selling LONG HAUL

TRAINING THE TRAVEL INDUSTRY - IN PRINT, ONLINE, IN PERSON

Media Information

2012
Great new ways to promote your product with Selling Long Haul

CONTACT SALLY, STEVE OR LISA ON +44 (0) 20 8649 7233 OR SALES@BMIPUBLISHING.CO.UK

BMI Publishing
LEADING THE WAY IN TRAVEL

BMI Publishing, Suffolk House, George Street, Croydon, Surrey, CR9 1SR, UK
T: 44 (0) 20 8649 7233 **E:** enquiries@bmipublishing.co.uk

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MEDIA INFORMATION 2012

Training the travel trade. In print, online, in person

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FROM THE PUBLISHER

Selling Long Haul is the leading travel trade training magazine in the UK. Its aim is simply to empower travel agents at every level by providing them with good quality product and destination information. Work in partnership with us in print, online and in person and watch your sales soar!

SALLY PARKER

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MAGAZINE OVERVIEW

Selling Long Haul is the leading travel trade training magazine in the UK and Ireland. It is read by travel agents and homeworkers as a vital source of in-depth information. The publication is part of a stable of magazines which also cover selling short haul, short breaks and the cruise markets.

TARGET AUDIENCE

UK and Irish travel trades

FREQUENCY

Monthly (11 issues per year, joint July/August)

FORMAT

A4 full-colour, high-quality glossy magazine

CIRCULATION

14,925 copies monthly

READERSHIP

4.8 readers per copy

DISTRIBUTION

Every travel agency, homeworkers, online agencies, tour operator reservation and contracting departments, and travel principals.

ADVERTISING

Rates from £625

CONTENT

A mix of news and features on destinations, products, and industry issues, plus Talking Shop - a dedicated section on fam trips, events, roadshows and agent incentives.

AWARD WINNING

WINNERS: TRAVEL TRADE WRITER/JOURNALIST OF THE YEAR 2009 AND 2010

Andy Hoskins
JOURNALIST
WINNER 2009

Alan Orbell
MANAGING EDITOR
WINNER 2010

"*Selling Long Haul* is without doubt the best trade tool I have access to. It helps me get real tips about a destination that I have yet to visit. It is not only something I look forward to receiving, but something that I keep for years to refer back to, especially for tips for clients. The destination supplements are worth their weight in gold as well, and give in-depth knowledge you can't get from a brochure."

BARBARA CHARLTON
TRAVEL COUNSELLOR

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EDITORIAL CONTENT

From straightforward factual news updates and topical debate, through to hard-hitting interviews and the latest travel industry trends, Selling Long Haul has it covered…

REGULARS

In every issue of *Selling Long Haul* we include articles containing straightforward news and reports on destinations and products.

These include:

- General travel news
- Cruise focus
- What's New in Africa, Asia, Australasia, Caribbean, Indian Ocean, Middle East, North America, South and Central America
- Checking out - the inside story on long haul accommodation and flights
- Visit USA Now!
- Competitions

FACES OF THE INDUSTRY

Selling Long Haul speaks to those in the know, seeking their insight and opinions on the latest hot topics. From short, sharp interviews, to no-holds-barred debates where all corners of the industry have their say, these include:

- In Person
- Tourism Updates
- 10 minutes with...

FEATURES

Each issue of *Selling Long Haul* contains in-depth features on specific destinations in detail. Written only by those with outstanding levels of expertise in their field, these include:

- Destination profiles
- Off the Wall...
- How to Sell...
- In-depth destination features
- Product features – car hire, insurance, holiday add-ons, rail travel, coaching and accommodation only

TALKING SHOP

This is our dedicated section for and about agents and includes:

- The Office – an agency profiled
- News You Can Use – incentives and offers
- On Location – round-up of fam trips
- 10 minutes with...agent interview
- Agents Tripping - first-hand reports on the best FAMs
- Agent Training - new programmes and incentivesi

"*Selling Long Haul* really is my favourite publication. It gives us so much great information."

