

DISCOVER & EXPERIENCE OUR BEAUTIFUL COUNTRY

WHY I LOVE **KENYA**



Kenya Tourism Federation



# Media Pack 2018

THE OFFICIAL MAGAZINE OF THE KENYA TOURISM BOARD & KENYA TOURISM FEDERATION



## The goals

- » To sell *Destination Kenya* to both domestic and international markets and to inspire and attract a steady increase in leisure and business tourism.
- » To illustrate the unrivalled diversity of Kenya's culture, destinations and experiences.
- » To counter negative media publicity with positive publicity.
- » To ensure Kenya remains positioned as the world's best-loved *safari* and beach destination.
- » To encourage return tourism visits.
- » To embrace the support of the Kenya Tourism Board, the Ministry of Tourism, Cabinet Secretary Hon. Najib Balala, and the Kenya Tourism Federation to enhance Kenya's image and visibility in the local and international tourism market.
- » To attain maximum exposure in print, through electronic marketing, and across multiple digital platforms and thereby ensure ultimate value for our advertisers and stakeholders.

### Join us in telling the world why we love Kenya



© World Travel Market, London



Why I Love Kenya (WILK) on display at JKIA



WILK at the "We Are Africa" Show, Cape Town

## The distribution

**Why I Love Kenya Magazine is bi-monthly. It is free of charge and the print run is 10,000 copies.**

- » The magazine is distributed to Kenya's prime source markets - both domestic and international - via Kenya Tourism Board's network of Destination Marketing Representatives. It is distributed at all the travel shows and exhibitions at which KTB is represented (WTM London, ITB Berlin, IBTB Spain, Indaba, Arabian Travel Market, Magical Kenya Tourism Expo) as well as at high profile conferences and international road shows.
- » It is handed to passengers arriving at Jomo Kenyatta International Airport, Nairobi - and at Mombasa International Airport - through KTB's Tourist Information Centres. These are located in the baggage halls where passengers have time to engage with KTB personnel.
- » It is available in the first class accommodation on the Madaraka Express - the recently launched train service between Nairobi and Mombasa.
- » Printed copies are circulated to hotels, airlines, tour operators, travel agents, leading corporations, industry associations and to media representatives.
- » The magazine is in-room reading at several prestigious properties such as Kempinski, Swahili Beach, Mara Plains, Mara Toto, Serena and Eka hotels.
- » The magazine is also circulated for display in such high-profile public areas as: embassies, airport lounges, clubs etc.

### Digital reach

- » The digital edition now has a huge reach as it is widely shared, especially by tour operators and agents who are using the content to sell our beautiful country to their client contacts.
- » It is also shared by many hotels as well as by Kenya's leading travel industry associations such as KTF, KATO and KAHK.
- » The digital edition can also be accessed through KTB's magical Kenya website and social pages.
- » Through e-mail marketing and social sharing, it is estimated that the digital reach is over 250,000.

# Editorial pillars



Culture



Wildlife



“The Ministry of Tourism fully supports the *Why I Love Kenya* publication and its role as a valuable component in our national marketing strategy. I would encourage the private sector to join us in embracing this initiative and supporting its success.”

Hon. Najib Balala EGH,  
Cabinet Secretary,  
Ministry of Tourism.



Safari



Conservation



Conferences & Events



Retail



The Coast



Special Interest

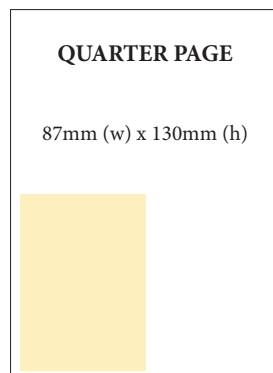
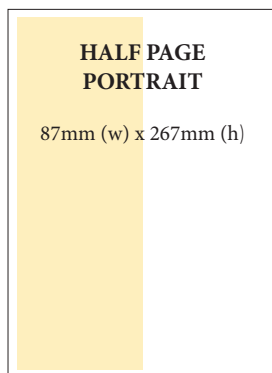
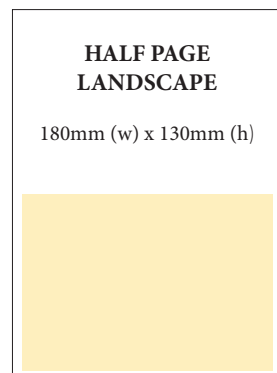
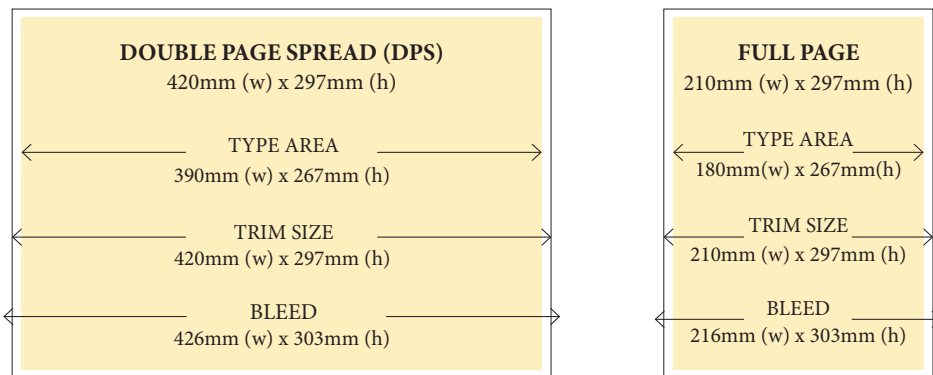


