

# 12

# travel Bulletin



mediakit



## ... if you're serious about the business of travel

**travelBulletin** has quickly established itself as 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.

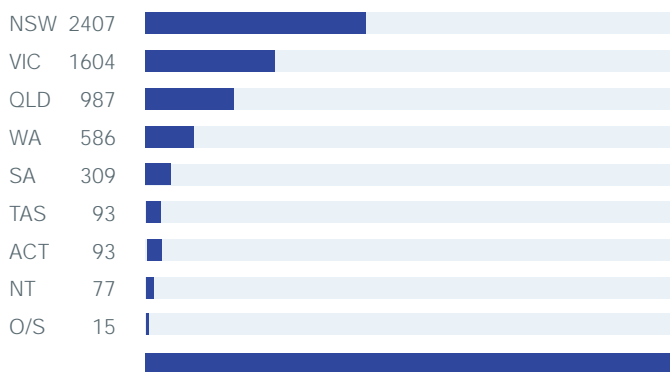
From the outset, **travelBulletin** promised it would cut through the flim flam and focus on the business of travel. Its team of writers, with unrivalled experience in the Australian travel industry, consistently delivers a monthly magazine that is an indispensable aid to running a profitable travel business.

**travelBulletin** sponsorships underwrite and support key industry programs including the AFTA National Travel Industry Awards, the International Cruise Council Australasia's annual cruise industry awards and other important industry events.

**travelBulletin** provides the ideal environment to deliver your message to a growing, independently audited circulation\* of professionals who are serious about the business of travel.

\*CAB audited circulation 6171  
(period Apr 10 - Mar 11)

### circulation



Total: 6171



**CIRCULATIONS  
AUDIT BOARD**

CAB Audited circulation 6171  
(period Apr 2010 to March 2011)

### 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%

## 2012 features

### FEBRUARY

**Booking deadline** 27 January

**Material deadline** 3 February\*

**Features** UK & Europe, Business Travel, Africa, Thailand, Ireland

### MARCH

**Booking deadline** 28 February

**Material deadline** 5 March\*

**Features** South America, Hawaii, Technology, Airlines of the World

### APRIL

**Booking deadline** 29 March

**Material deadline** 5 April\*

**Features** Hawaii – Family Travel, Car Rentals, Adventure Travel, China, River Cruising, Eastern Med

### MAY

**Booking deadline** 27 April

**Material deadline** 4 May\*

**Features** Hawaii, India, Autumn Europe Apartment Hotels, Coach Tours

### JUNE

**Booking deadline** 28 May

**Material deadline** 5 June\*

**Features** Hawaii – Active Adventures, Business Travel, Technology, Melbourne, Airlines of the World

### JULY

**Booking deadline** 27 June

**Material deadline** 5 July\*

**Features** Hawaii – Romance, Thailand, South Pacific, South America, Eastern Med

### AUGUST

**Booking deadline** 27 July

**Material deadline** 6 August\*

**Features** Western Australia, Railways, China, Dubai, Hawaii – Luxury,

### SEPTEMBER

**Booking deadline** 27 August

**Material deadline** 5 September\*

**Features** USA, Technology Vietnam, Europe Winter, Short Escapes

### OCTOBER

**Booking deadline** 26 September

**Material deadline** 5 October\*

**Features** Hawaii, Cruising, Africa World Airlines, Business Travel, Early Birds

### NOVEMBER

**Booking deadline** 26 October

**Material deadline** 5 November\*

**Features** Hotels & Apartment Hotels, China, Islands of the Pacific, South America

### DECEMBER

**Booking deadline** 26 November

**Material deadline** 5 December\*

**Features** UK & Europe, Technology, Adventure Travel, Vietnam / Cambodia, World Airlines

\* For complete artwork only. If artwork is to be made up the deadline is one week earlier.



# travelBulletin

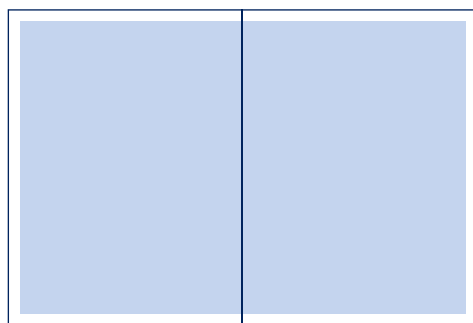
## advertising rates

casual	x 6	x 12	
DPS	12,130	11,785	11,265
Full page	6875	6585	6355
Junior page	4445	4215	3980
Half page	4275	4100	3760
Third page	3450	3275	2950
Quarter page	2830	2595	2365
50 x 220 strip	2020	1730	1560

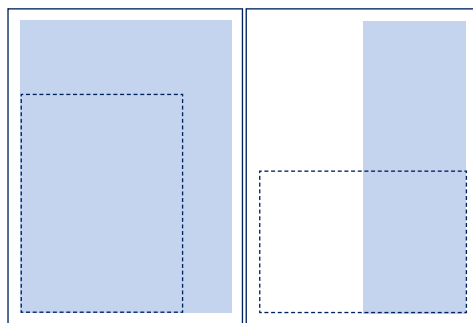
GST Equal to 10% of the total cost will be added to the tax invoice in accordance with the Goods & Services Tax (1999).

Booking deadline = cancellation deadline. The publisher reserves the right to charge in full for advertising cancelled five days prior to the deadline and to use previous ad material if copy is not supplied by deadline.

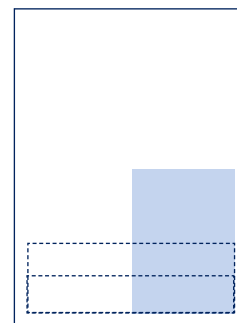
## ad sizes (height x width)



**Double page spread** Type area 310mm x 460mm  
Trim 330mm x 480mm Add 3-5mm for bleed



**Full page** Type area 310mm x 220mm  
Trim 330mm x 240mm Add 3-5mm for bleed  
**Junior page** 210mm x 130mm  
**Half page horizontal** 150mm x 220mm  
**Half page vertical** 300mm x 105mm



**Quarter page** 150mm x 105mm  
**Quarter page horizontal** 75mm x 220mm  
**Strip** 50mm x 220mm



## specials

Cover wrap – half page	8060
Cover wrap – two page	15,025
Single page insert	4040
Four page insert	POA

**travelBulletin**

Published by Business Publishing Group Pty Ltd ABN 47 112 661 613

**Eddie Raggett** Associate Publisher  
PO Box 492, Mosman, NSW 2088  
Phone: +61 2 9969 6683 or 0408 289 599  
Email: eraggett@travelbulletin.com.au

**Ian McMahon** Editor  
PO Box 818, Carnegie, VIC 3163  
Phone: +61 3 9568 4464 or 0414 320 321  
Email: imcmahon@travelbulletin.com.au

**Kate Atherton** Features editor  
Phone: 0412 254 762  
Email: katherton@travelbulletin.com.au

### ADVERTISING SALES

**Eddie Raggett** National Sales Manager  
Phone: +61 2 9969 6683 or 0408 289 599  
Email: eraggett@travelbulletin.com.au

**Hawaii** Tara Dine  
Destination Marketing Hawaii  
Phone: (+1) 808 739 2200  
Email: taradine@hawaii.rr.com

**Marlene Poon** Production Co-ordinator  
Phone: 0407 676 177  
Email: mpoon@travelbulletin.com.au