

travel
the magazine that explores the world's most exciting continent
africa

Partner information 2019

Published since 1997



“For the love of Africa”

The world's only international magazine that reaches people with a confirmed interest in travelling to Africa.
A dedicated audience. No wastage. Full integration between print, digital and online and editorial support.

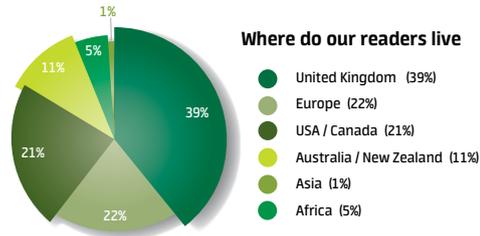
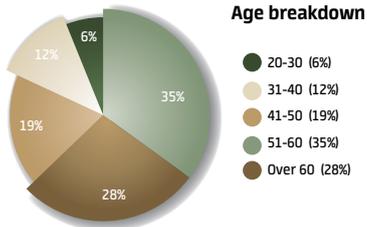
See the e-mag version at ta-emags.com/V1/TA/TA85

travelafricamag.com

Travel Africa magazine Our readers. Your potential customers.

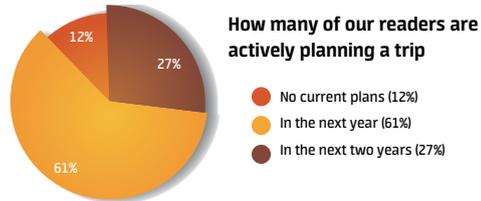
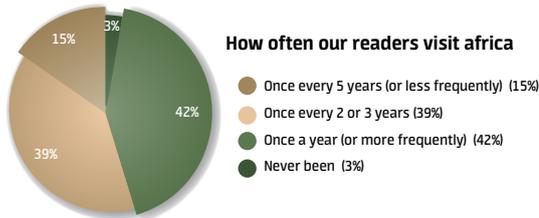
No other magazine offers such a highly-targeted audience of dedicated African travellers; people actively looking for ideas and companies to use on their next safari. What can you offer them?

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 Easy access

We use a multi-platform approach to ensure that *Travel Africa* reaches our community of travellers easily, wherever they want to engage:

- * High quality print magazine. Readers love print!
- * Monthly online e-magazine, *Travel Africa Extra*
- * Website with fresh additional content and reader engagement
- * New multi-platform App to reach more readers, quicker
- * Active social media support

See an e-mag version online at ta-emags.com/V1/TA/TA84

High quality print magazine:

- Size format: 275mm tall x 210mm wide (slightly shorter than traditional A4), to make it easier to handle
- Quality paper stock: more earthy, silk paper to showcase great photography, thick cover for strength
- 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
- Partner content closely embedded within editorial

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 digital distribution

Enhanced Safari Planner:

- Directory to help readers quickly find reliable companies, saving lengthy search time
- Fresh section to help readers actively plan holidays
- 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)

Travelafricamag.com:

- Loads of additional content published online
- Free monthly online magazine, *Travel Africa Extra* available by email subscription
- Tight integration of content with related advertising, to enable easier travel planning research
- Partner content embedded throughout the site



To discuss the best way you can use *Travel Africa* to reach dedicated African travellers around the world, contact: **Craig Rix** craig@geckomag.com

Tel: +44 (0)1844 278883 Fax: +44 (0)1844 278893 www.travelafricamag.com Gecko Publishing Ltd, 13 Kellys Road, Wheatley, Oxford OX33 1NT, 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 partners have a presence wherever readers seek African 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

- Average 20,000 printed of each issue
- Four issues per annum
- Distribution around the world (approx one third each UK, USA and Rest of World)
- Display advertising and sponsored editorial



Travel Africa online & Safari Planner

- Banner advertising and editorial content on travelafricamag.com
- Content in monthly online magazine, *Travel Africa Extra*
- Directory listing on www.safariplanner.co.uk



Mobile edition

- App available on iOS, Kindle, Android, PCs and pocketmags.com
- Access to readers around the world
- Display advertising, issue sponsorship and sponsored editorial



Digital magazines (Zinio.com)

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



Your company

- All partner promotional content (advertising and editorial) leads the reader to your website, social media, email or phone
- By channeling contact through online or digital channels, engagement is quicker and more easily trackable
- Augmented reality increasingly embedded in advertising messages to promote interactivity and tracking



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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 travelfricamag.com / 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
- Banner ads run alongside related editorial
- Fully linked to your website
- Allows you to reach a broader online audience



In-magazine space promotions

- Five size options
- Can be used for traditional advertising or editorial messaging
- Content runs alongside appropriate editorial features
- Content attracts reader attention; highlight key selling points of your business
- Essential component for readers: the editorial tells them where to go, your message brings them to you
- Strong calls to action encourage readers to seek more info / visit websites
- Ensures continuity of presence throughout the year
- Augmented reality to encourage interactivity



Mobile (App) editions

- App available on all platforms: iOS, Android, Kindle etc
- All magazine content included in App version
- All promotions 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 and mobile versions of *Travel Africa* in world's biggest digital magazine store
- Can be read on all PCs and mobile platforms (including Android)
- All magazine promotions included
- All campaigns 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

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Travel Africa magazine Partner opportunities

Space can be used for conventional advertising / branding messaging, or sponsored editorial content

ONLINE ONLY		PRINT, APP AND ONLINE				
Safari Planner		Eighth page	Quarter page	Half page	Full page	Double page
Per issue (each quarter)		£350	£495	£695	£1150	£1950
Per issue (contract)		£275	£395	£595	£975	£1595
Total per annum	£495	£1100	£1580	£2380	£3900	£6380
Saving if booking for one year		£300	£400	£400	£750	£1420
		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			✓	✓	✓	✓
Content marketing (editorial support)		✓	✓	✓	✓	✓
Display ad in App edition					✓	✓

Customised content marketing campaigns, with editorial and social media at the hub, can be conceived and implemented by our team. Pricing varies on the extent of each project and the amount of bespoke work involved. Contact craig@geckomags.com to learn more.

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Travel Africa magazine Publishing information

Print magazine publishing schedule

	January-March issue	April-June issue	July-September issue	October-Dec issue
Booking deadline	December 1	March 7	June 7	September 7
Material deadline	December 5	March 10	June 10	September 10
Release date	December 31	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.

Online Safari Planner

All advertising partners receive a page on our online Safari Planner (www.safariplanner.co.uk) for the duration of their campaign.

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 500 words)
- Up to 20 pictures for gallery
- Video links (max 3)

A full list of requirements will be shared for your ease of supply.

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