

# zambezi traveller

## RATE CARD



The Zambezi Traveller covers life along the Zambezi with stories on wildlife research, humanitarian initiatives, environmental issues, business developments and travellers' experiences. Zambezi Traveller covers anything that may interest the traveller wishing to come to the region on business or holiday or who is already residing in the region.

**Zambezi Traveller** Publishing dates for 2014

Issue #	Month	Booking deadline	Ad Material deadline	Payment deadline	Publishing date	Editorial Submission
16	March	5-Feb	10-Feb	28-Feb	18-Mar	4-Feb
17	June	5-May	12-May	30-May	17-Jun	4-May
18	September	4-Aug	11-Aug	29-Aug	16-Sep	3-Aug
19	December	25-Oct	11th Nov	28-Nov	9-Dec	1-Nov

Zambezi Traveller website [www.zambezitraveller.com](http://www.zambezitraveller.com)

iPad App search Zambezi Traveller

Facebook like us



**All prices are quoted in USD**

**100% cancellation fee if advertising is cancelled 3 weeks before publishing**  
**50% cancellation fee if advertising is cancelled 1 month before publishing**

# About the Zambezi Traveller

The Zambezi Basin drains into the Indian Ocean north of Beira, in Mocambique. It is vast with an estimated extent of around 1.3 million square kilometers, covering part of eastern Angola, a large part of Zambia, the eastern Caprivi, northern Botswana, around half of Zimbabwe, most of Malawi, it extends into southwestern Tanzania (if the catchment of Lake Malawi is included), and the central part of Mozambique.

A shared passion for the wild areas of Africa, and specifically for the beauty and grandeur of the areas traversed by the Zambezi River, together with the realization that healthy tourism can become a powerful engine for conservation, has brought two women, Frances Jackson and Teddy Brightman, together to launch the **Zambezi Traveller** in June 2010.

The **Zambezi Traveller** covers life along the Zambezi with stories on wild life research, humanitarian initiatives, environmental issues, business developments and travellers'

experiences. **Zambezi Traveller** covers anything that may interest the traveller wishing to come to the region on business or holiday or who is already residing in the region.

Since 2010, the **Zambezi Traveller** has been well supported by businesses and conservation organizations throughout the region who have received excellent feedback from participating in this marketing package.

The **Zambezi Traveller** offers:

- **Full colour, high quality, popular tabloid newspaper.** This publication is printed quarterly and distributed regionally into Hotels, Lodges, board rooms and key public areas as well as to travel agents and travel shows worldwide. Copies of Zambezi Traveller can be downloaded from [www.zambezitraveller.com](http://www.zambezitraveller.com). In 2013 30,000 copies of the Zambezi Traveller tabloid will be printed quarterly.

- **[www.zambezitraveller.com](http://www.zambezitraveller.com) an informative website useful for travellers and agents alike.** The website was launched in May 2012 and continues to show a steady increase in users from around the world throughout the year. The website offers important information like visa fees, national park charges and medical requirements. A comprehensive directory on products in the region with detailed descriptions and photographic slide shows as well as quick links to their websites.

- **Quarterly e-newsletter which anyone can subscribe to either via the website or the newsletter itself.** This offers advertisers an opportunity to market specials, and subscribers to have updated news on product launches, new businesses, events as well as numerous conservation and humanitarian endeavours that take place in the area.

- **Facebook - Zambezi Traveller**



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### Package 1 *Front page*

DESCRIPTION	ARTWORK SIZE	ORIENTATION	COL CM
<b>Tabloid newspaper - FRONT PAGE</b> Full colour advert for tabloid paper, sole position, front page	12cm x 26cm (6cols)	Landscape	72
<b>Website - all graphics are live links to advertiser's websites.</b> Main banner home page, appears on all web pages. Quarterly e-newsletter publishes customer specials, news, events, conservation initiatives, 30 word news flashes. Gold member text link, which appears on the home page. Full web page in the website directory. Contact details, 150 words, 12 photographic images for a slide show.	635px x 90 px	Landscape	
<b>Front page sole position, tabloid</b>			
<b>4,000</b>			

### Package 3 *Sole position destination banners*

DESCRIPTION	ARTWORK SIZE	ORIENTATION	COL CM
<b>Tabloid newspaper - SOLE POSITION DESTINATION BANNERS</b> Full colour advert for tabloid paper	10cm x 26 cm (6 cols)	Landscape	60
<b>Website - all graphics are live links to advertiser's websites.</b> Square banner home page. Large rectangle landscape banner - destination site. Quarterly e-newsletter publishes customer specials, news, events, conservation initiatives, 30 word news flashes. Gold member text link, which appears on the home page. Full web page in the website directory. Contact details, 150 words, 12 photographic images for a slide show.	300 px x 250 px 655 px x 75 px	Landscape Landscape	
<b>Sole position destination banners tabloid</b>			
<b>3,000</b>			

