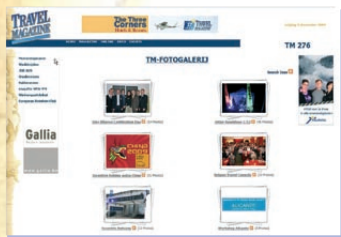


# TRAVEL<sup>®</sup> PRODUCTIONS

RATES  
TECHNICAL  
DATA  
DOSSIERS  
2011



**Travel Productions N.V.**  
**Hanswijkstraat 23 - B-2800 Mechelen - Belgium**  
**Tel: +(32)15/450.355 • Fax: +(32)15/450.360**  
**e-mail: travmag@travel-magazine.be**  
**http://www.travel-magazine.be**



**Rates valid from 1.1.2011**  
**These rates replace all previous ones.**

# TRAVEL PRODUCTIONS

Travel Productions publishes various items and online products:

## TRAVEL MAGAZINE

The leading trade journal for Belgium and Luxemburg. Is published **every three weeks** and reaches all professionals in tourism, decision makers as well as staff and reservations departments. It supplies all interviews, feature articles, analyses, latest trends and developments in the travel industry.

**Two editions: French and Dutch.**

**Circulation: 7.000 copies (3.000 French + 4.000 Dutch )**

## TRAVEL NEWSLETTER

The Newsletter with all hot news about the travel industry. Published **every week**, and sent by fax or e-mail.

**Two editions: French and Dutch.**

**Circulation: 6.000 copies (2.500 French + 3.500 Dutch )**

## TRAVEL INFO Belux

The Travel Info BeLux is a special directory and contains all names and addresses of all companies of the travel industry in Belgium and Luxemburg.

**Published every year.**

Also to be consulted online on **www.travelmagazine.be**

**1 edition: English.**

**Circulation: 6.000 copies**

## TRAVEL AVIATION NEWSLETTER

24u/24 up-to-date information and news from the aviation sector

**Two editions: French and Dutch.**

Only to be consulted online on **www.travelmagazine.be**

## TRAVEL MAGAZINE

[www.travel-magazine.be](http://www.travel-magazine.be)

TM-website: **www.travel-magazine.be**

Some editorial items from the magazine (editorial, coverinterview, agenda, etc.) can be consulted online, as well as detailed information about our events and products.

⇒TM: Subscribers can read the entire magazine online, as from 1 day before the official publication date

### Readership:

Travel agents, Tour Operators, Airlines, Coach Companies, Cruises, Ferries, Rail, Car Rental, Holiday/Amusement Parks, Incentive Houses, Insurance Companies, Hotels, Technology, Tourism Boards, Trade Organisations, Embassies, Tourism Education, and so on.

