



SAFARI PLUS

India's leading travel & Tourism Bi-Monthly Tabloid



Media Kit 2018

www.safariplus.co.in

Company Profile

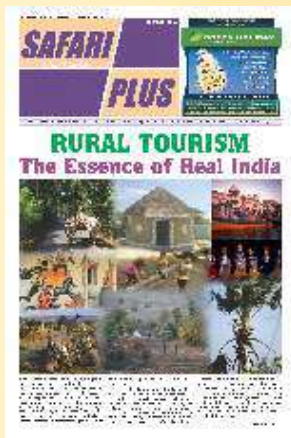
Name of Media	:	SAFARI PLUS (www.safaripus.co.in)
Name of Publication House	:	Shailendra Publications
Media Type	:	Print & Web
Frequency of Publication	:	Bi-monthly (Print)
Years In Circulation	:	19 years (established in year 1999)
Nature of Publication	:	Travel Trade, Corporate and Consumer (B2B & B2C)
Readership/Viewership Profile	:	Consumer and Trade - MICE, Corporate Travel, Hospitality, Travel and Tourism, Aviation, Tourism Board & NTOs, Tourism Institute, Travel Agents and Tour Operator, Travel Suppliers
Circulation of Publication	:	60,000
Top 3 industry sectors	:	Travel Agents, Hospitality, and Aviation
Top 3 geographical markets	:	India, Gulf and ASEAN countries
Coverage	:	News, Features, and Analysis on- International & Domestic Tourism Destinations Travel Agents & Tour Operators Hotels & Resorts Airlines & Cruises Travel Events & Shows Business Trade Reports etc...
Media Partner	:	ITB Asia (Media Partner) ITCMA & CTW Bangkok (Media Affiliates) ITCM Shanghai (Media Affiliates) SATTE (UBM India) GPS (India) Gujarat Travel Mart; Jharkhand Travel Mart; Madhya Pradesh Travel Mart; Karnataka Travel Mart GITM GOA (Goa International Travel Mart) Org; Goa Tourism Himachal Travel Mart

Some Renowned Client List -

NTOs - Mauritius Tourism, Macau, Dubai Tourism, Tourism Authority of Thailand, Malaysia Tourism, Canada Tourism, Philippines Tourism Board, Abu Dhabi Tourism, Reunion Island Tourism, Nepal Tourism, Korea Tourism, Kenya Tourism, ITALIA.

Airlines - Air Mauritius, Thai Airways, Malaysia Airlines, Sri Lankan Airlines, Kenya Airways, Ethiopian Airways, Austrian.

State Government - Incredible India (India Tourism), Assam Tourism, Maharashtra Tourism, Andhra Pradesh Tourism, J & K Tourism, Uttarakhand Tourism, Gujarat Tourism, Goa Tourism, Chhattisgarh Tourism Board, Jharkhand Tourism, Kerala Tourism, TamilNadu Tourism, Karnataka Tourism, Madhya Pradesh Tourism, Rajasthan Tourism and Andaman & Nicobar Tourism.