GILLIAN DAVIS
TRAVEL COUNSELLOR

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DISTRIBUTION

Selling Long Haul is the leading travel trade training magazine in the UK and Ireland. It is distributed monthly to 14,925 active travel retailers

THE MAGAZINE is delievered monthly to every travel agency, plus homeworkers, online agencies and tour operator reservation departments. It is also, distributed to travel principals (including tourist boards, hotels, airlines, cruise companies, tour operator contracting and marketing departments, car hire, insurance and holiday add-ons, PR and representation companies).

READERSHIP BREAKDOWN

PASS-ON READERSHIP

Each copy of *Selling Long Haul* is read by 4.8 travel agents/homeworkers

FREQUENCY OF READERSHIP

63.5% of travel agents/homeworkers read *Selling Long Haul* regularly. A further 26.1% of travel agents/homeworkers said that they read *Selling Long Haul* occasionally

TYPE OF READERSHIP

74.8% of travel agents/homeworkers read a printed copy of *Selling Long Haul*

26.0% of travel agents/homeworkers read *Selling Long Haul* online

Note: A small number of respondents indicated that they read *Selling Long Haul* as a printed copy and online

USEFULNESS

58.8% of travel agents/homeworkers consider *Selling Long Haul* to be 'very useful'. A further 39.0% find the information 'fairly useful'

EXTENT OF READERSHIP

84.2% of travel agents/homeworkers read more than half of each edition of *Selling Long Haul*, with 37.7% reading more than three-quarters.

Figures based on research conducted online in June 2011 among retail travel agents with results based on 318 valid responses.

"*Selling Long Haul* fills a niche that the weekly travel papers don't really cover. The articles are informative so I cut some of them out and keep them in a file for reference. As a Travel Counsellor it is very important that I have in-depth destination knowledge, so it is a case of the more information, the better as far as I am concerned!"

CATHIE ODEA
TRAVEL COUNSELLOR

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ONLINE

Our simple and easy to navigate website brings together bite-sized tips, advice and inspiration on how travel agents can sell more holidays, short breaks and cruises.

SELLINGLONGHAUL.COM

What's on the website?

- Selling tips from industry experts, updated daily
- Leading industry training magazines online
- Event and fam trip photo galleries
- Competitions
- A calendar of trade events
- Direct link to *Travel Uni*
- Product reviews from industry experts
- Social networking forum - The Hive
- Video library

Why get involved with the website?

- Put your product at the heart of our content
- Build your brand's awareness among the UK and Irish travel trades
- Take your pick of high profile advertising positions alongside positive online editorial
- Create a buzz around your products, events, incentives or competitions
- Sponsor content to drive agents to your own website
- Gain positive exposure written and created by award-winning travel trade writers
- Run quick-turnaround offers and campaigns via our daily updates

MULTIMEDIA SERVICES

- **E-Updates/e-blasts**
- **Social networking sites**
- **Web advertisement design and production**
- **Online Surveys**

• E-UPDATES/E-BLASTS

Work in partnership with our industry team to promote your trade events. Our eblasts go to 16,000 current agents working in the UK and Ireland.

• SOCIAL NETWORKING

Create your own dedicated social network through a bespoke microsite. With our help you can create a buzz and build relationships with agents as they chat online, sharing photos and experiences,

• DESIGN & PRODUCTION

Book a high-profile advertising position on our home page and our team will apply their creative flair to get maximum impact.

• ONLINE SURVEYS

We can run online surveys. If you want to gather opinions and data about your product or destination we can help you devise a survey that will get a good response from agents. This is a quick and easy way to get a clear handle on what agents think of you and where you most need to target your trade support.

• COMPETITIONS

Drive agents to your product and raise the profile of your trade incentives and competitions. We can showcase your promotions on our home page. Readers can enter online through our site or we can link to a web page of your choice.

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DESTINATION SUPPLEMENTS

Use our expertise to present your destination at its best. We have a long and successful track record of producing bespoke destination guides for both trade and consumer markets.

