


# Grand Tour Series



Grand Tour Inserts  
appear in every edition  
during the ATA 30th  
Jubilee Celebration

Africa's Library of "Destination Specific" Magazine Inserts, Bulletins and Supplements  
for long term circulation to the travel industry, business and traveling public.

# Africa Travel Magazine Grand Tour Series

US AND WORLDWIDE DISTRIBUTION OF A LIBRARY OF DESTINATION SPECIFIC PUBLICATIONS, ANCHORED BY AFRICA TRAVEL MAGAZINE. MEETING A WORLDWIDE DEMAND FOR POSITIVE, UPBEAT, HIGH QUALITY MAGAZINES ON AFRICAN DESTINATION CITIES AND COUNTRIES



Partnership with Private Sector and Governments of Uganda, Kenya, Zambia, South Africa, Tanzania, Ethiopia, Cameroon, Guinea, Benin, Ghana, Namibia and other ATA Host Countries

## EDITORIAL FOCUS

Recommended Tours, Travel, Trade and Tourism Opportunities. Private Sector and Government Investment, AGOA, Trade Missions, Exchanges and Great Causes. Grand Tour itineraries and first person stories are the result of recent travel experiences by our editors and chapter members. Close consultation with local tour and safari operators.

## WEB SUPPORT

Magazine advertisers get free space and links on our powerful ATA Website. Over 1,700 pages on African destinations. This site ranks #1 to 3 in many searches on MSN Network, Google and Yahoo.

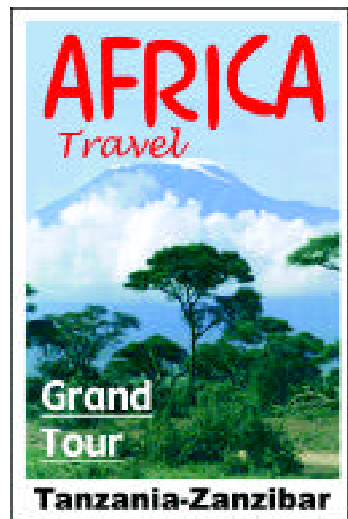
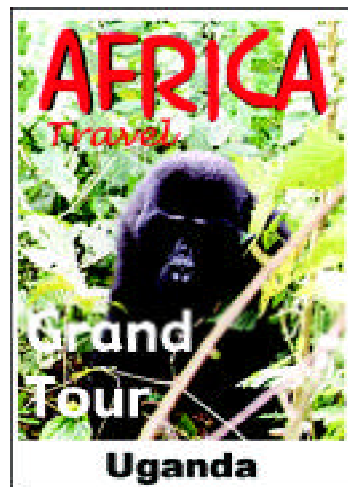
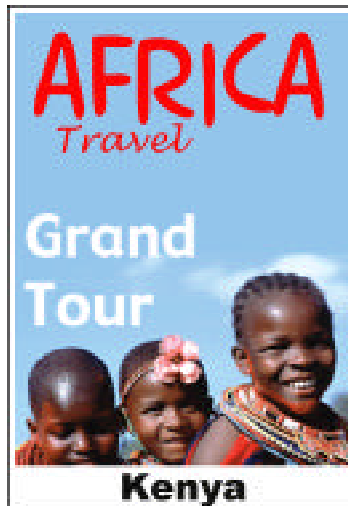
## SCHEDULE

**October 2004:** The Grand Tour program starts with inserts in ATA's 8th CULTURAL ECOTOURISM EDITION. Focus on host country UGANDA, plus Grand Tour inserts on African countries that have hosted ATA Congresses and Symposia since 1975.

**February 2005:** The Grand Tour program continues in our 3rd ATA-IPT Peace Through Tourism Conference Edition. Focus on host country ZAMBIA, plus Grand Tour inserts on previous host countries.

**May 2005:** Our ATA 30th Jubilee Congress Edition. Focus on host country KENYA plus inserts on many previous host countries.

**October 2005:** Our ATA 9th Cultural Ecotourism Edition. Focus on host country ANGOLA, plus inserts on previous host countries.



