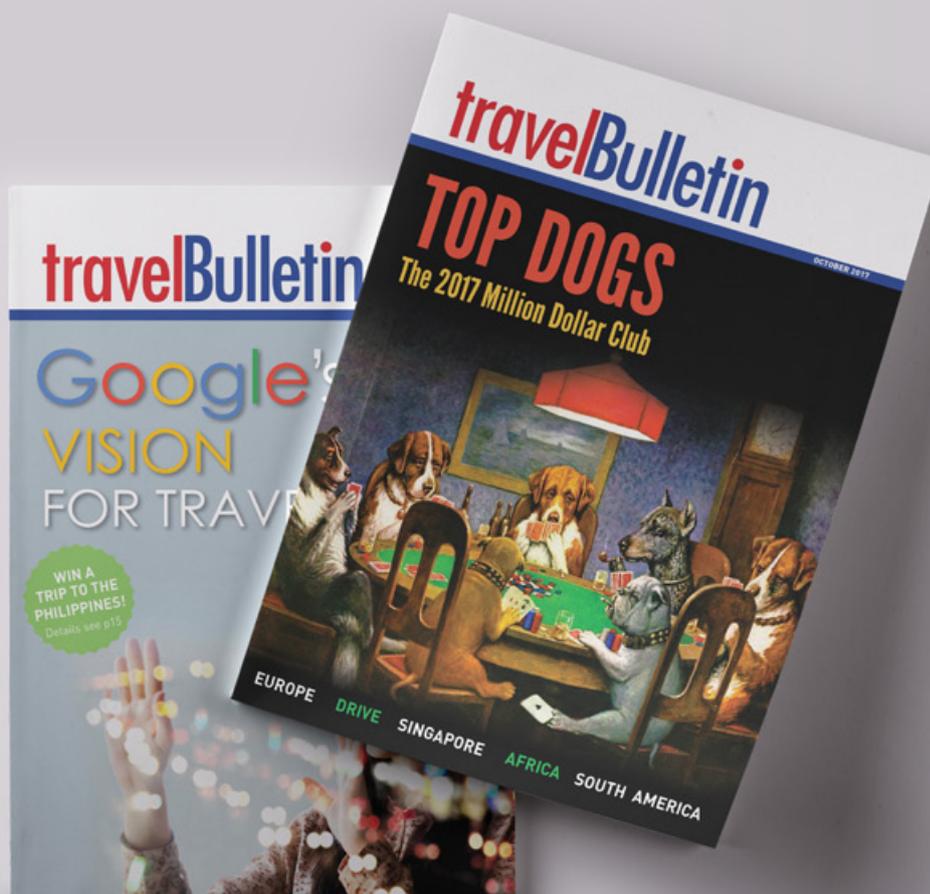




travelBulletin

2018

media kit



travelBulletin

IF YOU'RE SERIOUS ABOUT THE BUSINESS OF TRAVEL

travelBulletin is the Australian travel industry's pre-eminent print publication.

travelBulletin's incisive commentary, expert analysis and in-depth reportage bring perspective and meaning to the brief news reports of the electronic media.

travelBulletin is the essential publication for travel professionals trying to make sense of the rapid changes which are transforming their fast-moving industry.

travelBulletin sponsorships underwrite and support key industry programs including the AFTA National Travel Industry Awards, the Cruise Lines International Association Australasia annual conference, Cruise 360, and other important industry events.

travelBulletin provides the ideal environment to deliver your message to a circulation of professionals who are serious about the business of travel.

travelBulletin is part of the Business Publishing Group family of publications:

Travel Daily

CRUISE
WEEKLY

travelBulletin

business events news

Pharmacy
Daily

THE NUMBERS

CIRCULATION



Audited Media
Association of Australia

5,296 Avg Net Distribution per Issue

This publication is independently audited under the AMAA's CAB Total Distribution Audit.

