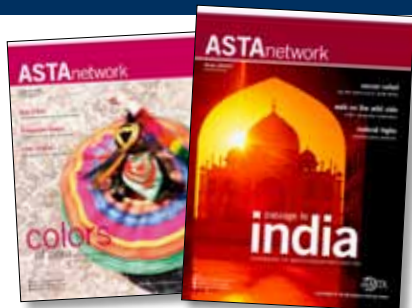


ASTAnetwork



Dedicated to the Business of Selling Travel



Media Information 2010

www.astanetwork.com

FAST FACTS

ASTAnetwork is the official quarterly publication of the American Society of Travel Agents (ASTA).

■ **FORMAT:** US A4, high quality, perfect bound publication in full colour, written by experienced travel journalists. Approx 116 pages.

■ **DESIGN:** Modern and contemporary in style, with strong, vibrant travel and lifestyle visuals.

■ **FREQUENCY:** Quarterly: Spring, Summer, Autumn and Winter.

■ **DISTRIBUTION:** *ASTAnetwork* reaches the most influential people in the American travel industry. Over 26% of readers report annual sales of over \$4 million and nearly 55% of readers have sales in excess of \$2 million.

■ **READERSHIP:** Estimated at over 50,000.

ASTA, THE BRAND

■ **ASTA WAS FOUNDED** in 1931 and today is the world's largest association of travel professionals, with around 22,000 member companies.

■ **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 over \$120 billion 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. The majority of ASTA's members are travel agencies although many other travel companies also join.

■ **ASTA'S ESTABLISHED BRAND** presence sees its logo used by members on publications, consumer literature and marketing, brochures and advertising materials.

ASTAnetwork EMAGAZINE

■ *ASTAnetwork* is also produced electronically and individually email blasted to the *ASTAnetwork* database and US travel trade professionals. It is also hosted on ASTA's website.

■ **PRINTED ADVERTISEMENTS** appear electronically with fully functional hyperlinks (see online specs).

EDITORIAL CONTENT

■ **ASTA NEWS:** The latest news and information from ASTA including diary events, seminars, membership updates and member services.

■ **GENERAL NEWS & PROFILES:** Technology, air, hotel, spa, tourism and business travel news updates plus company profiles.

■ **OFFICE:** Personnel tips, profiles, top 10 tips for working more efficiently and office news.

■ **NEWS REPORTS:** Targeting specific trends and talking to key figures in the travel industry with focus pieces on specific sectors including cruise, aviation, hotels and selling ancillary products.

■ **DESTINATION FEATURES:** City breaks, long- and short-haul features and special interest reports.

■ **REVIEWS:** Hotel, flight reviews.

"*ASTAnetwork* is an invaluable tool enabling travel professionals to stay ahead of the game and giving travelers the best advice and information possible." Chris Russo, ASTA president & CEO

ASSOCIATED PRODUCTS

■ **ASTAnetwork SUPPLEMENTS:** Bespoke glossy, colour supplements focusing on industry sectors, regions or individual countries. Size can vary from 16 to 100 pages.

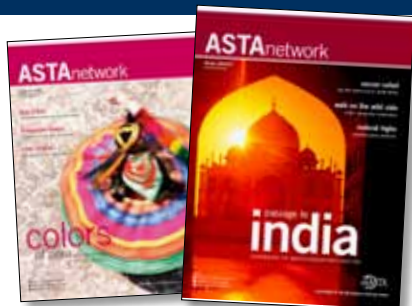
■ **ASTA WORLDWIDE DESTINATION GUIDE:** An annual 350+ page comprehensive Member and country reference guide.

■ **ASTAnetwork EMAGAZINE**

SPONSORSHIP: Includes an HTML email with a company profile and full branding throughout the Emagazine site. Visit the spring issue: www.astanetwork.com/spring09



ASTAnetwork is published by Absolute Publishing Ltd
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*subject to ASTA and Editorial approval

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- Ensure the URLs fit on one line.
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