



# AFRICA TRAVEL MAGAZINE

Voice of the Africa Travel Association

New York, NY, USA . Vancouver, BC, Canada.

Tel. 604 681 0718 . Fax 1-604-681-6595 .

Web: [www.africa-ata.org](http://www.africa-ata.org) . E-Mail [africa@dowco.com](mailto:africa@dowco.com) .

## A Dynamic Print and Web Media Combination with North American and Worldwide Reach and Influence

### 2007 SCHEDULE

**Feb.- Mar** Africa Travel Trade Bulletins

**April- May**

#### World Congress Yearbook

- ATA 32nd World Congress, Addis Ababa Ethiopia
- Indaba 2007, Durban, South Africa
- Peace Through Tourism, Uganda
- Tourism Marketing Conference, Tanzania
- 1st Africa Conference, Maputo, Mozambique

#### Africa Ecotourism Yearbook

Our 15th Anniversary Edition of the ATA Cultural and Ecotourism Symposium salutes 11 Africa Countries that hosted this event. The most recent were Nigeria, Angola, Uganda and Zanzibar.

**June through Aug.**

**Africa Travel Trade Bulletins**

**Sept.** Air Highways to Africa

First African edition in our new series.

**Oct.** World Travel Market Bulletin

Africa at Reed Exhibitions, London, UK.

**Nov.** ATA 11th Ecotourism Symposium

**Dec.** Africa 2008 Tourism Forecast

#### Great Cities of Africa Editions

The result of meetings and interviews with African Mayors at the 2006 UN World Urban Forum, and support from 33 African cities that have hosted ATA events since 1976. Our schedule includes the following: Abuja . Accra . Addis Ababa . Calabar . Cairo . Cape Town . Casablanca . Dar es Salaam . Douala . Mombasa . Nairobi . Luanda . Lusaka . Kampala . Marrakech . Yaounde. More cities to be announced for 2008. Each Great Cities of Africa edition will be previewed on the ATA Website - [www.africa-ata.org](http://www.africa-ata.org) - several months in advance of final printing. For bulk orders at wholesale prices, please E-mail [africa@dowco.com](mailto:africa@dowco.com)

#### Year Round Circulation Online

Our website offers worldwide reach via online viewing, radio broadcasts, video features and printable downloads. This award winning, search leading site on Google, Yahoo & MSN, generates millions of page views annually. Visitor sessions have averaged over 10 minutes. Webtrends December, 2006.

### RATES & DATA

#### WEB ADVERTISING BONUS- ONE YEAR

Advertisers with a 1/6 page or more in our Print Magazine receive equal space on our website [www.africa-ata.org](http://www.africa-ata.org) for one year. Direct links are provided from our Business Directory.

#### CLASSIFIED PRINT ADVERTISING

Per Column Inch \$60

Marketplace Section. Classified ads may be from one to four columns wide. Column Width 2 inches. Depth 10 inches.

#### DISPLAY PRINT ADVERTISING

Size	Black & White	Full Color
<input type="checkbox"/> Full Page	\$2,190	\$2,790
<input type="checkbox"/> Covers	\$2,690	\$3,290
<input type="checkbox"/> Half Page	\$1,190	\$1,490
<input type="checkbox"/> Third Page	\$790	\$1,090
<input type="checkbox"/> Quarter Page	\$590	\$790
<input type="checkbox"/> Sixth Page	\$390	\$490
<input type="checkbox"/> Ninth Page	\$290	\$390
<input type="checkbox"/> Twelfth Page	\$190	\$290
<input type="checkbox"/> Four Page Section		\$9,700
<input type="checkbox"/> Two Page Spread		\$5,400

Advertorials, postcards, gold coupons and inserts on request.

#### Targeted Circulation in Print

We reach and influence travel industry professionals, travel agencies and group travel buyers in business, education and church organizations. We now plan to reach potential travelers through retail sales at airports and other key locations. An enhanced subscription package will be introduced.

- Distribution by Overseas Embassies of (ATA) member countries, Tourist Boards, Ministries of Tourism, Trade, Aviation, Hotels, Culture and Environment.
- Distribution by African Cities in our new series.
- Distribution via 26 ATA Chapters Worldwide.
- Mass distribution at ATA Travel Show Exhibits in New York, Chicago, Washington, Boston, Dallas, Los Angeles, San Francisco, Montréal, Toronto, Calgary, Vancouver, and other North American markets. Additional shows in Europe and Asia.