Reporting Period: 16 Apr 2016 – 16 Sep 2016 - Publisher Statement

READER CLASSIFICATION

Travel retailers, wholesalers, TMCs and corporate travel buyers 85%

Land, sea, air carriers and accommodation 15%

JOB CLASSIFICATION

Retail/TMC/wholesale proprietors, managers and consultants 90%

Other travel industry managers and personnel 10%

INDUSTRY RENOWNED COVERAGE



“travelBulletin is a trusted and proven partner of AFTA, the enormous support they provide to the travel industry is greatly valued”

Jayson Westbury, chief executive
Australian Federation of Travel Agents



“Since its inception travelBulletin has been the must read publication for industry professionals. For CATO it’s an invaluable tool, not just to distribute our message but also as a source of in-depth and accurate news on our industry and destinations”

Dennis Bunnik, chair
Council of Australian Tour Operators

“travelBulletin is a great way to dive into the issues that affect Australia’s tourism industry today. Our members look to ATEC to show industry leadership and travelBulletin helps us give that leadership a voice”

Peter Shelley, managing director
Australian Tourism Export Council



FEATURES CALENDAR

Regular features include: Technology, Careers, Business Events News, Cruise report
Please note all features are subject to change at the editor's discretion.

FEBRUARY

Booking deadline 05 January

Material deadline 12 January

Distribution week commencing 05 February

- Eastern Mediterranean
- Japan
- Samoa
- South East Asia
- Outdoor travel (cycling, walking, fishing, diving)
- Hawaii
- *BEN feature: Queensland*

MARCH

Booking deadline 02 February

Material deadline 09 February

Distribution week commencing 05 March

- Europe
- Solomon Islands
- Drive
- Africa
- Unique accommodation
- Shopping
- *BEN feature: New Zealand*

APRIL

Booking deadline 02 March

Material deadline 09 March

Distribution week commencing 02 April

- Small group touring
- Thailand
- Romance
- River cruising
- Korea
- Medical and health travel
- *2018 Touring Guide*
- *BEN feature: Victoria*

MAY

Booking deadline 30 March

Material deadline 06 April

Distribution week commencing 30 April

- Arabia
- Canada & Alaska
- Skiing
- Ireland
- The Caribbean
- Budget travel
- *BEN feature: South Australia*

JUNE

Booking deadline 04 May

Material deadline 11 May

Distribution week commencing 04 June

- Rail
- Indochina
- Cultural experiences (art, literature, festivals)
- New Zealand
- Wildlife
- Cuba
- *BEN feature: Asia*

JULY

Booking deadline 01 June

Material deadline 08 June

Distribution week commencing 02 July

- South America
- USA
- Indonesia
- South Africa
- Wellness
- Macao
- *BEN feature: USA, Hawaii & Canada*



AUGUST

Booking deadline 06 July
Material deadline 13 July
Distribution week commencing 06 August

- India
- Europe
- Sports travel
- Arabia
- Australian Escapes
- NTIA coverage
- *BEN feature: Sydney, NSW & ACT*

OCTOBER

Booking deadline 31 August
Material deadline 07 September
Distribution week commencing 01 October

- Europe & earlybirds
- Vietnam
- New Zealand
- Sri Lanka
- The Americas (Central & South)
- *2019 Cruise Guide*
- *BEN feature: Arabia*

DECEMBER/ JANUARY

Booking deadline 02 November
Material deadline 09 November
Distribution week commencing 03 December

- Rail journeys
- USA
- Philippines
- Romance
- Luxury
- Australian short breaks
- *2019 Airline Guide*
- *BEN feature: Northern Territory*

SEPTEMBER

Booking deadline 03 August
Material deadline 10 August
Distribution week commencing 03 September

- Ocean cruising
- Asia: Hong Kong & China
- Family holidays
- Solo travellers
- Mauritius
- Africa
- *BEN feature: Tasmania*

NOVEMBER

Booking deadline 05 October
Material deadline 12 October
Distribution week commencing 05 November

- Culinary travel
- Pacific Islands
- Singapore
- Mediterranean
- 2019 hot spots
- Polar regions
- *BEN feature: Western Australia*

FEATURE EXAMPLE

Magical Mauritius

WHAT'S NEW IN MAURITIUS?

NATURE CALLS

PLANET EARTH

AIR MAURITIUS TO INCREASE ITS SALES FOOTPRINT

WHAT'S NEW IN MAURITIUS?

There are lots of opportunities for Air Mauritius in the Australia and NZ market.

OUTRIGGER INTRODUCES INTERNATIONAL FLAVOURS

Q&A

Closer than you think

This Mauritius feature was part of the March 2017 issue and included the usual elements of a destination feature:

- Lead story based on a writer's experience of the destination (more consumer-type story)
- A number of trade stories
- Advertisements from the destination's airline, as well as operators or wholesalers
- Q&A with an agent about how to sell the destination

Advertising Rates and Specs

Please supply all artwork as a high resolution PDF with **minimum 5mm bleed**, and **no type within 5mm of the edge of the page**.