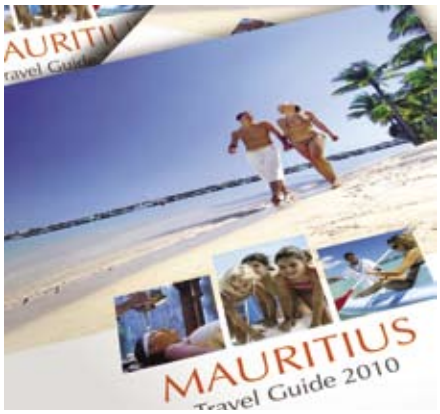
WE PRODUCE made-to-measure publications on behalf of all sectors of the travel industry, including National and Regional Tourist Offices, Airlines, Hotel Groups, Cruise Companies, Tour Operators and Attractions.

These promotional materials can take any size or format and can be produced in print, electronically or for the internet with integrated click-through links. Distribution can be to the consumer and/or the travel trade as well as overseas markets as required (a translation service is offered).

These publications can be used for many promotional purposes including fulfilment in response to enquiries and at shows, sales packs and mailings.

We offer a one-stop service, which includes everything from research, writing and design through to printing and delivery.

Each publication is carefully tailored to the individual needs and requirements of that particular customer.



"BMI Publishing has been an excellent partner of Visit USA over many years. The relationship has grown every year as they have responded positively to the frequent and varied needs of Visit USA and their very direct involvement has helped Visit USA provide significant benefits for our members. They are objective in their analysis, creative in their recommendations and have delivered on time and within budget."

ALAN WADDELL
COO VISIT USA

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FAM TRIP REPORTS

Our pioneering fam trip reports have set the industry standard. We can offer you a unique opportunity to spread the word about your agent educationals and make your investment go further.

OUR FAM trip reports have become an essential sales tool for many agents and have helped numerous destinations get maximum value from their spending on trade educationals.

We can ensure that destinations and product suppliers maximise the value of a fam trip by helping to select the best agents to participate, assisting with itineraries, and ensuring the destination and product sponsors receive maximum trade coverage, via our magazines and web site.

To win their place on the trip, travel agents and sales reservation staff are encouraged to enter a competition in *Selling Long Haul* which is promoted in the magazine for two successive issues.

A member of the editorial team accompanies the group in a reporting role. They interview the agents at the start of the trip about their perceptions and expectations, solicit day-to-day feedback, and compile and edit the comments the trip participants provide on a post-trip questionnaire. These comments feature in the dedicated fam trip report or supplement along with a detailed review of what participants have seen and done.

The Fam trip reports are written in a strong 'How to Sell' style and are distributed with *Selling Long Haul*. Tourist offices and their partners are provided with run-on copies of the report for their own use.

In addition, an online photo gallery can be created from the fam trip and hosted on our website. Agents love to see themselves in action and the galleries allow them to share their experiences with each other and spread the word about your fam trip.

"Thank you so much for your expertise and attention to detail with our 2nd annual California SuperFAM supplement. Our suppliers in state and CTTC love the piece and it provides a tangible piece of ROI, as a training tool for not just the agents who got to visit California but the wider UK travel industry as well. It's a well thought out and well written piece that we hope agents will use as an additional tool to our online training programme. You guys are SO easy to work with and provide a great product, working with *Selling Long Haul* is a no brainer!"

BETHANY SCHUH
TRAVEL TRADE DIRECTOR – CALIFORNIA TOURISM UK & IRELAND

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INDUSTRY AWARD SCHEME

Every industry has its star performers and at Selling Long Haul we recognise and reward those high achievers in our annual Travel Agents Choice Awards.

THE AWARD winners are nominated and chosen by those best placed to decide such an accolade: the UK's travel agents. Within the magazine and on our website we publish a full line-up of tour operators, tourism boards, destinations, airlines and airports, cruise lines, hotels and resorts that agents have ranked the best.

NOMINATIONS

The *Travel Agents Choice Awards* are brought to the industry as a joint venture by *Selling Long Haul, Selling Short Breaks and Holidays, Travel Uni* and *Selling Cruising*. Throughout June and July we invite agents to nominate their favourite travel suppliers, those they think are best for them and best for their clients. Voting takes place throughout September and winners are announced online mid October.

