

# travel exploring the world's most exciting continent africa

Published since 1997. Relaunched 2014

## 2015 Media info

The world's only international magazine that reaches people with a confirmed interest in travelling to Africa.

A dedicated audience. Actively planning a safari. No wastage.

Full integration between print, digital and online.

If you are interested in reaching potential new customers in a cost-effective and targeted manner, *Travel Africa* can help.

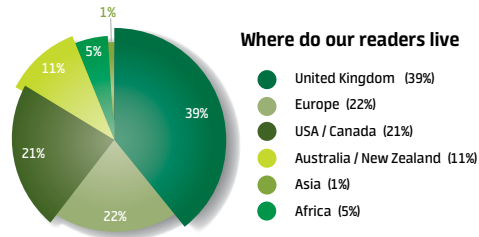
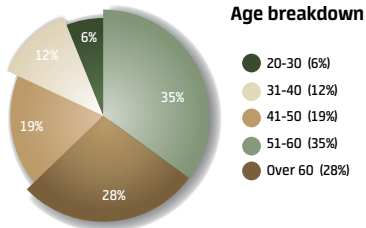
See the new edition at [ta-emags.com/V1/TA/TA69](http://ta-emags.com/V1/TA/TA69)



# Travel Africa magazine Our readers. Your potential customers.

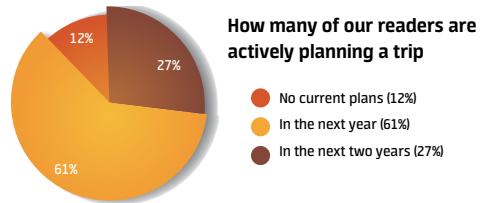
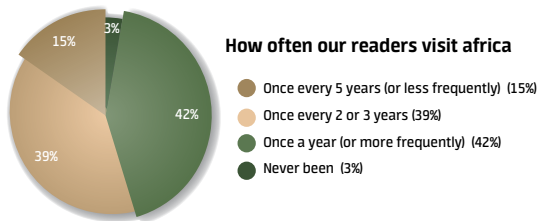
No other magazine offers such a highly-targeted audience of dedicated African travellers; people actively looking for ideas and companies to use on their next safari. What can you offer them?

## Readership demographics and statistics



**82%** OF READERS ARE OVER 41 YEARS

**93%** OF READERS LIVE IN KEY ESTABLISHED SOURCE MARKETS



**81%** OF READERS VISIT AFRICA REGULARLY

**88%** OF READERS ARE ACTIVELY PLANNING A TRIP TO AFRICA IN THE NEXT TWO YEARS

**"I always consult your mag, including back issues, before booking my next trip to Africa"**

Comment from reader survey, 2014

Travel Africa magazine influences at least an estimated **£36 million** worth of African travel each year

When multiplying the amount spent on safari by the percentage of readers actively planning a trip out of estimated actual copies read, based on reader survey data



## Travel Africa magazine Refreshed in 2014

In August 2014 we launched a refreshed *Travel Africa*:

- \* Revitalised and strengthened print product. Readers want more print!
- \* Relaunched website, with fresh additional content and reader engagement
- \* Relaunched online Safari Planner to help readers find companies to travel with
- \* Stronger, expanded App to reach more readers, quicker

See the new edition online at [ta-emags.com/V1/TA/TA67](http://ta-emags.com/V1/TA/TA67)



### New-look magazine:

- New size format: 275mm tall x 210mm wide (slightly shorter than traditional A4), to make it easier to handle
- New paper stock: more earthy, high-quality paper, to showcase great photography
- Refreshed design elements to make it easier to read
- More content and wider geographical reach than ever before
- New sections to encourage engagement with travel trade
- Advertising more closely embedded with editorial

### Stronger Safari Planner:

- Fresh section to help readers actively plan holidays (in print and digital magazine versions)
- Greater emphasis throughout on call to action to get readers engaged with travel trade
- Online Safari Planner to make interaction between reader and trade partners easy (and trackable)

### Expanded distribution:

- Strong focus on increasing print distribution in UK, USA and South Africa
- Copies to 3000 top donors at African Wildlife Foundation
- Carried on safari airlines and in lodges across Africa
- Rapidly growing App distribution: over 85,000 Push Notifications per issue (and growing rapidly)

### New website:

- Totally redesigned to allow more content to be published, to fill the gaps between print issues
- Tight integration of content with related advertising, to enable easier travel planning research
- Trade advertisements embedded with editorial more strongly, to encourage reader engagement

To discuss the best way you can use *Travel Africa* to reach dedicated African travellers around the world, contact:

African-based companies: **Dave Southwood** ([dave@geckomags.com](mailto:dave@geckomags.com))

Rest of world: **Craig Rix** ([craig@geckomags.com](mailto:craig@geckomags.com))

Tel: +44 (0)1844 278883 Fax: +44 (0)1844 278893 [www.travelafricamag.com](http://www.travelafricamag.com) Gecko Publishing Ltd, The Dovecote, Little Baldon, Oxford OX44 9PU, United Kingdom



# Travel Africa magazine Bringing potential customers to you

Readers use a combination of resources to research and plan their African safaris – print, digital and online. None of these work in isolation. By ensuring our advertising partners have a presence wherever readers seek our content, we maximise the opportunity for you to attract their attention, engage with them and encourage them to visit your website or contact you.