GST equal to 10% of the total cost will be added to the tax invoice.

The publisher reserves the right to charge in full for advertising cancelled 72 hours prior to the deadline and to use previous advertising material if artwork is not supplied by deadline.



Cover wrap

Front cover: 245mm H x 210mm W plus 5mm bleed, type area:

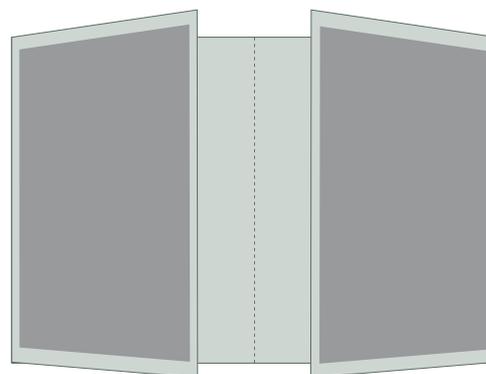
228 mm H x 180mm W

Full page: 297mm H x 210mm W plus 3mm bleed, type area:

267mm H x 180mm W

2 page (front and inside front cover) \$8,500

4 page (front, inside front, inside back and back cover) \$12,000



Double gateway fold

Located on the inside front cover, a total of six pages, two of which fold out

6 x full pages: 297mm H x 210mm W plus 5mm bleed, type area: 267mm H x 180mm W

Casual \$15,000

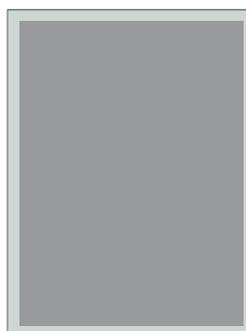


Single gateway fold

Located on the inside front cover, a total of three pages, one of which folds out

3 x full pages: 297mm H x 210mm W plus 5mm bleed, type area: 267mm H x 180mm W

Casual \$10,000



297mm H x 210mm W plus 5mm bleed

Type area: 267mm H x 180mm W

Inside front cover \$6,900

Back cover \$6,900

Inside back cover \$5,750

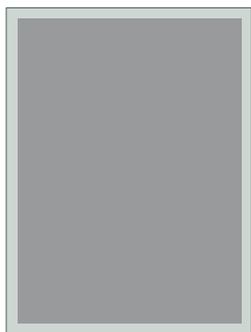


Double page spread

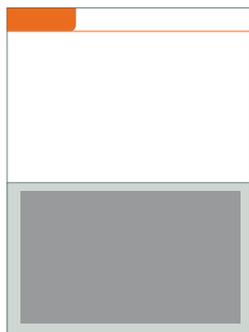
297mm H x 420mm W plus 5mm bleed

Type area: 267mm H x 390mm W

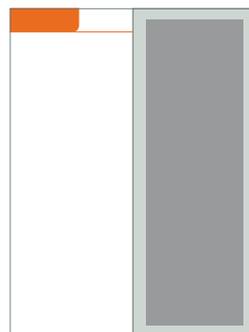
Casual \$8,500 x 5 \$7,250 x 11 \$6,850



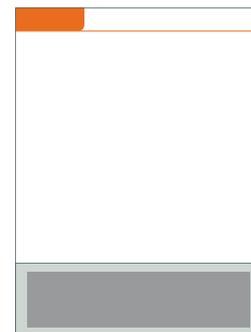
Full page
297mm H x 210mm W
plus 5mm bleed
Type area: 267mm H x
180mm W
Casual \$4,600
x 5 \$3,900 **x 11** \$3,700



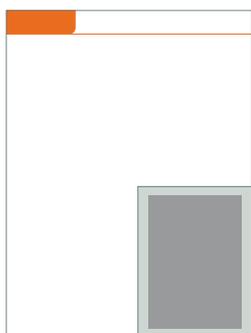
Half page horizontal
140mm H x 210mm W
plus 5mm bleed
Type area: 120mm H x
180mm W
Casual \$2,850
x 5 \$2,450 **x 11** \$2,300



Half page vertical
297mm H x 100mm W
plus 5mm bleed
Type area: 267mm H x
80mm W
Casual \$2,850
x 5 \$2,450 **x 11** \$2,300



