

Selling **World Travel**



A TRAVEL AND TRAINING MAGAZINE FOR THE
AVID TRAVELERS AND INDUSTRY EXPERTS

MEDIA KIT

Selling World Travel is dedicated to giving unparalleled information to the Travel Trade on destinations and their travel related products. Undoubtedly, an interesting read for travel lovers across India, Selling World Travel works in collaboration with the destinations to aspire and excite the readers to explore the world.

It is the country's only consumer and travel trade magazine and helps the travel operators increase their business by providing all the necessary information, that helps them sell the destination better. Also it serves as a perfect medium for the consumer to know the destination.



Distribution Channels

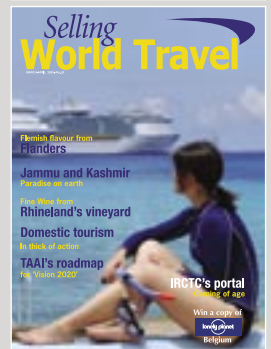
News stands and premier bookstores across the country, airport lounges, bulk copies to travel agents, airlines, hotels, travel stakeholders and through subscription

Frequency : Bi-Monthly

Circulation : 25,000

Readership : 1,50,000

Readership Profile: Travel lovers across India keen to know about travel destinations as well as travel trade.



Inside Selling World Travel

Feature

International Destination
Luxury Destination
Leisure Destination
Indian Destination

Regulars

International News
National News
Airline News
Hotel News

Plus

Adventure Sports
Event
First Person
Season's Pick

Weekend Retreat

We take you on a tour to a place which makes a great weekend retreat. Features incorporates information on how to get there, where to stay, places to visit and other vital facts.



Selling World Travel

Why Selling World Travel should be a part of your media plan

- Selling World Travel is India's ONLY Consumer and Travel Trade Magazine.
- Selling World Travel is an essential travel product as it helps the travel operators to increase their business by providing all the information on the destination, which helps them sell the destination better.
- The shelf life of Selling World Travel is much longer because of its informative value as it is retained as a training manual by the travel trade as a reference source.
- Selling World Travel is the practical guide for planning, family oriented holidays as well as independent travel covering a wide range of topics, destinations and booking procedures etc.

ADVERTISEMENTS RATES

Size	Card Rate (₹)
Full page	125,000
Double Page Spread	200,000
Special Position	160,000
Classified	50,000

BOOKING DETAILS

Publication Month: Bi- Monthly (February, April, June, August, October, December)

CANCELLATION:

Six weeks before publication for ROP advertisements and eight weeks for premium positions.

MECHANICAL DATA in (mm)

Double Page Spread	Trim	Bleed	Type
	590 x 215	600 x 225	568 x 191
Full Page	215 x 295	225 x 305	191 x 273

PRODUCTION DATA

Publication Process : Offset Four Colour(CMYK) : Progressive proofs & colour separated positives, right emulsion side down Screen Ruling: 175 lpi line screen

Digital Files: Actual size with 300 dpi in EPS, or PDF format. Two sets of artwork materials required for accurate gutter bleed on double page spread. Live matter not intended to bleed must be kept 12mm from from all bleed trim edges and 5mm from gutter edges.

Artwork deadline: 15th of the month prior to the month of issue.

Selling
World Travel

EXPOSURE MEDIA MARKETING PVT.LTD

Established in 2003, Exposure Media Marketing Pvt Ltd has grown into a well reputed media house with core expertise in areas of traditional publishing, events and international representations. With almost a decade of prolific experience, EMM editorially conceives and publishes one of the most flattering magazine portfolios in the industry. The company also stands as representative to leading international titles across the globe which encompass a range of luxury, lifestyle, wellness and travel magazines. The range of annual signature events held by EMM has been trendsetters in this business. Editorial supremacy and unparalleled dedication has made Exposure Media Marketing, a brand to reckon with.



OTHER LEADING PUBLICATIONS

- asiaSpa India: India's Only Wellness Lifestyle Magazine.
- MillionaireAsia India: A By-Invite Magazine, Exclusively for the Millionaires of India, that explores their interests, passions and indulgences.
- Asia-Pacific Boating India: For the Boating & Yachting Enthusiasts from the region.
- Selling World Travel: A Travel & Training Magazine for the Avid Travelers and Industry Experts.
- Designer MODE Dailies: Fashion Design Council of India's (FDCI) Official Magazine.
- Special Supplements: Exclusive stories which feature a single destination, country, icon or concept

EVENTS



asiaSpa India Awards: The signature event conceptualized to recognize and applaud the high fliers of the spa industry in India.

IWSI: A two day conference held to bring together the stakeholders of the spa and wellness industry from across the world, to exchange ideas in view to promote the global spa industry.

Precious Golf: A glamorous evening infused with the right dose of fun and fanfare, as amateur women golfers bring out the thrill of this play.

Asia Pacific Boating India Regatta – A two day delight for the yachting and boating enthusiasts to experience the gushing thrill of being a part of this high octane sport!

Millionaire Summit: An evening conceptualized specially for the uber rich and ultra affluent which serves as an easygoing networking forum .

Selling
World Travel