



SAFARI PLUS

India's leading travel & Tourism Bi-Monthly Tabloid

Media Kit 2016



www.safaripus.co.in

Company Profile

Name of Media	:	SAFARI PLUS (www.safaripus.co.in)
Name of Publication House	:	Shailendra Publications
Media Type	:	Print & Internet
Frequency of Publication	:	Bi-monthly (Print)
Years In Circulation	:	17 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	:	ITCMA & CTW Bangkok (Media Affiliates) ITCM Shanghai (Media Affiliates) GITB (Org by FICCI, Rajasthan Tourism, Incredible India) Gujarat Travel Mart Madhya Pradesh Travel Mart GITM GOA (Goa International Travel Mart) Org; Goa Tourism Himanchal 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,

Airlines - Air Mauritius, Thai Airways, Malaysia Airlines, Sri Lankan Airlines

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 Board, Kerala Tourism, Tamil Nadu Tourism, Karnataka Tourism, Madhya Pradesh Tourism, Rajasthan Tourism.



Introduction

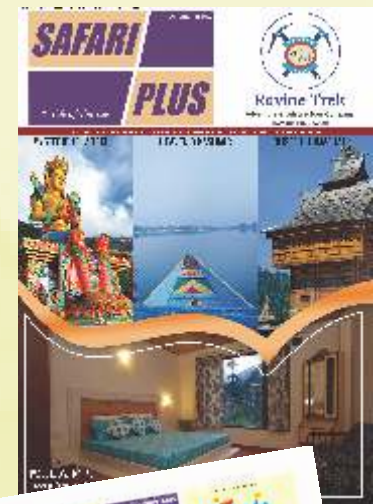
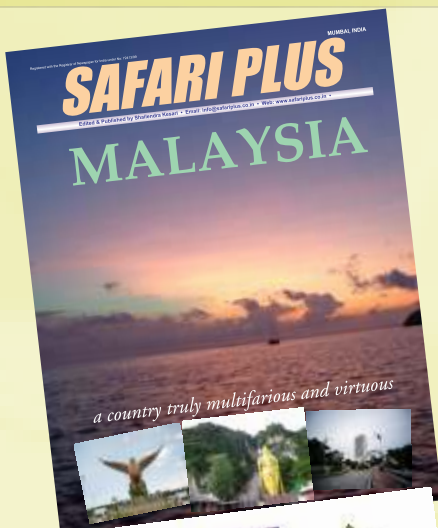
SAFARI PLUS (A Tale of Tourism) is a bi-monthly tabloid subjected on Tourism industry. It is published by Shailendra Publication since 1999 from Mumbai and is registered with Registrar of Newspaper for India under no. 72413/99. The newspaper is affiliated with TAAI, IATO, ADOI & OTOAI.

- § **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 Travel Trade exhibitions for visibility and strengthen the subscription data. Every year, we participate in **TTF & OTM, IITM, and Holiday Expo**. We were **Media Partner** with **Gujarat Travel Mart, Beijing International Tourism Expo; ITTE** (organised by Travel Agents Association of India); **Visit Golden Maharashtra Year (50 years celebration of Maharashtra Tourism with MEDC); ITM GOA** (International Travel Mart) Organised by Goa Tourism Board **ITCM India** (Organised by TTG Group) **ITTE** (Organised by Travel Agents Association of India).



Destination Featured & Special Supplements



Online



www.safaripplus.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.

The main features of the website are :-

- News: display Travel News which includes the following category – Airline, Appointments, Domestic news, International News, Hotels & Resort News, and Travel Trade news.
- Events: Travel Trade Events - Domestic and International (Exhibitions, Conventions and Roadshows) and features the post event coverages.
- Travel Deals: Bring you the Best Buys Travel Deal from the travel agents and the hoteliers with details and link for the related site.
- Classifieds: Displays Ads with the related websites.
- Previous edition: Safari Print online editions

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Year Calendar

Jan Feb 2016

ATF 2016, Manila, Phillipines
IITT 2016, Mumbai (As Media Partner)
GPS Nagpur (As Media Partner)
IITE Nagpur
TTF & OTM Mumbai & Delhi
IITM Cochin & Kolkata (As Media Partner)

Mar Apr 2016

IITE Raipur
Himanchal Travel Mart 2016 (As Media Partner)
IT & CM Shanghai China
ATM Dubai 2016

May June 2016

TTM+ 2016 (Chiang Mai, Thailand)

July August 2016

IITM Banglore and Chennai,
GPS Coimbatore (As Media Partner)
GPS Kolkatta (As Media Partner)
GPS Chandigarh (As Media Partner)
GPS Ahmedabad (As Media Partner)
TTF Kolkata, Ahmedabad & Mumbai.
IITE Aurangabad

Sept Oct 2016

TTF Ahmedabad & Mumbai
IITM Mumbai, Gurgaon
Kerala Travel Mart 2016, Cochin
ITCMA & CTW Bangkok
Holiday Expo - Nagpur
IITE Indore
Madhya Pradesh Travel Mart, Bhopal (As Media Partner)

Nov Dec 2016

IITM Pune & Hyderabad.

Rate Card

Colour - Rs 250 (INR) per cm²

**effective from 1st Jan, 2016*

Advertisement Material

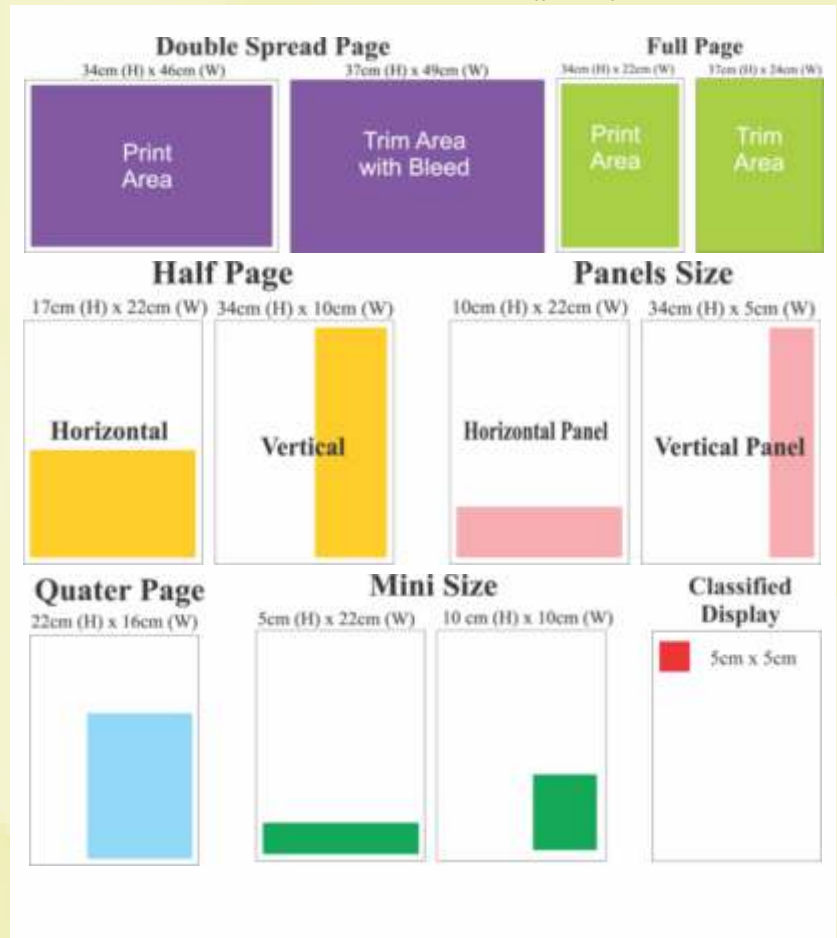
- Corel Draw 16 (Fonts Converted to Curve) preferred
- JPGz
- PDF (Converted to curve)
- High Resolution Images & Graphics (at Least 300 Dpi & CMYK Color Mode)
- Ensure Correct AD dimensions used for bleed AD (Full page or Double Spread) add 5 mm all around.
- Use embed fonts (thick fonts for better 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-Monthly
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 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 65,000 per Month.**

Circulation

Total Circulation of Publication

60,000 copies

* **Consumer - 39,500 copies**

* **Trade - 20,500 copies**

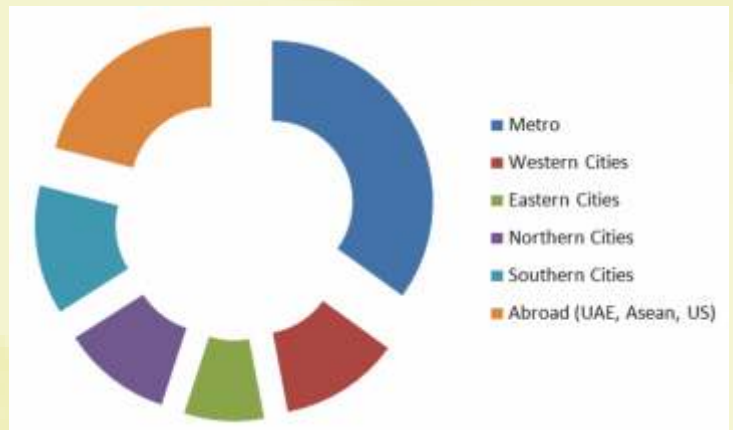
Pass-on Readership

10x

Each Edition reaches an estimated 10 Readers as **Safari Plus** is passed-on to family and friends.

Consumer & Trade - Region Wise (Percentage %)

Metro	35%
Western Cities	12%
Eastern Cities	8%
Northern Cities	11%
Southern Cities	13%
Abroad (UAE, Asean, US)	21%
Total	100%



Trade - Industry Wise (Percentage %)

Travel Agent & Tour Operator	26%
Hospitality	22%
Aviation	18%
Tourism Board & NTO's	14%
Travel Suppliers	9%
Corporates	11%
Total	100%



THANK YOU



Corp Office: No 1 Maple B-4, Highland Garden, Opp Highland Park, Dhokali Road Thane (West) Mumbai 400 607- India

Regd Office : 153/155 Samudrik Building, Bhuleshwar Road , Mumbai 400 002 - India

Tel: +91-22-22917800 | **M :** +91-9769058991 / 996 994 8787

Email: info@safaripus.co.in **Web:** www.safaripus.co.in