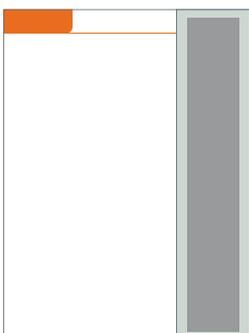
Quarter page horizontal
70mm H x 210mm W plus
5mm bleed
Type area: 60mm H x
180mm W
Casual \$1,850
x 5 \$1,550 **x 11** \$1,500



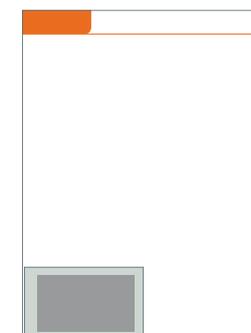
Quarter page portrait
140mm H x 100mm W
plus 5mm bleed
Type area: 120mm H x
80mm W
Casual \$1,850
x 5 \$1,550 **x 11** \$1,500



Third page horizontal
95mm H x 210mm W plus
5mm bleed
Type area: 75mm H x
180mm W
Casual \$2,300
x 5 \$1,950 **x 11** \$1,850



Third page vertical
297mm H x 70mm W plus
5mm bleed
Type area: 267mm H x
50mm W
Casual \$2,300
x 5 \$1,950 **x 11** \$1,850



Eighth page
70mm H x 100mm W
plus 5mm bleed
Type area: 50mm H x
80mm W
Casual \$1,100
x 5 \$935 **x 11** \$850

Agent Guides

Throughout the year, *travelBulletin*, in conjunction with sister publications *Travel Daily* and *Cruise Weekly*, produces three different guides to assist travel agents in selling these products. These guides are mailed out with an issue and also distributed online during the year:

Touring Guide – April

Cruise Guide – October

Airline Guide – December/January

There are two different placements available and offer varying detail in the information:

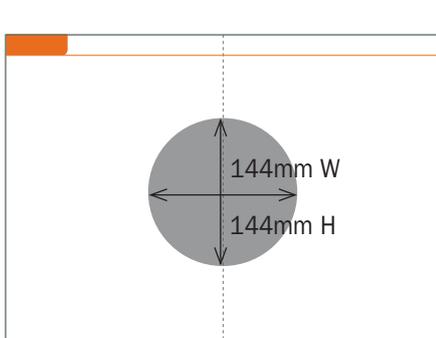
Double page spread \$1,800

Full page \$1,000



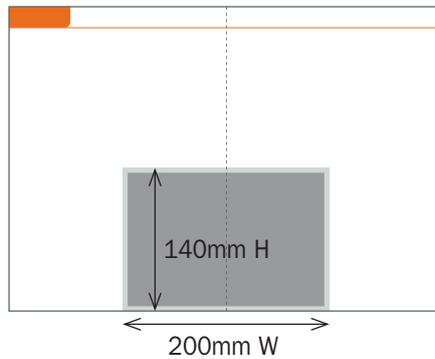
CREATIVE DISPLAY ADS

Part of effective advertising is having your creative get noticed by standing out from the crowd. Here is just a small selection of what is possible within our magazine, using creative shapes and creative possibilities to disrupt the traditional layout. Talk to us about your requirements and to arrange a quote.



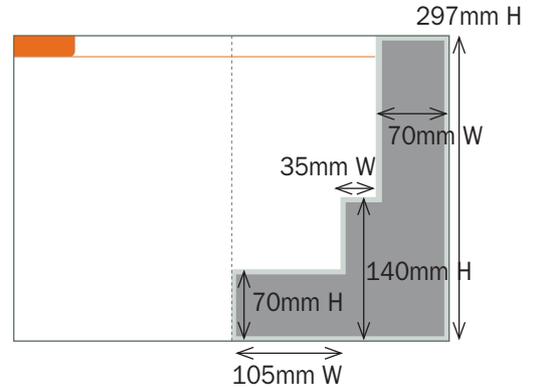
Circle

Please see above for specs
 There is no bleed required for this creative as it does not sit next to the edge of the page
 Type area: text can extend to the edges of the creative
x 1 \$2,950



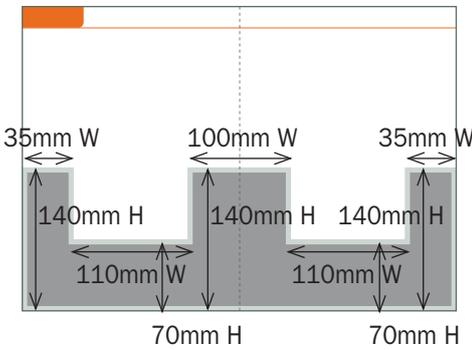
Fireplace

Please see above for specs
 5mm bleed is required on all sides of the creative touching the edge of the page
 Type area: no type within 5mm of the edge of the page
x 1 \$3,700



