

TravelPassport

A F R I C A



ABOUT TRAVELPASSPORT AFRICA

TravelPassport Africa is a magazine focusing on travel into and around Africa, with each edition dedicated to a different region or country. Our team is dedicated to producing high-quality content highlighting the culture, history, wildlife, natural wonders, tourism, lifestyle, and eat-out/hang-out spots of the region or country in focus. We aim to promote Africa as a tourism destination and encourage more people to explore the beauty and diversity of the continent.

SERVICES OFFERED

Advertisements: Full-page, half-page, and quarter-page ads in the magazine to promote businesses, hotels, and attractions in the featured region or country.

Sponsored Content: Customised content highlighting a business, hotel, or attraction in the featured region or country created by our writers and photographers.

Feature Articles: In-depth articles that showcase the culture, history, wildlife, natural wonders, tourism, lifestyle, and eat-out/hang-out spots of the featured region or country, created by our team of writers and photographers.

TARGETED DEMOGRAPHIC

Travellers: Our primary target audience is individuals interested in exploring the beauty and culture of the featured region or country in Africa. They may be adventure seekers, nature lovers, history buffs, or simply seeking a unique travel experience. They are likely to be aged between 25 and 55, with a higher-than-average income and a desire to explore off-the-beaten-path destinations.

Business Owners: Our secondary target audiences are business owners and managers in the featured region or country looking to promote their businesses, hotels, and attractions to potential tourists. They are interested in reaching a broader audience and increasing their revenue by attracting more tourists to their establishments. They are likely to be aged between 35 and 65, focusing on the tourism industry and wanting to increase their visibility in the market.

TARGETED DISTRIBUTION

- Print distribution through major airports, hotels, and travel agencies across Africa.
- Distribution by the various tourism boards to their affiliated partners
- Online distribution through social media platforms and email newsletters
- Distribution at international trade fairs and exhibitions

ADVERTISING RATES

SIZES	RATE PER SPECIFICATION
DOUBE PAGE SPREAD	R38 000
FULL-PAGE	R21 800
HALF-PAGE	R10 500
QUARTER-PAGE	R5 500

SPONSORED CONTENT RATES

SIZE OF FEATURE	RATE PER FEATURE
2-PAGE FEATURE ARTICLE	R28 500
4-PAGE FEATURE ARTICLE	R36 500
2-SPREAD PHOTO FEATURE	R20 500
4-SPREAD PHOTO FEATURE	R32 800

*Customised pricing based on the level of involvement and content creation required

MATERIAL SPECIFICATIONS [Print/Rigital ready material supplied by client]

SIZES	TRIM (height x width)	BLEED (height x width)	TYPE (height x width)
DOUBE PAGE SPREAD	275mm x 210mm	285mm x 220mm	255mm x 190mm
FULL-PAGE	275mm x 420mm	285mm x 430mm	255mm x 400mm
HALF-PAGE	137mm x 210mm	147mm x 220mm	N/a
QUARTER-PAGE	137mm x 100mm	147mm x 110mm	N/a

*For Digital only advertisements, please use the same settings as per MATERIAL SPESIFCATIONS to ensure the best quality

EDITORIAL SPECIFICATIONS

SIZES	TRIM (height x width)	BLEED (height x width)	TYPE (height x width)
FULL PAGE		320 Words + One high-res image	
2-PAGES		640 Words + Two high-res images	
FULL-PAGE		100 Words + One high-res image	

TERMS AND CONDITIONS

- A Design fee of **R1250** per advertisement (incl. three corrections) will be levied for new material designs.
- Please supply material in print optimised high resolution (300dpi) PDF format with colour proof.
- Include bleed as per **MATERIAL SPECIFICATIONS** and include crop marks. (Add 5mm offset to prevent colour bars and registration marks in bleed).
- All fonts must be embedded.
- If proof is not supplied, Pigeon Advertising Comms and TravelPassport Africa alongside any affiliated partners cannot be held responsible for colour matching in the final product.

