

THE

ESSENTIAL

2005 TRAVEL AGENTS' GUIDE



MEDIA INFORMATION

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2005 TRAVEL AGENTS' GUIDE

The **Essential 2005 Travel Agents' Guide** is a unique information source, which will be distributed in January 2005 to the travel trade throughout the UK and Ireland.

There are two main sections:

SECTION ONE

DESTINATION FOCUS

A handy reference to:

- The popular Long Haul Destinations
- The popular Short Haul Destinations
- The popular City Break Destinations



SECTION TWO

DIRECTORY

An invaluable user-friendly listing of leading travel organisations including the following categories:

ACCOMMODATION ONLY
AIRLINES
AIRPORTS
ATTRACTIONS
CAR RENTAL
COACHING
CRUISING
FERRIES
FLIGHT ONLY
HOLIDAY ADD ONS
HOTELS & RESORTS
INSURANCE
NATIONAL TOURIST OFFICES
REPRESENTATION COMPANIES
ROAD AND RAIL
SIGHTSEEING
TOUR OPERATORS - LONG HAUL
TOUR OPERATORS - SHORT HAUL
TRADE ASSOCIATIONS
TRAINING
TRAVEL TECHNOLOGY SERVICES

DISTRIBUTION

The **Essential Travel Agents' Guide** is distributed to every travel agency in the UK and Ireland, to travel industry homeworkers, online agencies and to tour operator reservations, contracting and marketing departments.

This invaluable annual guide is kept and used by the travel trade as a key source of information on the destinations they sell regularly, as well as providing them with the essential contact details they require on a daily basis.

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SECTION ONE - DESTINATION FOCUS

FULL PAGE ENTRY AND
FULL PAGE DISPLAY
ADVERTISEMENT

\$3765

FULL PAGE ENTRY

includes full details of your destination,
plus image(s) and logo, plus the top
operators, essential information and
selling tips. Up to 500 words.

\$2080

1/2 PAGE ENTRY

includes full details of your destination
plus image(s) and logo. Up to 250 words

\$1130

1/6 PAGE ENTRY

includes contact details and a colour
image of your destination

\$420

*Our highly experienced design team will
put this together for you and will send
you a proof to sign off!*



FULL PAGE ENTRY EXAMPLE



1/6 PAGE ENTRY EXAMPLES

DISPLAY ADVERTISING

FULL PAGE - **\$2080**

1/2 PAGE - **\$1130**

1/3 PAGE - **\$750**

1/6 PAGE - **\$420**

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SECTION TWO - DIRECTORY

1

BASIC ENTRY

\$55

- Includes company name and
telephone number

2

STANDARD ENTRY

\$125

- Includes company name, telephone and
fax number, email and web address

ADDITIONAL CONTACT DETAILS \$28

(For example, extra telephone number, email address, etc.)

UP TO 50 WORDS OF COPY **\$240**

COLOUR LOGO **\$240**

BROCHURE COVER/PICTURE **\$340**

SPECIAL VALUE PACKAGE \$800

Package includes standard entry details, colour logo, brochure cover or picture and 50 words.



DIRECTORY PAGE EXAMPLES

DISPLAY ADVERTISING

FULL PAGE - **\$2080**

1/2 PAGE - **\$1130**

1/3 PAGE - **\$750**

1/6 PAGE - **\$420**

PLEASE TICK THE RELEVANT BOXES:

SECTION ONE - DESTINATION FOCUS

- Full-page & full page advertisement **\$3765**
- Full-page **\$2080**
- Half page **\$1130**
- 1/3 page **\$750**
- 1/6 page **\$420**

SECTION TWO - DIRECTORY

ENTRY TYPE	RATE	NUMBER OF ENTRIES*
BASIC ENTRY	\$55.00	<input type="text"/>
STANDARD ENTRY	\$125.00	<input type="text"/>
EXTRA CONTACT DETAILS	\$28.00	<input type="text"/>
UP TO 50 WORDS OF COPY	\$240.00	<input type="text"/>
COLOUR LOGO	\$240.00	<input type="text"/>
BROCHURE COVER OR PICTURE	\$340.00	<input type="text"/>
SPECIAL VALUE PACKAGE	\$800.00	<input type="text"/>
TOTAL:	\$ <input type="text"/>	

- ACCOMMODATION ONLY
- AIRLINES
- AIRPORTS
- ATTRACTIONS
- CAR RENTAL
- COACHING
- CRUISING
- FERRIES
- FLIGHT ONLY
- HOLIDAY ADD ONS
- HOTELS & RESORTS
- INSURANCE
- NATIONAL TOURIST OFFICES
- REPRESENTATION COMPANIES
- ROAD AND RAIL
- SIGHTSEEING
- TRADE ASSOCIATIONS
- TRAINING
- TOUR OPERATORS - LONG HAUL
- TOUR OPERATORS - SHORT HAUL
- TRAVEL TECHNOLOGY SERVICES

*PLEASE NOTE THAT EACH LISTING CONSTITUTES A SEPERATE ENTRY AND WILL BE CHARGED ACCORDINGLY.

CONTACT DETAILS PLEASE COMPLETE THE FOLLOWING CONTACT DETAILS (IN CAPITALS) TO BE INCLUDED WITHIN THE GUIDE

COMPANY NAME:

TELEPHONE NUMBER:

FAX NUMBER:

EMAIL ADDRESS:

WEBSITE ADDRESS:

NAME:

SIGNATURE: