

# selling **SHORT BREAKS** & HOLIDAYS



TRAINING FOR THE TRAVEL TRADE

**“Over 88% of travel retailers  
sell short-haul holidays and  
short breaks” \***

# 2012

**MEDIA INFORMATION**

## WELCOME

# Training for the travel trade



**"Over 78% of travel retailers sell dynamically packaged short-haul holidays or short breaks" \***

### ALEX ROGERS ACCOUNT MANAGER



Over its 16 years, *Selling Short Breaks & Holidays* has firmly established

itself as an essential training tool for the UK & Irish travel trades. Research has shown that the vast majority of short breaks and holidays are booked through the trade. If you want to get your product in front of travel retailers selling short breaks & holidays there is no better dedicated publication than *Selling Short Breaks & Holidays* to do this.

*Alex Rogers*

### STEVE HARTRIDGE EDITOR



Our research shows us that, despite the supposed unstoppable rise

and rise of internet bookings, nearly 90 per cent of UK travel agents and home-workers sell short-haul packaged holidays and that this sector represents a substantial proportion of their sales. That's why we have revamped our magazine – now called *Selling Short Breaks & Holidays* – and made it more relevant than ever before!

*Steve Hartridge*

## OVERVIEW

# Impressive facts & figures

Written by an award-winning editorial team, *Selling Short Breaks & Holidays* reaches ALL the major players selling retail travel – that's travel agents, home workers, online agencies, tour operator reservation departments and many more.....

### TARGET READERSHIP

**UK and Irish** travel trades



### CIRCULATION

**14,925** print copies

14,925

### CONTENT

A mix of topical news and features on destinations, products and industry issues



### FORMAT

A4 portrait, **full-colour, glossy** magazine

### FREQUENCY

Bi-monthly

### PUBLISHER

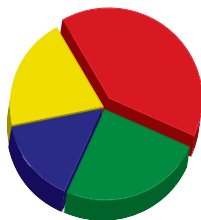
BMI Publishing, an **award-winning travel publishing company** with over 30 years' experience within the travel industry



### DISTRIBUTION

**Every** travel agency **plus**

- home workers
- online agencies
- call centres
- tour operator reservation departments. **Also**
- travel principles (including tourist board directors, hotels, airlines, cruise companies)
- Tour operator contracting staff, car hire, insurance and holiday add-ons
- PR and representation companies



### DESIGN

Attractive, lively and contemporary design which offers a **strong visual platform for effective advertising**

**EDITORIAL**

# Cutting-edge content

*Selling Short Breaks & Holidays* is a specialist training magazine that provides agents with destination information, vital selling tips and relevant news reviews. Showcase your destination or products to the industry!

**FEATURES**

Our features cover the full range of viable short haul destinations, from established favourites like Paris and Spain to relative new kids on the block like Aalborg, Belgrade and Poland. Included in each feature is a Destination Overview, What's New, Tourism Talk, Operator Comment, Operators' Sample Packages, a hotel update...and much more.

**TALKING SHOP**

This is the section FOR agents ABOUT agents. It includes all the latest fam trips (and comments from participating agents), overseas workshops and trade shows, tourism board promotions, industry offers and events, profiles of travel agencies, agent interviews, hotel and flight reviews... and plenty more!



**NEWS & REGULARS**

Our comprehensive round-up of 'relevant' industry news includes new hotel openings and special offers, the latest programmes from tour operators, airline and cruise developments and UK offers, promotions and marketing campaigns. Regulars include industry interviews, hotel and resort reviews and our 48 Hours In... 72 Hours In... city profiles series.



**“Almost 70% of travel retailers sell packaged short breaks in the UK”\***

## RATES

# Value for money


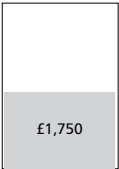
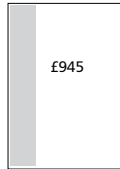

### ADVERTISEMENT RATES

Advert	price
Full page	£2750
Half Page	£1750
Quarter Page	£945
Eighth Page	£450

All prices include printed and online edition.

### ADVERTISEMENT DIMENSIONS

depth & width in mm (trim size 297 x 210)

FULL PAGE	HALF PAGE	QUARTER PAGE	QUARTER PAGE
			
type 277 x 190 bleed 303 x 216	horizontal type 136 x 190 horizontal bleed 152 x 216	vertical type 277 x 44 vertical bleed 303 x 60	horizontal type 69 x 190 horizontal bleed 85 x 216

## CONTACT

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\* Results of survey carried out to  
travel retailers in April 2010