News



Photography

## Technical specs



Artwork to be supplied as a press-ready PDF with crop marks and bleed where appropriate. PDF/X-1a format is recommended. For full bleed artworks, allow 4mm loss into spine.

Full creative design, editorial and layout services are available at an additional cost.

### Booking and artwork deadlines

| <i>Issue</i>   | <i>Booking deadline</i> | <i>Artwork deadline</i> |
|----------------|-------------------------|-------------------------|
| Jan/Feb issue  | 7 December              | 15 December             |
| Mar/Apr issue  | 7 February              | 15 February             |
| May/June issue | 7 April                 | 15 April                |
| July/Aug issue | 7 June                  | 15 June                 |
| Sept/Oct issue | 7 August                | 15 August               |
| Nov/Dec issue  | 7 October               | 15 October              |

## Rates

| Rates <b>PER ISSUE</b> Kshs | Booking<br>1-3 issues,<br>per issue | Booking<br>4-6 issues,<br>per issue | Gold<br>Sponsorship<br>per issue |
|-----------------------------|-------------------------------------|-------------------------------------|----------------------------------|
| <b>RUN OF MAGAZINE</b>      |                                     |                                     |                                  |
| Double Page Spread (DPS)    | 510,000                             | 460,000                             | 610,000                          |
| Full page                   | 300,000                             | 270,000                             | 360,000                          |
| Half page                   | 180,000                             | 160,000                             | N/A                              |
| Quarter page                | 110,000                             | 100,000                             | N/A                              |

Specified positions incur a 15% surcharge (except for Gold Sponsorship)

### SPECIAL POSITIONS

|                           |         |         |         |
|---------------------------|---------|---------|---------|
| Inside Front & Page 1 DPS | 700,000 | 630,000 | 840,000 |
| Inside Front Cover        | 450,000 | 405,000 | 540,000 |
| Inside Back Cover         | 400,000 | 360,000 | 480,000 |
| Facing Foreword           | 380,000 | 340,000 | 455,000 |

### Payment terms

Strictly 50% with order form and 50% upon publication.

All rates are exclusive of agency commission. All rates are in Kenya Shillings, exclusive of VAT.

## Going for Gold

Gold sponsorship offers advertisers a unique opportunity to showcase their brand over multiple platforms. In addition to advertising space, Gold Sponsors receive editorial coverage and exposure through the website and digital marketing campaigns.

- » Full page advert in 6 issues, best available positions
- » Double-page editorial feature once a year
- » Logo on KTF page
- » Website banner ad - 1 year
- » Website listing (single image, description and link)
- » Logo on monthly e-shot
- » Preview in e-shot for the editorial issue
- » Free copies - up to 350 copies of each issue

# Have a browse

Click on one of the covers below to browse through our online issues.



Issue 1 - May/June 17



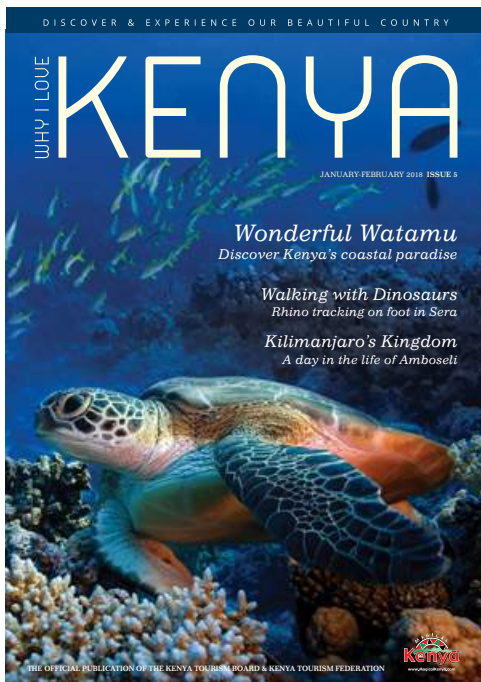
Issue 2 - Jul/Aug 17



Issue 3 - Sep/Oct 17



Issue 4 - Nov/Dec 17



Our latest issue: Issue 5 - Jan/Feb 18

## Get in touch

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