

LAUNCH ISSUE!

# AFRICAN TRAVEL MARKET

RATE CARD



# AFRICAN TRAVEL MARKET MEDIA INFORMATION



Kwenta Media  
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www.kwentamedia.com  
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## ABOUT AFRICAN TRAVEL MARKET

**African Travel Market** is a new glossy travel, trade and business publication that dares to reposition the African continent as a destination of choice. The trailblazing magazine features a strong lifestyle element and is available in both traditional (print) and digital (embracing new media and social media) platforms.

### African Travel Market adheres to the following fundamental elements:

- Africa: 'Continent of light' – Africa will no longer be known as the 'dark continent'.
- Experience: We are not marketing destinations, but rather an authentic experience that speaks to a sensory and intuitive encounter.
- Collaborative African solution: We offer an experience that sets us apart from alternative travel publications.
- Proving or disproving African myths: The many different ways of telling a story include the use of images, podcasts, voices or chants that tell of uncharted African terrains, exclusive sites and other must-see domains on African ground.
- Africa should be an easy sell to the business and leisure tourist markets.

### Proudly African encounters and features:

- Documented by native African writers who not only live and tread on African soil, but call Africa home.
- Making Africa an accessible, affordable and undisputed travel destination of choice.
- News and events highlighting the latest trends in business tourism and investment opportunities, places and people of interest, arts and culture, tradition and food, adventure, wilderness and scenic landscapes.

## READER PROFILE AND DISTRIBUTION

**African Travel Market** will initially be distributed at various renowned travel exhibitions that attract local, domestic and international tourism markets including industry, buyers, travel trade media and other stakeholders in the tourism fraternity.

These distribution platforms include, but are not limited to:

### Print & Digital Magazine

- Tourism Indaba, WTM Africa, We Are Africa, ILTM (International Luxury Travel Market).
- International & National Tourism Platforms
- Digital magazine & newsletter
- 150 000 local and international databases (downloadable magazine)
- Website presence
- Social Media Platform
- Strategic Hotel, Strategic Airlines and Destination Marketers.

## BOOKING MONTHS FOR QUARTERLY MAGAZINE

May - August, September - December (2014)  
January - April (2015)

## COMPANY PROFILE

**Kwenta Media** is a flourishing company which has its centre of gravity embedded in service delivery and professionalism. We execute by blending strategy with innovation and, in doing so, create ground-breaking talking symbols that ignite all five senses through seamless marketing and impressionable media solutions.

## FAST FACTS

**Circulation**  
20 000 Print  
150 000 Digital

**Frequency**  
Quarterly

**Cover Price**  
Free print & digital

**Average age**  
Age 22 – 55 years old

**Ave Personal income**  
Targeted at 500 000

**LSM Predominance**  
7 – 10+



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**Kwenta Media** offers a 360° multimedia solution to help develop, position and expand your brand, with an emphasis on through-the-line (TTL) positioning. **Kwenta Media** is the publisher of the Heritage Destination Marketing Magazine and Mamas&Papas Magazine, the latter of which is the brainchild of publisher and CEO, Nawaal Motlekar.

Nawaal's innovative spirit and keen business acumen has seen her establish a track record of visionary leadership in the tourism industry, with 15 years of experience. An entrepreneur at heart, she is well travelled and passionate about responsible tourism and the launch of this dynamic new publication has realised a long-held dream.

**African Travel Market** will create a platform conducive to a conversation between all stakeholders in the travel trade and business tourism – from the planners to buyers and product owners to the destination marketers. The authentic lifestyle element of the magazine seeks to empower both travellers and trade partners destinations in Africa.

Renowned and well-respected TV producer and travel writer, Denise Slabbert, will deftly guide the process in her role as editor and carry the magazine to great heights, buoyed by her passion and vision for Africa.

## EDITORIAL TEAM

Nawaal Motlekar (Publisher) - nawaal@kwentamedia.com  
Denise Slabbert (Editor) - denise@kwentamedia.com

## ADVERTISING TEAM

National Sales Team: sales@kwentamedia.com

## Deadlines

Issue Date	Advertorial Booking & Material Deadline	Advertisement Booking Deadline	Editorial Deadline for Subbing	Editorial Deadline for Design
WTM Africa, ILTM, We Are Africa, Indaba May, June, July, Aug 2014	<b>March</b>	<b>March</b>	<b>March</b>	<b>March</b>
WTM Sep, Oct, Nov, Dec 2014	<b>July</b>	<b>July</b>	<b>July</b>	<b>July</b>
ITB Jan, Feb, Mar, Apr 2015	<b>November</b>	<b>November</b>	<b>November</b>	<b>November</b>

\*Other International & National Business Tourism and Trade shows/workshops.

## TERMS & CONDITIONS

- Kwenta Media**, owner and publisher of African Travel Market Magazine, reserves the right to withdraw or cancel the publication of any advertisement order that has been accepted.
- No liability is accepted by **Kwenta Media** for losses arising from failure to publish, omissions, or publication on dates other than those stipulated by the advertiser, or for typographical errors or mistakes of any kind.
- Material will be stored for a maximum of 12 months.
- Telephonic instructions must always be confirmed in writing.
- Booking deadlines stipulated are also cancellation deadlines.
- A cancellation fee of 50% of the advertising rate will be charged for cancellations received after the cancellation deadline.
- Full Terms and Conditions available online.



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## TECHNICAL SPECIFICATION

Dimensions Actual size	Trim (mm)		Bleed (mm)
	Extra for cut purposes		Safe type area
Double Page Spread	275 x 420	285 x 430	255 x 400
Full Page	275 x 210	285 x 220	255 x 190
½ Double Page Spread	138 x 420	148 x 430	132 x 400
½ Vertical	275 x 105	285 x 115	255 x 85
½ Horizontal	138 x 210	148 x 220	118 x 190
⅓ Vertical	275 x 70	285 x 80	255 x 60
⅓ Horizontal	92 x 210	102 x 220	82 x 190

## CLASSIFIED

½ page vertical	94 x 250
½ page horizontal	188 x 122
¼ page vertical	94 x 122
⅛ page vertical	45 x 122
⅛ page horizontal	94 x 60

**Note:** The first measurement is the width (w) and second the height (h) = (w) x (h)  
No bleed required for classifieds

## Material Specification

Files Format: CMYK, PostScript PDF or PDF compatible with adobe Acrobat Pro, 300dpi at 100%, Screen at 150

- All artwork supplied must have registration and trim marks, with a 5mm bleed allocated
- Fonts and high resolution images to be embedded upon creation to the file
- All pdf files must be accompanied with a full colour chromalin proof to ensure colour correction

Open files: We accept Adobe Illustrator CS6, Adobe InDesign CS6, Adobe Photoshop CS6

- All fonts must be converted to paths and file packaged to ensure all images and elements are linked
- Ensure all elements are CMYK and spot colours to be converted

## Production Specification

**Logos:** CMYK Illustrator/CorelDraw 13, or 300dpi CMYK JPEG/TIFF

**Images:** 300dpi JPEG/TIFF. All images to be supplied clear cut on white background (if applicable)

**Copy:** Word document, or paste copy into body of email

**Disc supplied:** Fourways View Office Park, Block C, First Floor, Cnr Sunset and Sunrise Blvds, Fourways

**Send via email:** sales@kwentamedia.com

**Note:** Production complaints relating to print quality must be submitted within 30 days of relevant cover date to enable us to compile a proper technical report. We cannot comment on poor quality printing if the supplied material is not strictly within our specifications.