### Package 2 *Full page*

2 price options for preferred artwork size and placement in tabloid

DESCRIPTION	ARTWORK SIZE	ORIENTATION	COL CM
<b>Tabloid newspaper - FULL PAGE</b> Full colour advert for tabloid paper, FULL PAGE	36cm x 26cm (6 cols)	Portrait	216
<b>Website - all graphics are live links to advertiser's websites.</b> Main banner home page, appears on all web pages. Quarterly e-newsletter publishes customer specials, news, events, conservation initiatives, 30 word news flashes. Gold member text link, which appears on the home page. Full web page in the website directory. Contact details, 150 words, 12 photographic images for a slide show.	635px x 90 px	Landscape	
<b>Backpage / Inside page on tabloid</b>		<b>General pages tabloid</b>	
<b>4,000</b>		<b>3,500</b>	

### Package 4 *Half page*

2 price options for preferred artwork size and placement in tabloid

DESCRIPTION	ARTWORK SIZE	ORIENTATION	COL CM
<b>Tabloid newspaper</b> Full colour advert for tabloid paper Full colour advert for tabloid paper	36cm x 12.8cm (3 cols) 18cm x 26cm (6 cols)	Portrait Landscape	108 108
<b>Website - all graphics are live links to advertiser's websites.</b> Square banner home page. Large rectangle landscape banner - destination site. Quarterly e-newsletter publishes customer specials, news, events, conservation initiatives, 30 word news flashes. Gold member text link, which appears on the home page. Full web page in the website directory. Contact details, 150 words, 12 photographic images for a slide show.	300 px x 250 px 655 px x 75 px	Landscape Landscape	
<b>Backpage / Inside page on tabloid</b>		<b>General pages tabloid</b>	
<b>3,060</b>		<b>2,000</b>	

# Package 5

6 price options for preferred artwork size and placement in tabloid

DESCRIPTION	ARTWORK SIZE	ORIENTATION	COL CM
<b>Tabloid newspaper</b> Full colour advert for tabloid paper	10cm x 17.2cm (4 cols)	Landscape	40
Full colour advert for tabloid paper - quarter page	10cm x 26cm (6 cols)	Landscape	60
Full colour advert for tabloid paper - quarter page	20cm x 12.8cm (3 cols)	Portrait	60
<b>Website - all graphics are live links to advertiser's websites.</b> Square banner home page. Quarterly e-newsletter publishes customer specials, news, events, conservation initiatives, 30 word news flashes. Gold member text link, which appears on the home page. Full web page in the website directory. Contact details, 150 words, 12 photographic images for a slide show.	300 px x 250 px	Landscape	
		<b>Backpage / Inside page on tabloid</b>	<b>General pages tabloid</b>
10cm x 17.2cm (4 cols)	<b>1,133</b>	<b>900</b>	
10cm x 26cm (6 cols)	<b>1,700</b>	<b>1,300</b>	
20cm x 12.8cm (3cols)	<b>1,700</b>	<b>1,300</b>	

# Package 6

2 price options for preferred artwork size and placement in tabloid

DESCRIPTION	ARTWORK SIZE	ORIENTATION	COL CM
<b>Tabloid newspaper</b> Full colour advert for tabloid paper	10cm x 12.8cm (3 cols)	Portrait	30
Full colour advert for tabloid paper	5cm x 26cm (6 cols)	Landscape	30
Full colour advert for tabloid paper	15cm x 8.4cm	Portrait	30
<b>Website - all graphics are live links to advertiser's websites.</b> Rectangle Landscape. Quarterly e-newsletter publishes customer specials, news, events, conservation initiatives, 30 word news flashes. Full web page in the website directory. Contact details, 150 words, 6 photographic images for a slide show.	300 px x 90 px	Landscape	
		<b>Backpage / Inside page on tabloid</b>	<b>General pages tabloid</b>
		<b>850</b>	<b>650</b>

# Package 7

6 price options for preferred artwork size and placement in tabloid

DESCRIPTION	ARTWORK SIZE	ORIENTATION	COL CM
<b>Tabloid newspaper</b> Full colour advert for tabloid paper	5cm x 12.8cm (3 cols)	Landscape	15
Full colour advert for tabloid paper	10cm x 8.4cm (2 cols)	Portrait	20
Full colour advert for tabloid paper	12cm x 8.4cm (2 cols)	Portrait	24
<b>Website - all graphics are live links to advertiser's websites.</b> Rectangle portrait banner on destination page on site. Quarterly e-newsletter publishes customer specials, news, events, conservation initiatives, 30 word news flashes. Full web page in the website directory. Contact details, 150 words, 4 photographic images for a slide show.	145px x 250 px	Portrait	
		<b>Backpage / Inside page on tabloid</b>	<b>General pages tabloid</b>
5cm x 12.8cm (3cols)	<b>426</b>	<b>380</b>	
10cm x 8.4cm (2cols)	<b>567</b>	<b>500</b>	
12cm x 8.4cm (2 cols)	<b>680</b>	<b>600</b>	