**Publisher/Editor-in-chief:** Robrecht Willaert

**Deputy General Manager:** Pieter Willaert

**Deputy Editor-in-chief:** David Dupuis

**Advertising Manager:** Michelle Van Herzeele

**Advertising Assistant:** Hilde Van den Brande

**Traffic & IT-master:** Tom Geerts

Issue	Publication date	Dossiers 2011	Deadline
295	21.01.2011	SUMMER (1) - MOROCCO - GOLF & WELLNESS	24.12.2010
296	11.02.2011	SUMMER (2) - MICE (MEETINGS & INCENTIVES) - THAILAND	21.01.2011
297	04.03.2011	PORTUGAL - TURKEY CITYTRIPS & SHORTBREAKS ZOMER	11.02.2011
298	25.03.2011	GREECE - TOURISM EDUCATION & TRAINING EXOTIC SUMMER DESTINATIONS & HONEYMOONS RIVERCRUISES	04.03.2011
299	15.04.2011	FERRIES - SCANDINAVIA - ITALY - TUNISIA TRAVEL INSURANCES	25.03.2011
<b>300</b>	06.05.2011	<b>JUBILEE EDITION</b>	15.04.2011
301	27.05.2011	UK - CAR RENTAL - CROATIA - THEME PARKS EUROPE	06.05.2011
302	17.06.2011	CRUISES - REGIONAL AIRPORTS - COACH USA & CANADA	27.05.2011
303	08.07.2011	CANARIAS - CHINA	17.06.2011
304	12.08.2011	SOUTHERN AFRICA - EGYPT	08.07.2011
305	02.09.2011	WINTER BROCHURES(1) - LATIN AMERICA	12.08.2011
306	23.09.2011	SKI HOLIDAYS - NEW TECHNOLOGIES - WINTER BROCHURES (2)	02.09.2011
307	14.10.2011	CRUISE T.O.'S - CITYTRIPS & SHORTBREAKS WINTER - INDIA	23.09.2011
308	18.11.2011	EXOTIC & LUXURY WINTER DESTINATIONS	14.10.2011
309	09.12.2011	BTEXPO - PACIFIC ASIA (PATA)	18.11.2011
310	30.12.2011	FUTURE DESTINATIONS - GULF STATES	09.12.2011

## RATES PRINT TM 2011

The prices indicated are calculated **per insertion** (Dutch and/or French). They are denominated in EURO, without VAT at 21% and are applicable until 31.12.2011. The rates announced imply delivery of **CAMERA-READY** material (see also supply of material). If the delivered material is not ready for printing, the technical costs required for adaption will be put into account.

**1 edition:** Dutch or French    **2 editions:** Dutch and French

### INNER PAGE

### DOSSIER

Format	1 edition		2 editions	
	€	€	€	€
2/1 page	2840,00	4500,00	2980,00	4570,00
1/1 page	1470,00	2410,00	1595,00	2615,00
1/2 page	985,00	1650,00	1095,00	1735,00
1/4 page	640,00	1030,00	695,00	1135,00
1/16 page	-	-	305,00	525,00

### COVER

### RUBRICS OR SPECIAL REQUESTS

Format	1 edition		2 editions	
	€	€	€	€
Cover 1*	820,00	1500,00		
Cover 2**	2050,00	3155,00		
Cover 3**	1965,00	3030,00		
Cover 4**	2050,00	3155,00		

Ads at a **preferential position: +20%**

For advertisements in rubrics as actua, hotels, agenda, a.o. - we make **a personalized offer** for you.

\* **Mind out:** Cover 1: only 1/16 page is permitted!

\*\* **Mind out:** Cover 2, 3 and 4: only 1/1 page is permitted!

### INSERTS, BROCHURES, FLYERS, ...

**Inserts + brochures:** stitched, stapled, loose or blistered underneath

**Flyers:** stitched, stapled, a.o...

*All prices can be given on request*

### ADVERTORIAL/FOCUS

#### Advertorial/Focus:

Publishing editorial page with a front and **lay-out as you want.**

Included: copywriting, translation, max. 2 illustrations per page, prepress, commercial value.

Format	1 edition		2 editions	
	€	€	€	€
1/1 page 4 col.	1995,00	3165,00		
2/1 page 4 col.	3580,00	5420,00		

*For more pages, we will make you **a special offer.***

### ELECTRONIC SUPPLY OF MATERIAL

#### Material:

- Electronical delivery; preferably by e-mail: [tom@travel-magazine.be](mailto:tom@travel-magazine.be)
- **PDF in high resolution** (300 dpi) or InDesign with all imports/EPS-file

#### Electronic carriers:

- CD-rom: produced according to ISO 9660 level 1

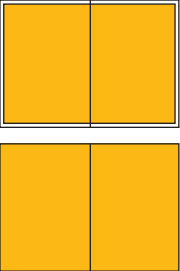
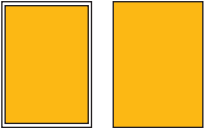
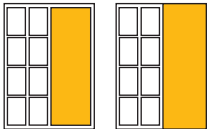
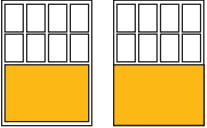
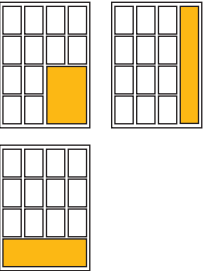
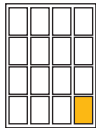
#### FTP-server: <ftp.decom.be>

