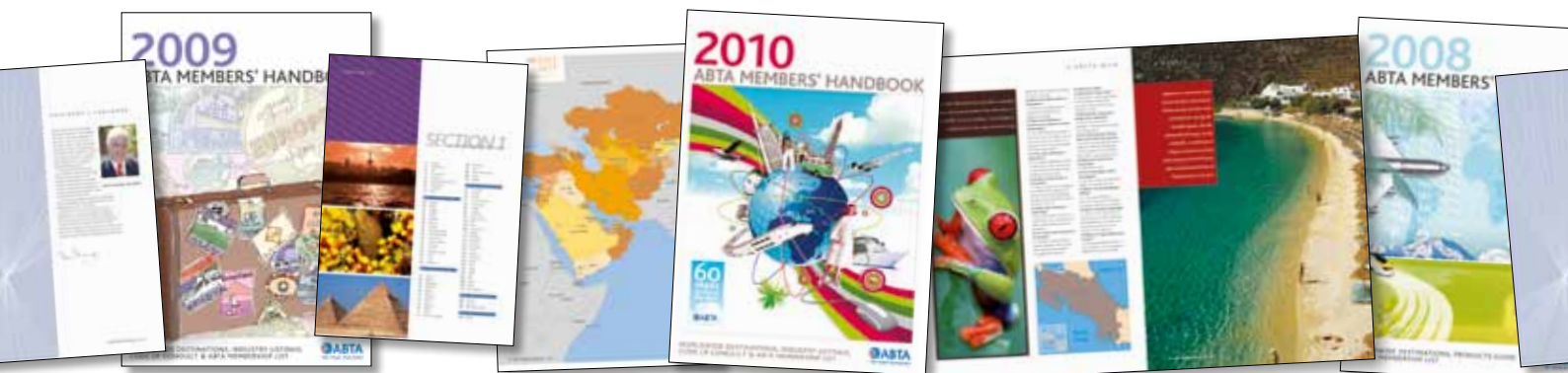


# 2011

## ABTA MEMBERS' HANDBOOK

WORLDWIDE DESTINATIONS, PRODUCTS GUIDE & ABTA MEMBERSHIP LIST



### MEDIA INFORMATION 2011

[www.abtamagazine.co.uk](http://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 the 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 — comprised of over 5,000 outlets and over 900 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.

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 with only 100 members.
- ▶ **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 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 148 pages.
- ▶ **ABTA Emagazine Sponsorship:** Includes an 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. Launched in November at IGTM.

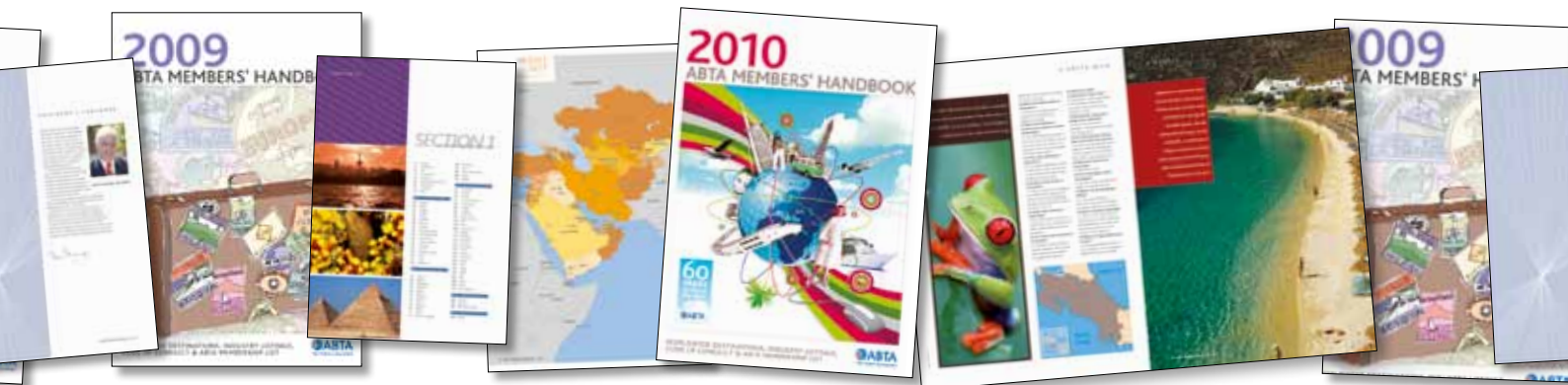


ABTA Members' Handbook is published by Absolute Publishing Ltd  
a: 197-199 City Road, London EC1V 1JN  
t: +44 (0) 20 7253 9909 | f: +44 (0) 20 7253 9907  
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w: [www.absolutepublishing.com](http://www.absolutepublishing.com)

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#### RATE CARD

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Full page	£8,750
Half page	£5,450
Quarter page	£3,250
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Outside back cover	£27,450
Inside front cover A4	£15,350
Inside front cover DPS	£17,950
Inside back cover	£14,250
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\*subject to ABTA and Editorial approval

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