

# TOURISM



People in all the right places

## The Journal of The Tourism Society

### Media Information Pack 2012/2013

The Tourism Society (est.1977) is the leading network of professionals in the industry. All sectors are represented, including accommodation, attractions, destinations, operators, travel companies, writers, academics, students and consultants. We have a mailing list of around 1500 and a readership of ca. 3000.

It is our goal to bridge the gap between the different sectors within the industry and help promote communication between them. The journal aims to blend a mixture of news, trends, general information, Society meeting reports and Society news into one quarterly publication.

In this media pack you will find our forward features list and advertising rates. The aim of the articles is to keep our readers up to date with the developments in the tourism industry through critiques on the different sectors.

We look forward to working with you.

Kind Regards,

**Gregory Yeoman MTS**  
Executive Director  
The Tourism Society  
[gregory@tourismsociety.org](mailto:gregory@tourismsociety.org)



## FORWARD FEATURES LIST – 2012/2013

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SPRING 2012

**Issue 149**  
**Special Feature – The Tourism Consultants Network**

All articles will be written by members of the Society's Tourism Consultants Network, looking at various aspects of the industry through their eyes. A directory of Network members will be included.

Mailing date: March

**Deadline – 8th Feb 2012**

SUMMER 2012

**Issue 150**  
**Special Feature**

Mailing date: May

**Deadline – 8th April 2012**

AUTUMN 2012

**Issue 151**  
**Special Feature – TBC**

Content to be confirmed.

Mailing date: September

**Deadline – 14th August 2012**

WINTER 2012

**Issue 152**  
**Special Feature – Prospects for 2013**

What does the forthcoming year hold in store for the tourism and travel industry? Articles will address each of the key sectors and will include comment the political arena as well.

Mailing date: Dec/Jan

**Deadline – 1st December 2012**

## Issue 153

### Special Feature – Post-Olympic review

Analysis from across the industry examining what the impact of the Olympics and other major events of 2012 has been.

Mailing date: March

**Deadline – February 8th 2013**

## ADVERTISING RATES

*Members of the Society receive a 10% discount on these rates.*

	Full Colour
Outside Back Cover	£700
Full Page	£610
Half Page	£360
Quarter Page	£250
Specified Location	5% extra
<b>Series Discount</b>	<b>2 = 5%, 3 = 10%, 4 = 20%</b>
	Cancellation must be made 28 days prior to publication

## INSERTS

We offer the service of running loose inserts with each mailing of the journal. **£400**

All inserts must be supplied to our mailing house 2 weeks prior to posting. Price is based on one insert up to A4 (80gsm) in weight, single or double sided. For larger inserts please contact the secretariat for a quotation

## MECHANICAL DATA

Full Page: 277 high x188mm wide

Half Page: 130 high x170mm wide

Quarter Page: 135 high x92mm wide

## ARTWORK FILE SPECIFICATION

We prefer to receive all artwork in print-ready pdf format.

**Please contact Gregory Yeoman with any questions or to place your ad.**