destination, pulling together news, destination features, reviews, highlights and regional profiles.

► **Format:** A4, high quality, supplement in full colour, written by experienced journalists. Approx 64 pages.

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

► **Frequency:** Published annually in November to coincide with London's World Travel Market (WTM).

► **Distribution:** Launched by Incredible India annually at WTM and distributed by the tourist office at the Indian Pavilion. *ABTA Magazine India Supplement* is also distributed with the November edition of *ABTA Magazine*. 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 E-SUPPLEMENTS

► **ABTA Magazine India Supplement** is also produced electronically and email blasted to circa 25,000 travel professionals (including India Tourism's UK database) 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 India supplement:**
ABTA Magazine India Supplement 2008
www.abtamagazine.co.uk/india08

EDITORIAL CONTENT

► **Front section:** An overview of the destination, 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 destination's attractions via a combination of top 5-10 highlights, matchmaker, city break, eyewitness, activity, special interest, food and drink and profile features.

► **Travel essentials & map:** Detailed information about the destination 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 148 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.

"The Indian Tourist Office is proud to be supporting ABTA Magazine in its campaign to promote India. We strongly believe in the benefit of being involved in this project and urge members of the public and private sectors to lend their support." Mr Jagdish Chander, Director (UK & Ireland), India Tourism

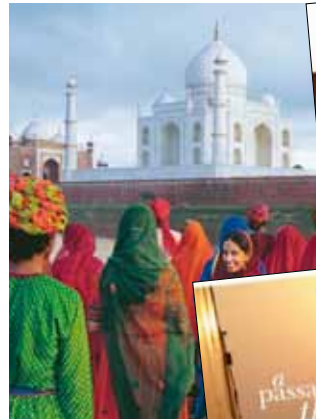
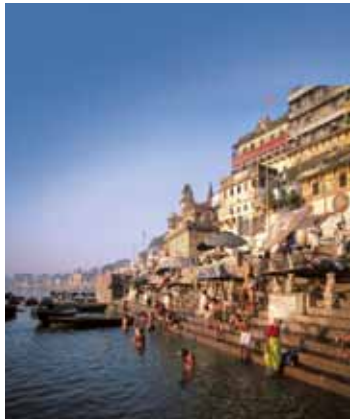


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RATE CARD

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: IND09_advertisersname.pdf

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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.

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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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