

ABTA GOLF

2020
MEDIA KIT



Print

In May 2018, Waterfront Publishing relaunched *ABTA Magazine*, the official title for ABTA, the Travel Association. The magazine forms the centrepiece of a range of ABTA publications, which includes *ABTA Golf*, the only trade title dedicated to golfing. Published once a year the magazine contains in-depth features, news, comment, analysis and interviews, helping travel agents, tour operators and golf specialists learn more about golf tourism.

The magazine is vital reading for those working in the travel industry, whether regular golfers and sellers of golf holidays or completely new to the sport. The magazine is intended to be kept on shelves, shared among staff, and referred to regularly, allowing agents to assist potential clients with their inquiries.

The magazines are available digitally on ABTAmag.com, which will also host individual features, comment and news pieces.

For more information about the ABTA Golf and other ABTA Magazine publications, email info@ABTAmag.com

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1 issue per year

10,000

copies

ABOUT

1 ABTA Golf 2019 cover

2 ABTA Golf 2019 features

PAGE ADVERTS	
Quarter-page	£1,750
Half-page	£2,500
Full page run of book	£3,500
Double-page spread (DPS)	£6,000
Inside front cover	£5,000
Inside front cover DPS	£6,500
Back cover	£8,000

ADVERTORIAL	
Full page run of book	£5,000
Double-page spread (DPS)	£7,000

SPECIALS	
Insert	POA
Cover wrap	POA

DIGITAL	
E-shot	£3,000
Online advertorial	£2,500
Leaderboard	£1,000 per month
Skyscraper	£750 per month
Square	£500 per month

Specifications

Artwork to be supplied to the following specifications as a high-res PDF:

Single page: 245x170mm + 3mm bleed on all edges

Double page: 245x340mm + 3mm bleed on all edges

No type should appear within 5mm either side of gutter on a spread

Images to be supplied as 300dpi CMYK jpgs or tifs

Logos and other vector artwork supplied as EPS files

Please send files to your sales contact and info@ABTAmag.com. Hard proofs are not needed.

For advertising terms and conditions, see waterfront-publishing.com/advertising-tandcs; for digital specifications, please email your sales contact and info@ABTAmag.com

RATES & SPECIFICATIONS

ABTA Magazine is created by Waterfront Publishing

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