## CIRCULATION

Most Grand Tour Inserts, Supplements and Trade Show Bulletins will grow to become stand alone magazines, available for long term, mass circulation to the travel trade and public. Trade and Tourism Ministries will be encouraged to become partners in distribution, sharing revenues in sales of magazines at newsstands in USA, Africa-wide and beyond.

The benefits to advertisers will increase with each update and print run -- at no extra charge. Targeted, influential, mass circulation via National Tourist Boards, Airlines, African Embassies, ATA Chapters and Partners, plus 20 other channels.

## USA PROMOTION

ATA anchors Africa section exhibits at NEW YORK, CHICAGO, WASHINGTON, BOSTON, SAN FRANCISCO, ST. LOUIS, DALLAS, KANSAS CITY, HOUSTON, PHOENIX, MIAMI and NEW ORLEANS Travel Expos.

## WORLD PROMOTION

Promotion in Canada and World Travel Market, UK, INDABA 2005 and African regional trade and travel shows and conferences.

Book now, and your ADVERTISING will appear immediately on our powerful website. What's more, you will benefit from advance distribution at trade shows.

## AFRICA TRAVEL MAGAZINE

Worldwide Voice of the Africa Travel Association  
World HQ. 347 Fifth Ave. #610, New York, NY 10016 USA

Sales: (604) 681-0718, fax (604) 681-6595

mailto:africa@dowco.com ,

web: <http://www.africa-ata.org>

ATA Membership: 212 447 1926

*In progress are Grand Tour Editions on Ethiopia, Cameroon, Guinea, South Africa, Tanzania, Kenya, Morocco, West Africa and Egypt. These range from 4 to 48 pages, with new items added weekly. Many will appear in our 30th Jubilee Edition package.*

## Africa Travel Magazine

### Contract for "Early Bird" Advertisers

Send confirmation and advertising material by e-mail to: [africa@dowco.com](mailto:africa@dowco.com) . or fax 604 681 6595 .  
Priority mail or courier: AFRICA TRAVEL MAGAZINE , 347 Fifth Avenue, #610 , New York , NY USA  
10016. Advertising Dept: 24 Hour Telephone line 604 681 0718

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#### **Please choose from these Two for One Early Bird Rates in US\$**

Full page .....Black and white \$2190 .....Full color \$2750.....7" x 10"

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Half page ....Black and white \$1190.....Full color \$1490.....7" x 4 7/8"

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1/4 page .....Black and white \$590 .....Full color \$890.....7 x 2 1/4"

1/6 page..... Black and white \$390..... Full color \$590..... 2 1/8 x 4 5/8"

1/9 page .....Black and white \$290..... Full color \$490.....2 1/8 x 3 1/3

1/12 page ....Black and white \$190 .....Full color \$290.....2 1/8 x 2 1/2"

Advertising Space of \_\_\_\_\_ page (size)

Early Bird Two Edition Rate: Black and white \$ \_\_\_\_\_ Full color \$ \_\_\_\_\_ (US funds)

Above advertising to appear in both of the following editions for the above rate. To qualify, advertiser must confirm before September 30, 2004 to earn these rates.

#### **OCTOBER 2004 : ATA 8TH CULTURAL AND ECOTOURISM SYMPOSIUM EDITION**

**Event: Kampala, Uganda Oct. 24-29, 2004**

#### **MAY 2004: ATA 30TH JUBILEE INTERNATIONAL CONGRESS EDITION**

**Event: Nairobi, Kenya May 15-20, 2005**

Location : Grand Tour Insert of Choice: Uganda ( ☐ ) Kenya ( ☐ ) Tanzania ( ☐ )

Zambia ( ☐ ) Cameroon ( ☐ ) Egypt ( ☐ ) Morocco ( ☐ ) Guinea ( ☐ ) West Africa ( ☐ )

Other Country Section \_\_\_\_\_ General Editorial Section ( ☐ )

Bonus: Equal advertising space on the ATA Website [www.africa-ata.org](http://www.africa-ata.org) , with a BUTTON LINK.

Special Note: Grand Tour Inserts will be distributed at many other events. Some of hem will be expanded for mass circulation by National Tourist Boards and other partners.