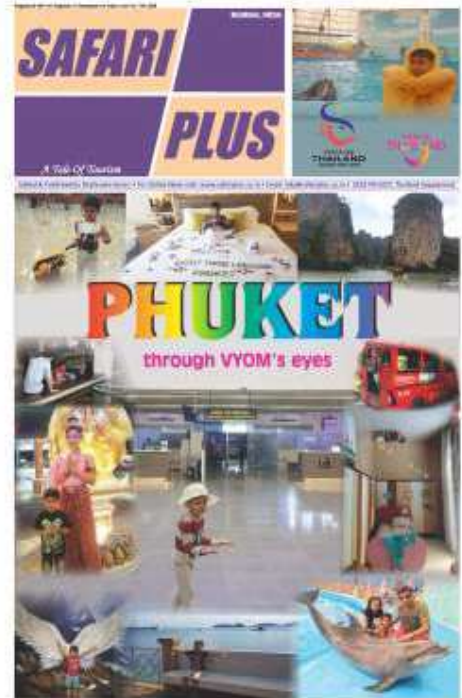


Introduction

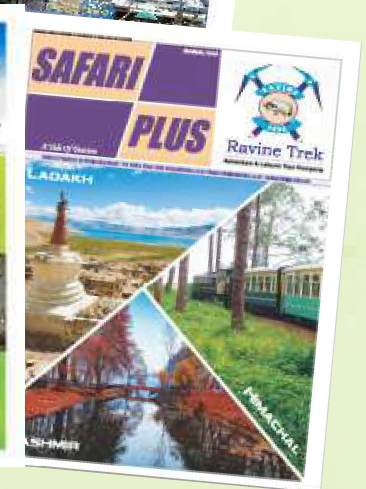
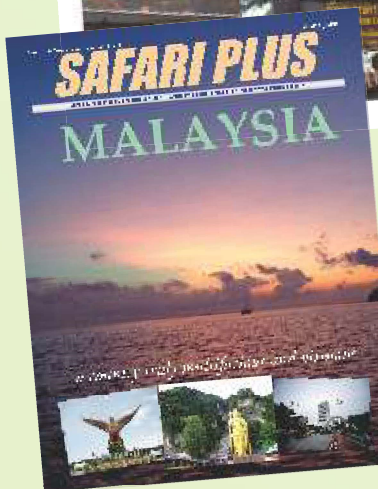
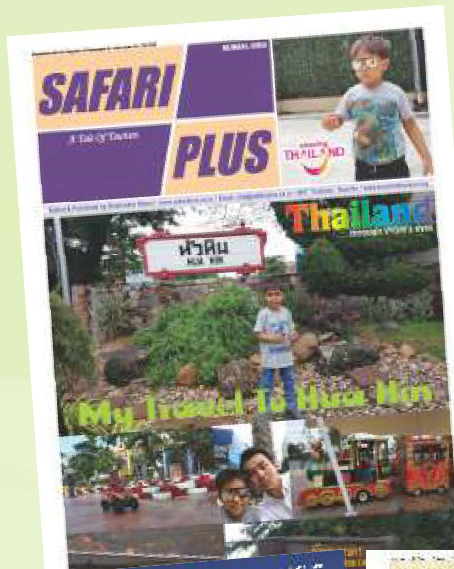
SAFARI PLUS (A Tale of Tourism) is a bi-monthly tabloid subjected on Tourism Industry. It is published under Shailendra Publication since 1999 from Mumbai. And is registered with Registrar of Newspaper for India under no. 72413/99. The newspaper is affiliated with TAAI, IATO, ADTOI & OTOAI.

- § **Coverage:** News, features, and analysis on-
- International & Domestic tourism destinations
 - Travel Agents & Tour Operators
 - Hotels & Resorts
 - Airlines & Cruises
 - MICE, Travel Events & Shows
 - Business trade reports · Many more...

§ **Presence in Market:** Safari Plus participates in most of the Travel Trade exhibitions in India and International for visibility and strengthen the subscription. Every year, we participate in **TTF & OTM, SATTE, GPS, IITM, and Holiday Expo.**



Destination Featured & Special Supplements



Online



www.safariplus.co.in

(Online Travel Dose): is the exclusive source on the Web for Travel news, features, and analysis on - International & domestic tourism destinations; Travel Agents & Tour Operators; Hotels & Resorts; Airlines & Cruises; Travel Events & Shows; Business trade reports; Many more related to tourism.

More on Social Networking

Some of our other services provided to Client to promote them on Social Media :-

- Email Blaster
- Engagement with the Local Trade
- Event Planning and Meet-ups
- Previous edition: Safari Print online editions
- Branding on Social Media Platform
- Social Media Planner

CONNECT WITH US!



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<https://www.instagram.com/safariplus/>



https://twitter.com/Safari_Plus



https://www.pinterest.com/Safari_Plus/



<https://plus.google.com/u/0/+SafariPlus>

Year Calendar

Jan Feb 2018

ATF 2018, Thailand
GPS Nagpur
IITE Nagpur
OTM Mumbai
SATTE
Bengal Travel Mart (Siliguri) (As Media Partner)
IITM Cochin & Kolkata (As Media Partner)
Jharkhand Travel Mart (As Media Partner)

Mar Apr 2018

IT&CM Shanghai China
ATM Dubai

May June 2018

TTM+ (Pattaya, Thailand)

July August 2018

IITM Banglore and Chennai
GPS Pune
GPS Kolkatta
GPS Chandigarh
GPS Ahmedabad
GPS Lucknow
TTF Kolkata, Ahmedabad & Mumbai
IITE Aurangabad

Sept Oct 2018

TTF Ahmedabad & Mumbai
IITM Mumbai, Gurgaon
ITCMA & CTW Bangkok
Holiday Expo Nagpur
IITE Indore
Madhya Pradesh Travel Mart, Bhopal (As Media Partner)