PRESENTATIONS

All winners receive a prestigious framed certificate. The certificates are presented during World Travel Market by BMI Publishing's Managing Director Martin Steady. Presentations provide a great opportunity for the winners to receive positive PR and publicity within the industry.

WINNERS SUPPLEMENT

In December we produce a winners' supplement. detailing all the award winners and profiling those businesses which have been successful.

"*Selling Long Haul* is an excellent publication directed at the productive agency grouping we want to work with!"

JOHN BOND, COMMERCIAL DIRECTOR JETSET TOURS

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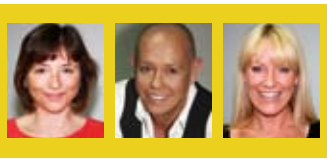

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DESTINATION DIALOGUES

A dedicated trade event focused on raising the profile of your destination and giving you the opportunity to talk directly to proactive agents in partnership with Selling Long Haul.

THIS IS your opportunity to work in partnership with *Selling Long Haul* to host travel agents at a dedicated Destination Dialogue event on your destination. You invite key suppliers and useful contacts from the tourist board, airlines, ground suppliers and tour operators, and we invite the agents and run the event. Together we host a mutually beneficial meeting which informally raises the profile of your destination and gives retailers all the key facts they need to sell it better.

ON THE DAY

At a mutually agreed venue – your destination's embassy or a central London hotel – we chair a discussion between the key suppliers and a representative sample of our travel agent readers and moderate a debate and brainstorming session. You have the opportunity to make a short informative presentation on your destination which is followed by an interactive debate that gives agents the chance to learn all they need to know when selling your destination. You also have the opportunity to get feedback from the agents on your product, marketing and future initiatives. After the debate, informal but professional networking time is available with refreshments.

IN THE MAGAZINE

Following the Destination Dialogue *Selling Long Haul* will run a full page focus on the event detailing the highlights and key selling tips so the wider trade audience can also benefit from what was learnt. In this way the event's impact stretches way beyond those who attend and your destination's profile receives a boost right across the UK and Irish trades. In addition to the single page report you have the opportunity to sponsor an extended feature with yet more detail on your destination.

ONLINE

Similar exposure of the event and your destination can also appear online. Prior to the event we will promote it through our website and social media activities and following the event we can include coverage of the debate and photos in a dedicated gallery within our website.

"I just wanted to say thank you for this great event. I actually had clients enquire about Iceland last week and I was not overly confident in what I was telling them. They came back in yesterday after I had attended your Destination Dialogue - Iceland event and they were astounded by what I suddenly knew! I hope to book them tomorrow."

NIALL DOUGLAS
FULL CIRCLE

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'SOCIAL NETWORKING'

Few industries are as sociable as the travel industry and Selling Long Haul is always at the heart of that ever-important social networking. Our special events and joint venture activities always create a buzz.

CHRISTMAS PARTY

This annual party brings industry players and agents together to celebrate the festive season. There are no speeches, no presentations, just the opportunity to meet up with colleagues in a relaxed environment. You can use the event to host your top agents or to build relationships with new contacts. The party includes a pre-dinner reception, three-course festive dinner and dancing.

LATIN AMERICA PARTY

Latin America is a region which knows how to party and every year when we launch our Latin America Travel Association guide we hold a party to celebrate. With quizzes and incentives for agents this fun event has set the benchmark for industry launches and is a fun, educational night out.

UNITE

Selling Long Haul sponsors the premier meetings-based events Unite Indian Ocean, Africa & Middle East and Unite Pacific & Australasia. These events bringing together UK tour operators and key suppliers from these regions.

MEDIA PARTNERSHIPS

If you are planning an event of your own and want to maximise its success and the publicity it gains do get in touch. *Selling Long Haul* welcomes the opportunity to work as media partner at trade shows and special events and has a host of ideas and suggestions of how joint-venture events can be mutually beneficial.

"*Selling Long Haul* is by far my favourite travel trade publication. The format makes it a very easy magazine to read and enjoy in bite-sized articles. Reading *Selling Long Haul* keeps me up to date with all the latest developments and the destination articles are excellent as they refresh my knowledge on each place."

SUE CLUTTERBUCK
TRAVEL COUNSELLOR

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RATES & SPECS: MAGAZINE

With rates starting from £625, advertising in Selling Long Haul offers value-for-money access to a comprehensive readership of the UK and Ireland's travel trade.

MAGAZINE ADVERTISEMENT RATES

Double Page Spread: £6,375	Inside Front Cover: £3,935
Full Page: £3,750	Outside Back Cover: £4,125
Half Page: £2,065	Full page cover wrap: £11,380
Quarter Page: £1,135	Half page cover wrap: £6,695
Sixth Page: £835	Wrap around band: £4,150
Eighth Page: £625	Loose inserts: POA

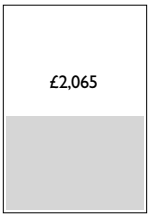
DIMENSIONS

depth & width in mm

FULL

type 277 x 190
bleed 303 x 216
(trim size 297 x 210)

HALF



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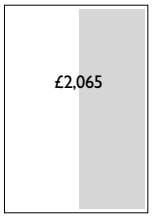

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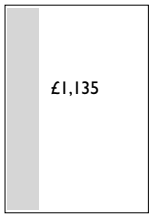

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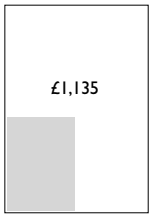

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QUARTER

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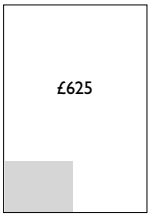
horizontal bleed 85 x 216

EIGHTH

horizontal type 35 x 190

EIGHTH



horizontal type 69 x 92

For a full list of specifications or any other production information
contact: production@bmipublishing.co.uk or call Clare Hunter on **+44 (0) 20 8649 7233**

"Attraction World started using *Selling Long Haul* a year ago and found an immediate increase in our profile and advertisement awareness. Very pleased with overall support of the SLH team."

TONY SEAMAN
ATTRACTION WORLD

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RATES & SPECS: ONLINE

Our unique online opportunities give you the chance to align your brand with ours and build your profile through targeted editorial exposure, photographs, eblasts and microsites.

EDITORIAL SPONSORSHIP

Sponsor a selling tip ..... £50 a day
Open your own dedicated photo gallery ..... £500 - £800 a month
Promote your events ..... £100 a month
Launch your competitions ..... £200 a month
Video ..... POA

MULTIMEDIA SERVICES

Email blast ..... £1,000 each
Social networking microsites £5,000
Online advertisement design and production ..... FREE OF CHARGE
Online surveys ..... From £500

PRICES: ADVERTISEMENTS

Advertisement A ..... £200 per week / £720 per month
Advertisement B ..... £175 per week / £630 per month
Advertisement C ..... £90 per week / £325 per month
Advertisement D ..... £45 per week / £165 per month

SPECIFICATION

Please ensure files are supplied in the following way:
RGB • Saved or exported for web • jpg or gif files
• 72 dpi • *Flash files may only be provided with the Publishers' prior agreement.*

SLH web ad sizes in pixels:

A 728 x 90 called Leaderboard
B 156 x 380
C 256 x 256
D 256 x 145

For more information contact
production@bmipublishing.co.uk

The illustration (right) gives an indication of relative advertisement sizes but please note that positions are not exact and are at the publisher's discretion.

"We find that as a real training aid for the industry, *Selling Long Haul* is one of the most relevant publications to work with in the UK. We truly believe that ***Selling Long Haul*** ticks the right boxes."

CHRIS JORDAN
ROTANA RESORTS & SPAS

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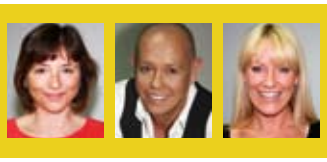
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