

PRESS RELEASE

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Raise your WTM profile with **Selling Long Haul**

Selling Long Haul has secured an exclusive distribution contract to hand out 5000 additional copies of its publication during World Travel Market.

The *Selling Long Haul* team will be handing out the extra 5000 copies of the magazine to delegates leaving the Excel Exhibition Hall on Monday 7 November and Tuesday 8 November. They will be positioned at the high-profile entrance to the Customs House DLR station - from where the majority of delegates access transport away from the event.

WTM is the UK's largest and most important travel trade event and represents a vital opportunity to gain targeted exposure to leading travel trade representatives and sales staff. This exclusive contract means advertisers featured within the November issue of *Selling Long Haul* can dramatically increase the value of their marketing spend.

Selling Long Haul associate publisher, Steven Thompson, commented on the deal: "WTM is well recognised as one of the most strategically important events for the travel industry worldwide so we are delighted to have secured this opportunity to raise our profile so significantly. The additional distribution means that those travel trade partners working with us will not only gain easy and effective access to our 16,500 travel agent readers but will also get vital exposure among the most active and important of their industry peers."

Selling Long Haul is the leading travel trade training magazine in the UK and the flagship publication of BMI Publishing which also produces *Selling Short Breaks & Holidays* magazine, *Selling Cruising*, *Selling Canada* and *The Business Travel Magazine*. The company also produces a wide range of dedicated travel guides and supplements, and over 50 online travel trade training programmes through Travel Uni. For full details see www.bmipublishing.co.uk.

www.sellinglonghaul.com

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