





## Dear Industry Partner

As a part of our continuing efforts to provide support, information and assistance to Australian travel retailers, and build opportunities for our tourism stakeholders, we are pleased to be working with Sampsons Direct to produce the AFTA Travel Pages.

AFTA Travel Pages is the official Product and Member Directory & Yearbook of the Australian Federation of Travel Agents and is the only printed publication endorsed by AFTA that is produced and delivered to retail travel agents around Australia.

AFTA Travel Pages is an important way to promote and showcase your product and service to the lucrative Australian retail travel sector.

AFTA Travel Pages presents as an attractive and motivational destination guide, complete product and Member Directory and Yearbook.

Distribution is directly to travel agents across Australia.

AFTA Travel Pages is a flagship publication that will stimulate interest, create demand and build connectivity with your customers, keeping you at the forefront of the retail trade.

I recommend AFTA Travel Pages to you as a high value and cost effective way to support your marketing to Australian retail travel agents.

Jayson Westbury

Chief Executive



**Jayson Westbury**  
*Chief Executive*

An invitation from the Australian Federation for Travel Agents for you to promote your business to thousands of travel professionals.

The Australian Federation of Travel Agents (AFTA) is the premier authority representing the Australian retail travel agent network.

15,000 travel consultants will receive a copy of AFTA Travel Pages to refer to when sourcing new product.

○ You are invited to engage and promote your tourism business to this key market through your participation in AFTA's flagship publication:

**AFTA Travel Pages** – the official Product & Member Directory of the Australian Federation of Travel Agents.

**AFTA Travel Pages is a powerful product guide** - the ultimate resource - that puts your product or service directly into the right retail hands. This is an exciting opportunity for you to promote your

○ product or service to Australian travel agents for 12 months.

Editorial will be provided from Tourism Australia, ALL state and territory tourism organizations, key regional tourism organizations and related tourism industry associations and organisations (PATA, ATEC).

AFTA Travel Pages is the only directory endorsed by AFTA that is produced and delivered to retail travel agents.

Make sure that advertising in AFTA Travel Pages is part of your marketing plan for the coming year.



**AFTA Travel Pages** – a high quality, high value integrated publication that puts your product or service in the right hands: Australian travel agents.

- National, State and Territory product sourcing and service directory – the ultimate source for travel retailers when searching for product ideas.
- National, State and Territory wrap up – industry leaders and authorities review the industry highlights and provide their “crystal ball” view of the year ahead.
- AFTA Member Directory – the complete list of every member agency.
- Month by Month Wall Planner – in demand and popular with agents who use it daily for planning and scheduling.

### **EXCLUSIVE, REFRESHED, REVITALISED, COMPREHENSIVE, YEAR ROUND PROMOTION - ESSENTIAL**

**EXCLUSIVE** – AFTA Travel Pages is the only endorsed printed publication produced by AFTA, and delivered to the hands of retail consultants. This distribution channel is exclusive to AFTA.

**REFRESHED & REVITALISED** – AFTA Travel Pages is the innovation of the AFTA Yearbook designed to be in constant use by travel agents.

- We have upgraded the look and feel giving the publication a glossy “coffee table book” attractiveness that will have readers browsing time and again
- Invested in increasing the quality of the publication through higher printing, production and finishing standards
- Expanded distribution to ensure that your message gets to the hands of the right people, increasing the print run from 3,000 to 15,000 copies!

**COMPREHENSIVE** – AFTA Travel Pages will be a comprehensive product directory making it the ultimate source for tourism retailers and TMC’s looking for new and /or different products and services. Advertising in AFTA Travel Pages is a must for Australian product and service suppliers.

**YEAR ROUND PROMOTION** – AFTA Travel Pages is published annually and supported year round through email reminders, updates and social media engagement to ensure that the book – and your product or service – remains fresh in the minds of retail travel agents.

**ESSENTIAL** - AFTA Travel Pages is packed full of industry relevant editorial supplied by National, State and Territory tourism organizations, and related industry groups. In addition, each state/territory section outlines compelling and desirable reasons why to visit them and supports this with a comprehensive product directory to assist agents and consultants to source popular, unique, and high quality commissionable product.

### **Readership:**

**Positioning:** AFTA Travel Pages is read by travel retail business owners who are keen to stay abreast of their industry, its performance and future opportunities.

**Knowledge:** AFTA Travel Pages is read by travel retail business managers who are constantly striving for that to find that edge in competitive and vibrant market place.

**Reference:** AFTA Travel Pages is read by travel retail consultants who are striving to win business by providing outstanding service through offering unique and tailored travel solutions to consumers in a competitive and vibrant sales environment

### **Deliverables:**

- 15,000 copies of high quality, glossy hard copy book.
- 144 printed pages printed in full colour throughout.
- Delivered to retail travel agents throughout Australia.
- Readership in excess of 15,000.
- 4,500 AFTA Year Planner wall chart. 1080mm x 540mm wall planner delivered to the travel agent throughout Australia.



## Outstanding opportunities for retail engagement for all businesses!

Advertising in AFTA Travel Pages is open to all tourism industry and related suppliers and has a broad range of advertising products to fit all budgets; from cost effective line listings for small niche operators to brand positioning display advertising for corporate and industry leading companies. This is the book to help retailers discover you or reinforce and remind them of existing relationships.

<b>Advertising</b>	<b>Ad Type (Full colour)</b>	<b>Details</b>	<b>Price AUD inc GST</b>
Line Listing	Text	Name, address details, tel, web, email.	\$220.00
Twelfth Page	Directory	Image, logo, details, 25-30 words of text.	\$440.00
Sixth Page	Directory	Image, logo, details, 50-60 words of text.	\$660.00
Third Page	Directory	2 images, logo, details, 100-120 words of text.	\$1,155.00
Half Page	Display	Finished artwork supplied.	\$1,749.00
Full Page	Display	Finished artwork supplied.	\$3,465.00
Double page	Display	Finished artwork supplied.	\$6,935.00
Wall Planner (4 ads only)	Display	Finished artwork supplied.	\$4,400.00

## AFTA Travel Pages is your opportunity to market your business to 15,000 travel agents for 12 months.

*Don't miss this opportunity to secure your place in this showcase publication.*

**Bookings Deadline: 31st August 2010**  
**Publishing Date: 1 November 2010**

**Materials Deadline: 15th September 2010**  
**Current from: 1 January 2011**

For more information contact Sampsons Direct on 1300 558 024 (within Australia) or +61 2 9922 3388 (outside Australia), or email [travelpages@sampsonsdirect.com.au](mailto:travelpages@sampsonsdirect.com.au)