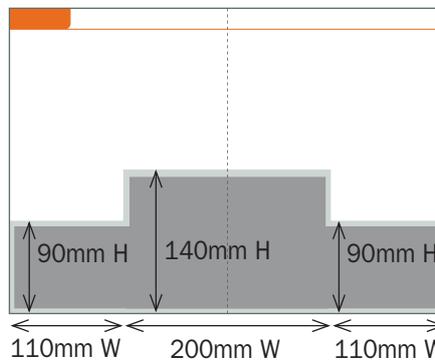
Tetris

Please see above for specs
 5mm bleed is required on all sides of the creative touching the edge of the page
 Type area: no type within 5mm of the edge of the page
x 1 \$5,700



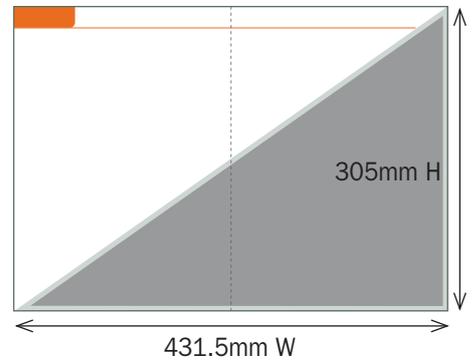
W-shape

Please see above for specs
 5mm bleed is required on all sides of the creative touching the edge of the page
 Type area: no type within 5mm of the edge of the page
x 1 \$5,700



Podium

Please see above for specs
 5mm bleed is required on all sides of the creative touching the edge of the page
 Type area: no type within 5mm of the edge of the page
x 1 \$6,000



Triangle

Please see above for specs
 Specs listed above include 5mm bleed required on the right and bottom sides of the creative. There is no bleed for the hypotenuse of the triangle.
 Type area: no type within 5mm of the edge of the page
x 1 \$7,450

WEBSITE ADVERTISING

Marketing is the lifeblood of every business. In this digital age, strategic placement of display ads is critical to completing your branding circle. Boost your activity through the various ad placements available online.

Large leaderboard 1

970px W x 60px H
Week \$650
Month \$2,600

Wide skyscraper

160px W x 600px H
Week \$600
Month \$2,400

Large leaderboard 2

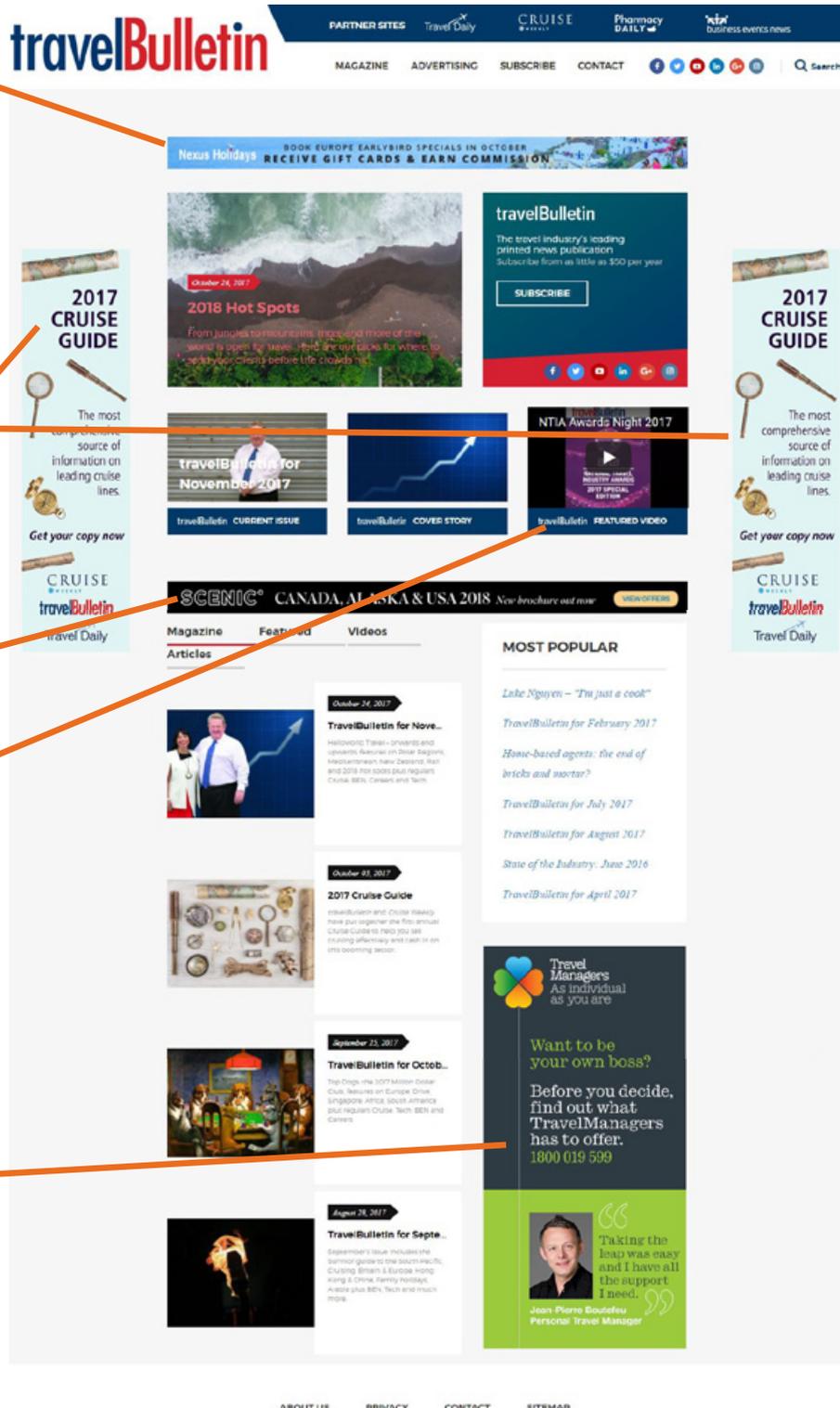
970px W x 60px H
Week \$550
Month \$2,200

Video

Placed on the home page
Week \$500
Month \$2,000

Half page

300px W x 600px H
Week \$500
Month \$2,000



WEBSITE STATISTICS

Average monthly visitors
 2,678

Average time spent on
 website
 1m 7s

From Oct to Nov 2017

DISCLAIMER

travelBulletin reserves the right to remove creative from the website if the creative is deemed to not meet the display requirements or deemed to be unsuitable.

DEADLINE

Creative assets must be delivered at least 5 business days prior to start date. Accepted formats are JPG, GIF & PNG. File size must be no more than 40kB.

ADVERTISING GUIDELINES

1. ADVERTISING RATES

- Rates quoted are per insertion and do not include GST
- GST will be added to your bill when you are invoiced.
- Discounts are available at the discretion of the national sales manager.

2. PUBLISHING FORMAT & SUBMISSION OF MATERIAL

- Advertising is submitted via email to sarah.beyer@travelbulletin.com.au, as a PDF document (or via a file sharing service if the file size is too large to be emailed).
- When preparing advertising material, companies need to be aware of the particular constraints of this type of publication:
 - Advertisements sent as Adobe PDF documents MUST INCLUDE EMBEDDED FONTS.
 - Any images within the advertisement must be a minimum of 300dpi resolution
 - All colours must be CMYK
 - All advertisements must have 5mm bleed on all sides
 - Any text within the advertisement cannot be within 5mm of the edge of the page
 - If your artwork includes large areas of black, we suggest you use this black CMYK breakdown to achieve the best results: C=40, M=0, Y=0, K=100
 - The total ink weight of the artwork must not be greater than 300%
 - travelBulletin takes no responsibility for the appearance of ads not supplied in accordance with these requirements.
 - Any supplied artwork must be the correct specifications. You will be asked to revise artwork if it does not match our specifications.

3. MATERIAL DEADLINE

- Deadline for submission of material is as listed in the media kit.
- Material not received, and cancellations within 72 hours of print deadline will be subject to a **100% CANCELLATION FEE.**

4. PAYMENT METHOD AND TERMS OF TRADE

- An invoice will be emailed to the person who booked the advertisement at the beginning of the following month.
- Payment is accepted by credit card (Visa and Mastercard only), direct deposit or cheque on a 30 day account, subject to approval.
- Overseas advertisers must pre-pay prior to advertisements featuring in the issue.
- travelBulletin reserves the right to request pre-payment by credit card when payment will be made from overseas.
- We value your custom, please pay on time as overdue accounts may be subject to additional fees.

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