This folder is protected by means of the following identity and password:

**User:** Guest  
**Identity:** Guest  
**Password:** guest1 (in small letters!!)

**If an advertisement is delivered by FTP, please also send a (low-res) PDF to [tom@travel-magazine.be](mailto:tom@travel-magazine.be) !**

## FORMATS

	<p><b>2/1 PAGE</b>  <b>NON BLEED</b>            H 278 mm            W 405 mm</p> <p><b>BLEED*</b>            H 297 mm            W 420 mm</p>		<p><b>1/1 PAGE</b>  <b>NON BLEED</b>            H 278 mm            W 195 mm</p> <p><b>BLEED*</b>            H 297 mm            W 210 mm</p>		<p><b>1/2 PAGE</b>  <b>VERTICAL</b>  <b>NON BLEED</b>            H 278 mm            W 95 mm</p> <p><b>BLEED</b>            H 297 mm            W 100 mm</p>
	<p><b>1/2 PAGE</b>  <b>HORIZONTAL</b>  <b>NON BLEED</b>            H 138 mm            W 195 mm</p> <p><b>BLEED</b>            H 150 mm            W 210 mm</p>		<p><b>1/4 PAGE</b>  <b>BLOCK</b>            H 138 mm            W 95 mm</p> <p><b>COLUMN</b>            H 278 mm            W 45 mm</p> <p><b>HORIZONTAL</b>            H 68 mm            W 195 mm</p>		<p><b>1/16</b>  <b>PAGE</b></p> <p>H 68 mm            W 45 mm</p>

\* For single or double spreads **bleed**, keep an extra margin on your ad of at least 5 mm on 4 sides of the ad!  
 Please contact us for **special formats**.



## RATES ONLINE ADVERTISING 2011

**BANNERS TM-WEBSITE:** [www.travel-magazine.be](http://www.travel-magazine.be)



**Reservations (according to availability) and material:**

- closing date for reservations and material: 1 week before publication.
- the material must be sent by e-mail to: [tom@travel-magazine.be](mailto:tom@travel-magazine.be)

**Section:**

- according to availability

**Formats:**

- horizontal banner 234 width x 60 pixels height
- vertical banner 120 width x 240 pixels height

**Price:**

- 750 € /month - 7.500 € /year

**BANNERS TM AVIATION NEWSLETTER**



**Reservations (according to availability) and material:**

- closing date for reservations and material: 1 week before publication.
- the material must be sent by e-mail to: [tom@travel-magazine.be](mailto:tom@travel-magazine.be)

**Formats:**

- horizontal banner 234 width x 60 pixels height
- vertical banner 120 width x 240 pixels height

**Price:**

- 750 € /month - 7.500 € /year

## TECHNICAL INFO ONLINE ADVERTISING

**Material:**

- SWF (Flash), (animated) GIF, JPEG
- For Flash or animated GIF always include target \_blank; for SWF the hyperlink has to be included in the banner.
- Resolution: maximum 72 dpi.

**Hyperlinks:**

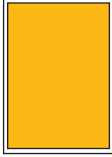

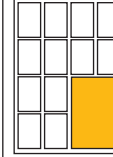
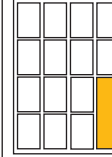
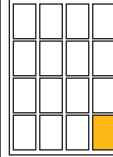
- for hyperlinks always mention the full URL vermelden (eg. <http://www.travelmagazine.be/page/nl/index.htm>)
- max. 1 hyperlink per banner per language (http only)

## TECHNICAL DATA

### Reservations and material:

- Closing date for reservations and material: **3 days before publication.**
- The material must be sent by e-mail to: [newsletter@travel-magazine.be](mailto:newsletter@travel-magazine.be) (print-ready material: PDF-file max. resolution 180 dpi.).