## Print magazine

- 20,000 - 25,000 copies printed each issue
- Four issues per annum
- Distribution around the world (primarily UK, USA and South Africa)



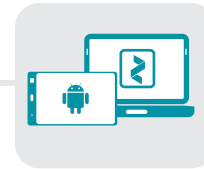
## Travel Africa online & Safari Planner

- [www.travelafricamag.com](http://www.travelafricamag.com)
- [www.safariplanner.co.uk](http://www.safariplanner.co.uk)
- Websites relaunched in 2014



## Apple Newsstand edition

- Access to readers around the world
- Over 85,000 Push Notifications each quarter
- Single copy and subscription sales offered in-app



## Digital magazines (Zinio.com)

- The world's biggest digital magazine newsstand
- Readable on all PCs, and most mobile devices (iOS, Android and other)



## Your company

- All advertising promotion is designed to lead the reader to you – to your website, social media page, email or phone
- By channeling contact through online or digital channels, engagement is quicker and more easily trackable

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# Travel Africa magazine Integrated marketing platforms

As an advertising partner, your company will be featured at every point that our readers engage with the magazine, ensuring an integrated presence across print, digital and online.



## Online Safari Planner [traveafricamag.com](http://traveafricamag.com) / [safariplanner.co.uk](http://safariplanner.co.uk)

- The hub of your presence in *Travel Africa*
- Profile page includes text, photo and video galleries
- Easy to include unique offers
- Readers can add comments / reviews
- Easy for readers to ask for more information / contact you
- Easy to monitor response
- Ads run alongside related editorial
- All ads direct readers to your Safari Planner page
- Fully linked to your website
- Allows you to reach a broader online audience



## In-magazine display advertisements

- Five size options
- Ads run alongside appropriate editorial
- Ads attract reader attention; highlight key selling points of your business
- Essential component for readers: the editorial tells them where to go, the adverts set them on their way
- Strong calls to action encourage readers to seek more info / visit websites
- Expanded Ad Index makes it easier for readers to contact advertisers
- Advertisers get built-in editorial support



## Apple Newsstand edition

- All magazine ads included in App version
- All ads linked back to online Safari Planner / your company website
- Easy way of reaching new customers
- Readers can connect with you in one tap
- Standalone display ads available in the text-only version
- Video and picture galleries can be embedded in standalone ads
- Whole issue sponsorship available for maximum impact



## Digital magazines (Zinio.com)

- Replica issue of *Travel Africa* in world's biggest digital magazine store
- Can be read on all PCs and mobile platforms (including Android)
- All magazine ads included
- All ads linked to online Safari Planner / your company website



"Travel Africa magazine is the only publication of any kind that I devour both the articles and the advertisements!"

Comment from reader survey, 2014

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## Travel Africa magazine Partner opportunities

ONLINE ONLY		PRINT, APP AND ONLINE				
Safari Planner		Eighth page	Quarter page	Half page	Full page	Double page
Per issue (each quarter)	£240	£350	£495	£695	£1150	£1950
Per issue (contract)		£275	£395	£595	£975	£1595
Total per annum	£750	£1100	£1580	£2380	£3900	£6380
Saving if booking for one year	£210	£300	£400	£400	£750	£1420
	22%	21%	20%	14%	15%	18%
Online Safari Planner page	✓	✓	✓	✓	✓	✓
Advert in print mag		✓	✓	✓	✓	✓
Advert in Zinio edition		✓	✓	✓	✓	✓
Advert in App mag		✓	✓	✓	✓	✓
Print Safari Planner Index		✓	✓	✓	✓	✓
Website banner ad			✓	✓	✓	✓
Interactive advert (video etc)				✓	✓	✓
Display ad in App edition					✓	✓

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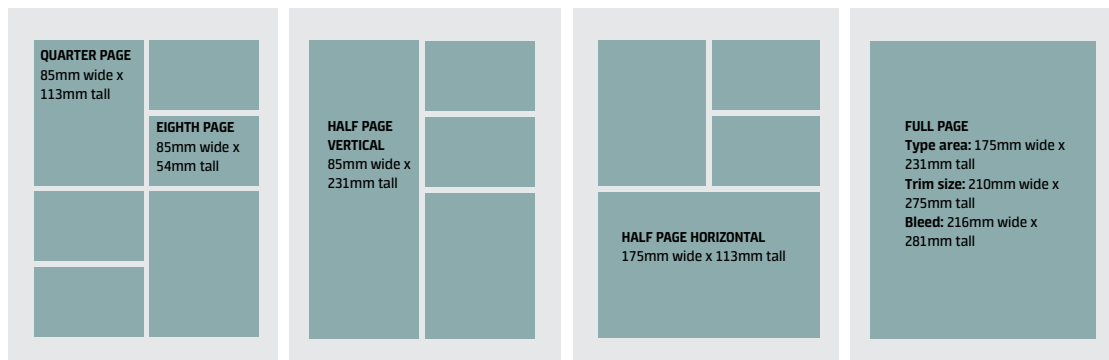


# Travel Africa magazine Publishing information

## Print magazine publishing schedule

	Winter issue	Spring issue	Summer issue	Autumn issue
<b>Booking deadline</b>	December 1	March 8	June 8	September 8
<b>Material deadline</b>	December 5	March 15	June 15	September 15
<b>Release date</b>	December	March 28	June 28	September 28

## Print magazine advertising specs



All display advertising is reproduced in the digital versions of the magazine (App, Zinio etc) without change. Please enquire if you would like amendments to your digital advertisement.

## Online Safari Planner

All advertising partners receive a page on our online Safari Planner ([www.safariplanner.co.uk](http://www.safariplanner.co.uk))

For this we will require:

- Full name of company being promoted
- Full contact details including websites, social media pages, phone, fax, email, postal address and contact name
- Edited text describing your business offering (no limit, although advise no more than 300 words)
- Up to 10 pictures for gallery
- Video links (max 3)
- Admin access to your page can be provided and is encouraged, allowing you to update it as often as you like
- If you would like us to administer your page, one content update is provided per quarter

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