

DISCOVER & EXPERIENCE OUR BEAUTIFUL COUNTRY

WHY I LOVE **KENYA**

MEDIA PACK 2017-18



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

www.MagicalKenya.com

OUR GOALS

- ❖ To sell destination Kenya across the international source markets.
- ❖ To attract new incoming tourists.
- ❖ To counter negative publicity with positive publicity.
- ❖ To illustrate the unrivalled diversity of Kenya's culture, destinations and experiences.
- ❖ To re-establish Kenya as the oldest and best-loved of Safari destinations.
- ❖ To inspire the steady increase of incoming tourist numbers – well in advance of the prime tourist seasons.
- ❖ To encourage return tourism visits.
- ❖ To embrace the support of the Kenya Tourism Board, the enthusiasm of Cabinet Secretary, Hon. Najib Balala, and the steady backing of the Kenya Tourism Federation to restore Kenya's image and visibility in the international tourism market.
- ❖ To distribute the magazine widely in print, through electronic marketing, and across multiple digital platforms and thereby ensure maximum value for our advertisers.

**Join us in telling the world
WHY WE LOVE KENYA**



| Rates PER ISSUE Kshs | Booking 1-3 issues, per issue | Booking 4-6 issues, per issue | Gold Sponsorship per issue |
|-----------------------------|-------------------------------------|-------------------------------------|----------------------------------|
| RUN OF MAGAZINE | | | |
| 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 (excludes 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 |

- ❖ The costs above assume submission of press-ready PDF with crop marks and bleed where appropriate. Full creative design, editorial and layout services are available at an additional cost.

Payment terms

Strictly 50% with order form and 50% upon publication. For Gold Sponsorship: 25% of the total package (6 issues) upon reservation and payment per issue thereafter.

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

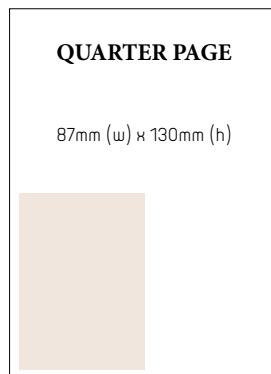
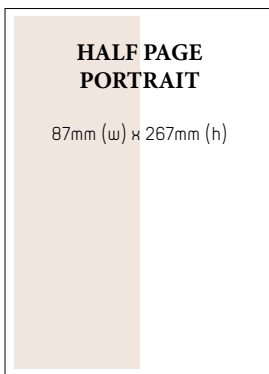
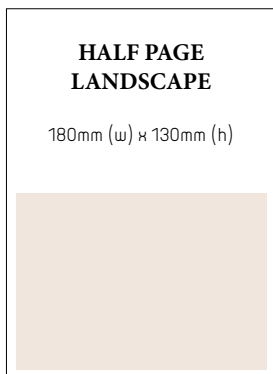
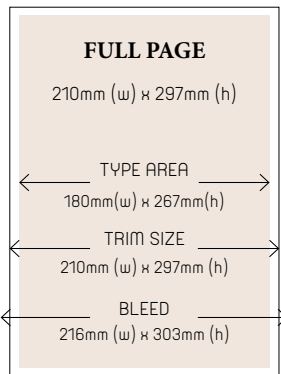
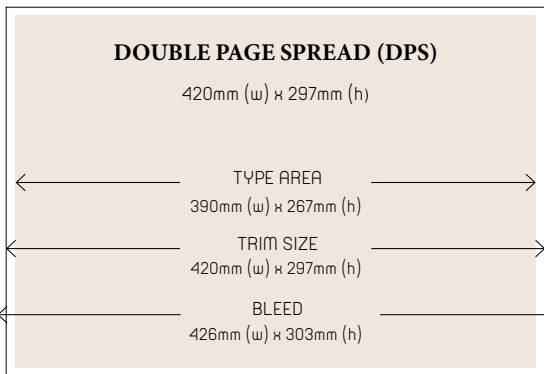
Gold sponsorship offers advertisers a unique opportunity to showcase their brand over multiple platforms. In addition to advertising space, Gold Sponsors receive editorial coverage and exposure through the website and digital marketing campaigns.