### Formats:

 <b>1/1 PAGE</b> H 278 mm W 190 mm	 <b>1/2 PAGE</b> H 138 mm W 190 mm	 <b>1/4 PAGE</b> H 138 mm W 92 mm	 <b>1/8 PAGE(*)</b> H 138 mm W 43 mm	 <b>1/16 PAGE</b> H 65 mm W 43 mm
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## PUBLICATION DATES 2011

(\*) alternative format for 1/8 page:  
horizontal banner: H 35 mm x W 190 mm

N°	Date	N°	Date	N°	Date
659	07/01/11	676	06/05/11	693	16/09/11
660	14/01/11	677	13/05/11	694	23/09/11
661	21/01/11	678	20/05/11	695	30/09/11
662	28/01/11	679	27/05/11	696	07/10/11
663	04/02/11	680	03/06/11	697	14/10/11
664	11/02/11	681	10/06/11	698	21/10/11
665	18/02/11	682	17/06/11	699	28/10/11
666	25/02/11	683	24/06/11	700	04/11/11
667	04/03/11	684	01/07/11	701	10/11/11
668	11/03/11	685	08/07/11	702	18/11/11
669	18/03/11	686	29/07/11	703	25/11/11
670	25/03/11	687	05/08/11	704	02/12/11
671	01/04/11	688	12/08/11	705	09/12/11
672	08/04/11	689	19/08/11	706	16/12/11
673	15/04/11	690	26/08/11		
674	22/04/11	691	02/09/11		
675	29/04/11	692	09/09/11		

## RATES

4 colours	1 edition	2 editions
	€	€
1/1 page	1365,00	1910,00
1/2 page	955,00	1230,00
1/4 page	490,00	820,00
1/8 page	250,00	450,00
1/16 page	165,00	235,00

Rates JOB ADS ONLINE ([www.travelmagazine.be/jobadsnl](http://www.travelmagazine.be/jobadsnl)):

1/16 page - 1/8 page: + 100 € supplement

1/4 page - 1/2 page - 1/1 page: + 200 € supplement

## PUBLICATION DATE

January 2012

## TECHNICAL DATA

### Printing technique:

Offset sheets

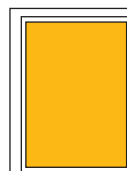
### Material:

- For 1/1 page and 1/2 page 4 colours: material by e-mail to: [tom@travel-magazine.be](mailto:tom@travel-magazine.be)
- PDF in high resolution (300 dpi)
- B/W advertisement with logo: electronic format (EPS, JPEG, TIFF) by e-mail: [tom@travel-magazine.be](mailto:tom@travel-magazine.be)
- banners website: (animated) GIF, SWF (Flash) or JPEG; size 460 x 60 pixels by e-mail to: [tom@travel-magazine.be](mailto:tom@travel-magazine.be)

### Deadline reservations / material:

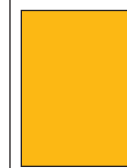
28.11.2011

### Format: din A5



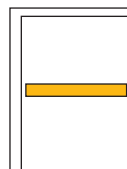
#### 1/1 PAGE

**Non bleed**  
 H 190 mm  
 W 128 mm



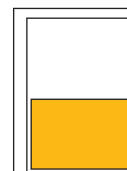
#### Bleed

H 210 mm  
 W 148 mm



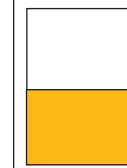
#### B/W ADVERTISEMENT with logo

H 15 mm  
 W 110 mm



#### 1/2 PAGE

**Non bleed**  
 H 90 mm  
 W 128 mm



#### Bleed

H 105 mm  
 W 148 mm

## RATES

	€	
cover 2-3-4 + banner website	2.975,00	print-ready material
1/1 page four colours + banner website	2.600,00	print-ready material
1/2 page four colours + banner website	1.900,00	print-ready material
B/W advertisement with logo + banner website	1.000,00	including technical costs

### Other possibilities on request.