

DISCOVER & EXPERIENCE OUR BEAUTIFUL COUNTRY

WHY I LOVE **KENYA**



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 & Wildlife, 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 act as a showcase for Kenya's ever expanding CSR profile and as a marriage broker in putting together worthy initiatives and willing supporters.
- » To promote Kenya as the 'Gateway to Africa' in terms of global business, and to depict it as one of Africa's most dynamic investment opportunities.
- » To attain maximum exposure in print, through electronic marketing, and across multiple digital platforms and thereby ensure ultimate value for our advertisers and stakeholders.

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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 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, the top 100 leading corporations in Kenya, industry associations and to media representatives.
- » The magazine is in-room reading at several prestigious properties and groups, such as Serena, Sarova, Fairmont, Kempinski, Swahili Beach, Mara Plains, Mara Toto and Eka hotels.
- » The magazine is also circulated for display in such high-profile public areas as: embassies, several airport lounges (inc first class @ JKIA), 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 KAHC.
- » 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 300,000.

Editorial pillars



Culture



Wildlife



Safari



Conservation



The Coast



Special Interest



“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.



Conferences & Events



Retail

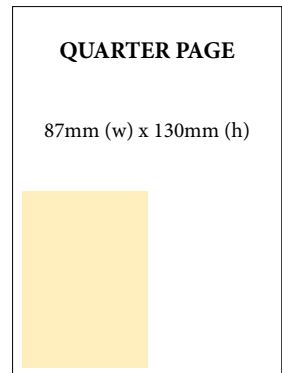
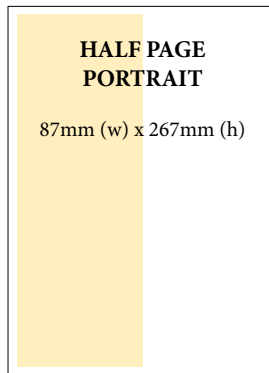
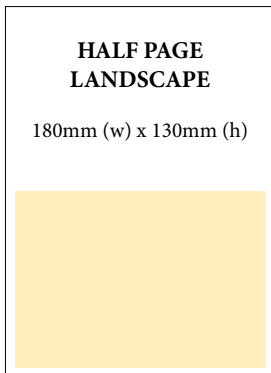
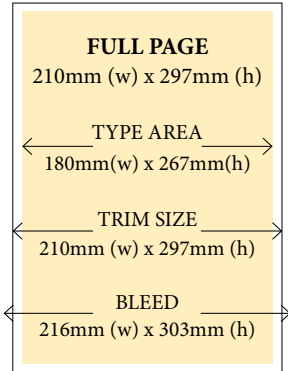
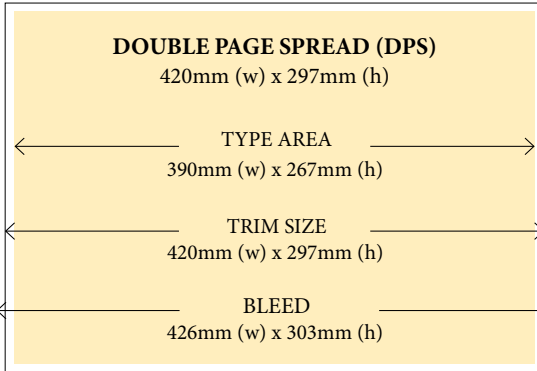


News



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 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 (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.

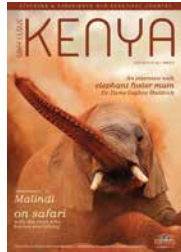
- » Full page advert in 6 issues, best available positions
- » Double-page editorial feature once a year
- » Logo on KTF page
- » Website banner ad - 1 year
- » Website listing (single image, description and link)
- » Logo on monthly e-shot
- » Preview in e-shot for the editorial issue
- » Free copies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

Have a browse

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



Issue 1 - May/June 17



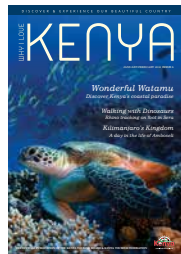
Issue 2 - July/August 17



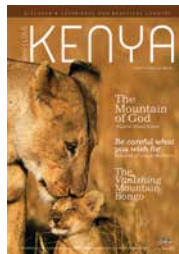
Issue 3 - Sep/Oct 17



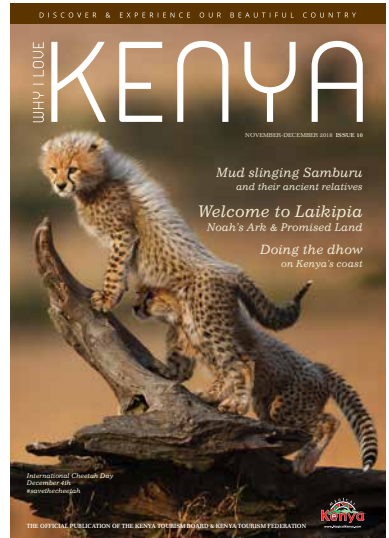
Issue 4 - Nov/Dec 17



Issue 5 - Jan/Feb 18



Issue 6 - Mar/Apr 18



Our latest issue: Issue 10 - Nov/Dec 18



Issue 7 - May/June 18



Issue 8 - Jul/Aug 18



Issue 9 - Sep/Oct 18

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