- ❖ 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

Advertising enquiries:

Mike Jones: +254 (0)20 2738004, +254 (0)727 794041 Email: mike@colourspace.co.ke

TECHNICAL SPECS & DEADLINES



Artwork specifications:

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> |
|--------------|-------------------------|-------------------------|
| Sept/Oct 17 | 31 July | 10 Aug |
| Nov/Dec 17 | 30 September | 10 October |
| Jan/Feb 18 | 25 November | 5 December |
| Mar/Apr 18 | 31 January | 10 February |

MARKETPLACE CLASSIFIEDS

Marketplace is divided into three sections: **Tour Operators & Travel Agents; Nairobi businesses; and Coastal businesses.** Ideal for retailers, bars, restaurants, casinos, sports & social clubs, day-trip & activity organisers, hotels, B&Bs, and more ... **Marketplace offers HUGE exposure for your business for TWO months. And all links on your ad are LIVE - you're just one click away from an enquiry.**

So how does it work?

1/18th page bookings: Kshs 15,000+VAT

Size: 55mm x 40mm (w x h)

Logo + contact information (no image).

The ad will be laid out in the house style by the Publisher. Drafts will not be sent for approval unless deemed necessary by the Publisher.

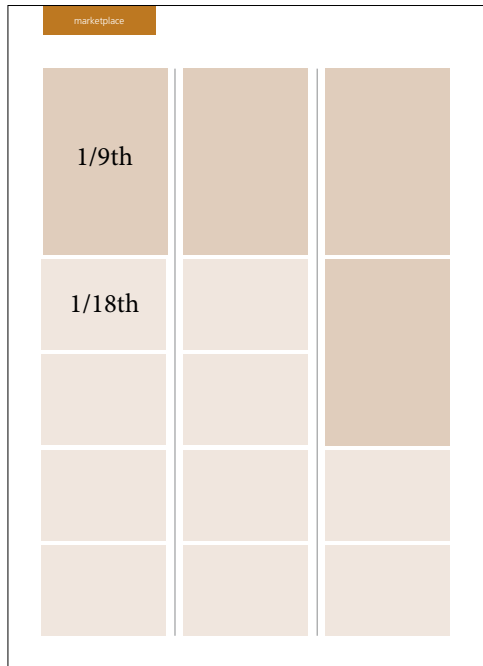
1/9th page bookings: Kshs 30,000+VAT

Size: 55mm x 82mm (w x h)

Up to 30 words + title + logo + contacts.

The ad will be laid out in the house style by the Publisher. Drafts will not be sent for approval unless deemed necessary by the Publisher.

For 1/9th page bookings, print-ready artwork may also be supplied per your own design.



**Marketplace terms: strictly payment with order.
To reserve your space please contact:
advertising@colourspace.co.ke**

ARTWORK SUPPLIED (NOT ACTUAL SIZE)

MAKING MEMORIES

WILDOUTSIDE SAFARIS

Tel: 254 (0)20 123 456
email: wildoutside@outside.com
www.wildoutsidekenya.com

ADVERT CREATED IN THE PUBLISHER'S HOUSE STYLE (NOT ACTUAL SIZE)

MAKING MEMORIES

Wild Outside Safaris is one of Kenya's most experienced tour operators. Let us show you the real Kenya and take you on the trip of a lifetime. Wild Outside is a registered member of the Kenya Association of Tour Operators.

- > Safari & beach itineraries
- > Weddings & honeymoons
- > Conferencing, groups and events
- > Mountain climbing & special interest

WILDOUTSIDE SAFARIS

Tel: 254 (0)20 123 456, (0)744 123 456
email: wildoutside@outside.com
www.wildoutsidekenya.com

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DISTRIBUTION

Why I Love Kenya Magazine is a bi-monthly publication.

Print run: initially 10,000 rising in direct response to demand.

- ❖ The magazine is distributed to Kenya's prime source markets via Kenya Tourism Board's network of Destination Marketing Representatives, in UK/Ireland, USA, Canada, Germany, France, Italy, China, Scandinavia, Australia, South Africa and Dubai. 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, Akwaaba Nigeria plus a series of USA road shows as well as all Kenyan travel events.)
- ❖ The magazine is handed to arriving passengers at JKIA through the KTB Tourist Information Centres.
- ❖ Copies are circulated to hotels, airlines, tour operators, travel agents and to media representatives. The magazine is also distributed by the Kenyan Tourism Federation to its member associations. The magazine is also circulated for display in such high-profile public areas as: embassies, airports and lounges, clubs etc.
- ❖ The digital publication is available for download and sharing online. Many hotels and tour operators are sharing the digital copy on their social pages and in their electronic marketing campaigns. The digital reach is already **in excess of 100,000** and growing daily.
- ❖ Copies are available for bulk purchase at reduced cost for companies who would like to use them for their own marketing; eg hotel room copies or travel seat-back copies.
- ❖ The magazine will be the first of its kind in Kenya to operate an interactive social media platform aimed at driving engagement; sharing of content; and stimulating enquiries.

Published by



KENYA & UK

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www.whylovekenya.com