Nov Dec 2018

IITM Pune & Hyderabad

Rate Card

Colour - Rs 250/- (INR) per cm²

**effective from 1st Jan, 2016*

Advertisement Material

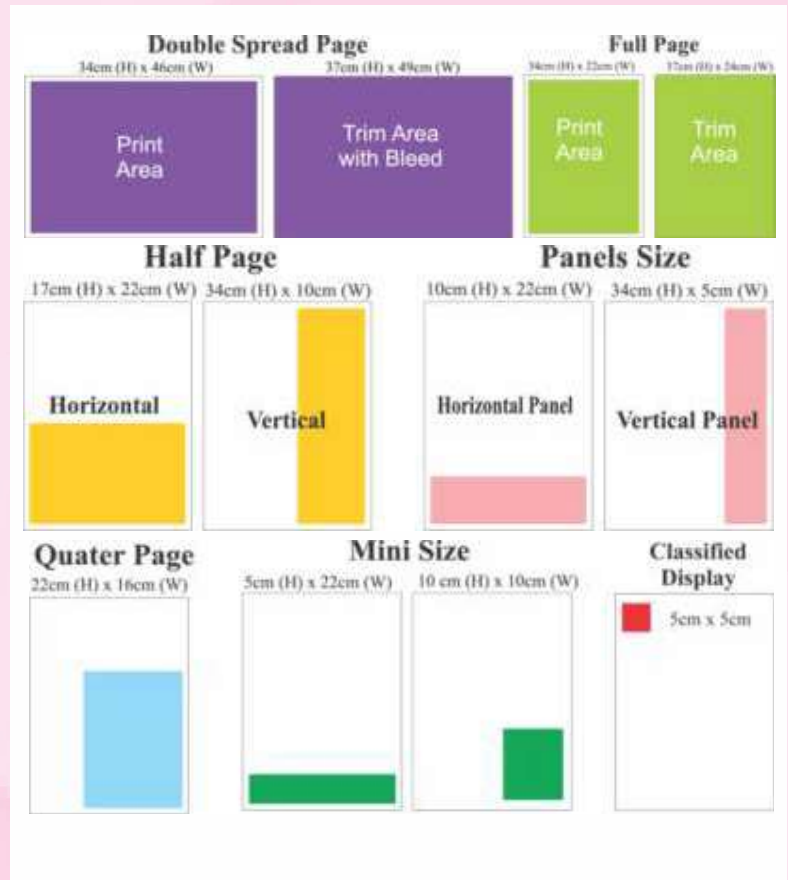
- Corel Draw 16 (Fonts Converted to Curve) preferred
- JPG (resolution - 300 dpi)
- PDF (Converted to curve)
- High Resolution Images & Graphics (at Least 300 Dpi & CMYK Color Mode)
- Ensure Correct AD dimensions used for bleed AD (Full page or Double Spread) add 5 mm all around.
- Use embed fonts (thick fonts for better result, avoid out line to fonts or use min 2pts outline)
- Progressive Proof of exact size and color of AD

Mechanical Detail Newspaper

Duration	Bi-Montly
Overall Size	37cm (H) x 24cm (W)
Print Area	34cm (H) x 22cm (W)
Printing process	Offset
Paper	Art Paper 130 GSM.
Cover Page	Laminated

Mechanical Detail of Page

No. of Columns	4 Columns
Column Height	30cm
Column Width	5cm
2Columns	10.7cm
3Columns	16.2cm



Online Ad Banner Rate Card

Banner Name	Banner Size	Rate per month	Position
SP / Top Banner*	465 x 95 pixels	Rs 65,000	(flash on each page)
SP / Left Banner*	210 x 180 pixels	Rs 55,000	(flash on each page)
SP / Center Banner	510 x 150 pixels	Rs 45,000	(only on Home page)
SP / Middle Banner	510 x 150 pixels	Rs 40,000	(only on Home page)
SP / Right Banner 1	225 x 216 pixels	Rs 30,000	(only on Home page)
SP / Right Banner 2	200 x 257 pixels	Rs 30,000	only on Home page)

*** Each Banner is linked to the Advertiser Website (on click)**

Advertisement Material

File Required - JPG, TIF and GIF
 File Size - 40 KB or less
 *Designing cost extra

***MONTHLY HITS - Average Hits are more than 85,000 per Month.**