# Package 8

6 price options for preferred artwork size and placement in tabloid

DESCRIPTION	ARTWORK SIZE	ORIENTATION	COL CM
<b>Tabloid newspaper</b> Full colour advert for tabloid paper	4cm x 8.4cm (2cols)	Landscape	8
Full colour advert for tabloid paper	8cm x 4cm (1 cols)	Portrait	8
Full colour advert for tabloid paper	6cm x 8.4cm (2 cols)	Landscape	12
<b>Website - Full web page in directory only</b> Quarterly e-newsletter publishes customer specials, news, events, conservation initiatives, 30 word news flashes. Full web page in the website directory. Contact details, 150 words, 1 photographic image.			
		<b>Backpage / Inside page on tabloid</b>	<b>General pages tabloid</b>
4cm x 8.4cm (2cols)	<b>226</b>	<b>200</b>	
8cm x 4cm (1 cols)	<b>226</b>	<b>200</b>	
6cm x 8.4cm (2 cols)	<b>340</b>	<b>297</b>	

## Classifieds

Classified Section - Tabloid	Size Of Graphics
Line ad per word	1.00
Logo	50.00
4x1	65.00 No logo, wording only

Additional web exposure available to all advertisers



## zambezi<sup>traveller</sup> Feature Profile

This is a **mini web site** that appears either on the Home page or the Front Page of the **Destination** of the advertisers choice. It will also have a link in our quarterly newsletter.

- All information as per Directory Listing with a full 12 visuals for the slide show.
- 3 news stories per month can be submitted
- 3 customer testimonials
- 1 video clip
- Specials and packages will also be posted on the profile.

**All prices are quoted in USD**

### HOME PAGE

<b>900</b>	Per annum - if advertiser holds an annual contract
<b>250</b>	Per quarter

### DESTINATION HOME PAGE

<b>600</b>	Per annum - if advertiser holds an annual contract
<b>175</b>	Per quarter

## Website Directory **Zambezi Traveller** advertisers automatically get a full web page in the **Zambezi Traveller** directory.

**Advertisers to supply details below for the Zambezi Traveller Directory**

- Name
- Address
- emails - *two email links can be submitted*
- website address
- phone - *numbers two phone numbers can be submitted*
- GPS location
- 150 words describing your product
- From 1 to 12 photographic visuals displayed as a slide show depending on the package the advertiser signs up for.
- We upload specials and news items for our advertisers on an ongoing basis.

DESCRIPTION	ARTWORK SIZE	ORIENTATION	COST	
Home page main banner	635 pixels x 90 pixels	Landscape	<b>450</b> <b>150</b>	Per annum - advertiser holds an annual contract Per quarter
Square Banner - home page	300 pixels x 250 pixels	width x height	<b>400</b> <b>125</b>	Per annum - advertiser holds an annual contract Per quarter
Square Banner - Destinations	300 pixels x 250 pixels	width x height	<b>375</b> <b>100</b>	Per annum - advertiser holds an annual contract Per quarter
Rectangle Landscape - home page	300 pixels x 90 pixels	width x height	<b>120</b> <b>35</b>	Per annum - advertiser holds an annual contract Per quarter
Rectangle Landscape - Destinations	300 pixels x 90 pixels	width x height	<b>100</b> <b>30</b>	Per annum - advertiser holds an annual contract Per quarter
Rectangle Portrait - home page	145 pixels x 250 pixels	width x height	<b>120</b> <b>35</b>	Per annum - advertiser holds an annual contract Per quarter
Rectangle Portrait - Destinations	145 pixels x 250 pixels	width x height	<b>100</b> <b>30</b>	Per annum - advertiser holds an annual contract Per quarter

It is the responsibility of the advertiser to provide information to the **Zambezi Traveller** on time.

**Active links** - ie., emails and websites will only be activated upon payment.

**Gold Member text link** - displayed on home page, available to any advertiser taking up a package of 60 col cm and over.

**ORDER FORM 2013**Company Name:  Rep Name: Location of advert: 

ADVERT	SIZE	COST	DISCOUNT	TOTAL LESS DISCOUNT
Tabloid advert:				
Web advert:				
Lead advert:				
Extras required				
Extras required				
Extras required				
<b>TOTALS</b>				

Ad make-up required  YES  NO  Cost Issue numbers that advertising is booked for Special Instructions 

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Name of person booking adverts Title of person booking adverts Signature Payment terms agreed upon **INVOICE DETAILS**Billing Name Billing Address Vet # Email for accounts department: Person responsible for accounts: Deadline for all artwork and editorial contributions: Deadline for payments: