

Indie Travel Podcast Magazine

MEDIA KIT

The Indie Travel Podcast Magazine will be a publication of great beauty, combining graphic style with the practical travel advice that thousands of people have come to expect from the Indie Travel Podcast.

Background

A website is a powerful medium that we've successfully expanded into iTunes, Facebook, Twitter and dozens of other social media platforms. The power of a magazine allows freedom in layout, in form, and in design.

Briefing

The Indie Travel Podcast Magazine will appeal to readers' sense of style as well as their wanderlust and intellect.

Publication

Published quarterly, the Indie Travel Podcast Magazine will feature exclusive content from experienced professionals and exciting new writers.

Editorial priorities include:

- Worldwide destination features
- An independent and adventure travel focus
- Photo-essays from emerging travel photographers
- Current political, environmental and cultural issues in travel

In 2006 the Indie Travel Podcast started as a niche travel website. In 2007 regular audio shows were published for independent travellers. In 2008 it began video podcasting and on-site articles. In 2009 it won Lonely Planet's "Best Podcast" Award and now... it is launching an online and print magazine.

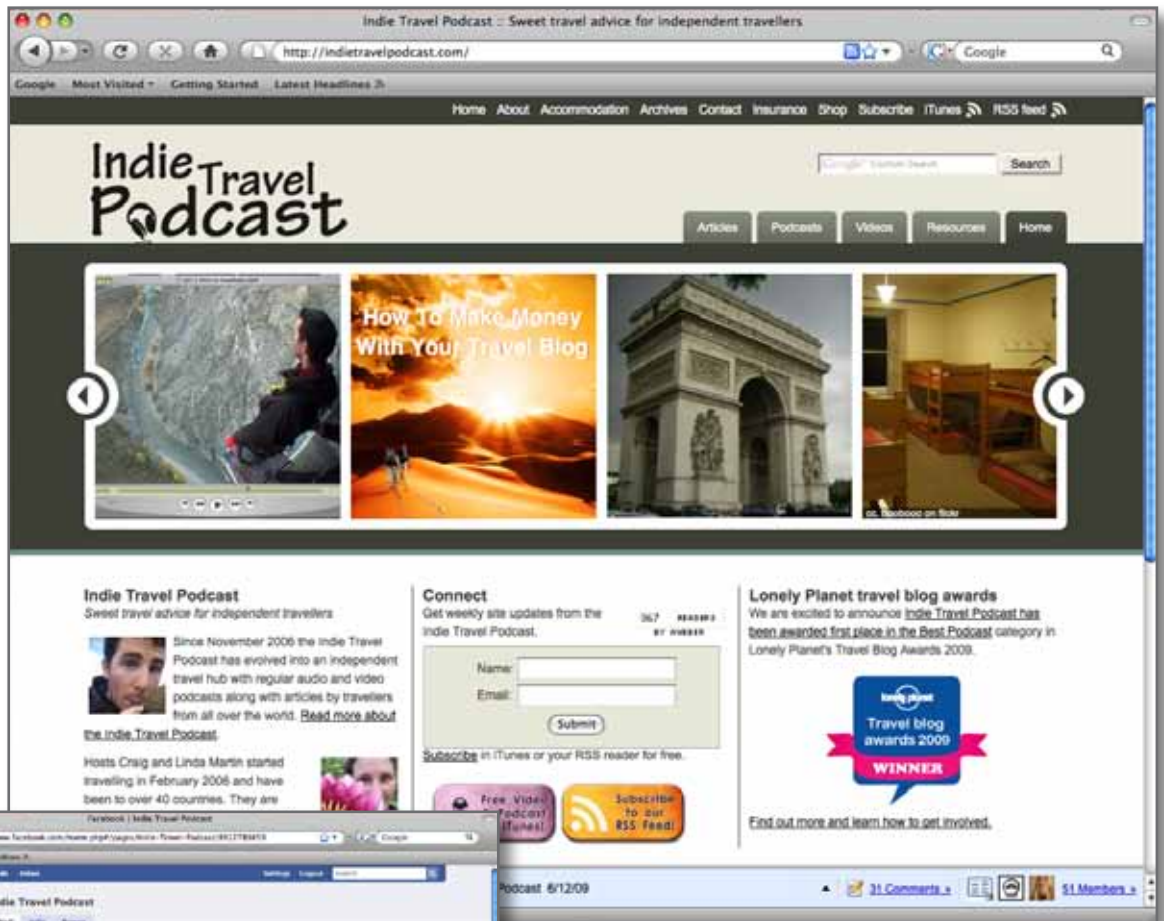
A quickly growing multimedia website, the Indie Travel Podcast is at the forefront of travel and digital technology. With successful digital publications underway, we are expanding into a new medium.

Indie Travel Podcast

Craig Martin
New Media Producer

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 SITE: <http://indietravelpodcast.com>



“ We’ve successfully expanded into iTunes, Facebook, Twitter and dozens of other social media platforms ”



Publication

The Indie Travel Podcast Magazine is uniquely flexible in its publication and distribution format.



The Indie Travel Podcast Magazine will be available as a free digital copy:

- ▶ PDF delivered to our current iTunes subscribers and email list.
- ▶ PDF available for download directly from our website.
- ▶ New Flipbook technology allowing people to read the magazine online.



It will also be available in print for paid subscribers:

- ▶ Professionally printed A5 magazine
- ▶ Published quarterly; yearly subscription.
- ▶ Backcopies available through print-on-demand.



Distribution

The Indie Travel Podcast Magazine is a new publication, but one that has a growing, pre-built and targeted audience grown over almost three years of Indie Travel Podcasts.

Delivery through iTunes' RSS technology will be the main point of our digital campaign. We currently serve 4,000 downloads a week to over 2,000 people. We believe this number will rise to to 3,000 by our launch date of September 1, 2009.

The second digital delivery point will be our email mailing list, which has been growing through CAN-SPAM compliant double-opt in methods over the last six months. Currently over 350 people, we expect this to total 700 by launch.

The third digital delivery point will be the Indie Travel Podcast website. We currently serve over 25,000 pages a month with our most popular pages garnering over 5,000 pageviews each.

Estimated circulation levels

	September 2009
DIGITAL	18,700
<i>iTunes + RSS</i>	3,000
<i>Email</i>	700
<i>Website</i>	15,000 views over three months
PRINT	150
<i>Pre-Subscribed</i>	100
<i>Print on demand buyers</i>	50 over three months
TOTAL	18,850 copies

SPECIAL RATE

To celebrate our first edition and to thank you for your early support of the **Indie Travel Podcast Magazine**, we are offering advertisers exclusive first-edition prices. In addition we will freeze these rates for advertisers committing to four issues over 2009-2010*.

Ad size	Launch price	2009-10 prices
Double-page spread	\$420	\$800
Full page	\$225	\$420
Half page	\$120	\$225
Quarter page	\$65	\$120
Back cover	\$500	by negotiation

All prices in US Dollars. GST of 12.5% is included when purchased in New Zealand.

* Only valid when purchasing advertising space over September 2009, December 2009, March 2010, June 2010 editions.

More details over the page...

Advertising

With our predicted sustained circulation growth and improving economic conditions worldwide bringing a fresh rise in advertising rates, we believe this is **the best advertising deal in travel right now.**

We guarantee our start-up rates to the middle of 2010, with spaces starting as low as US\$65 per issue.

Special offers / competitions

We are open to negotiation regarding special offers for our readers and the sponsorship of competition prizes. Please contact Craig Martin for details.

Closing dates

For the September 1, 2009 edition, the closing date is August 1st. Artwork should arrive no later than August 5, 2009.

Changes can be made to advertising artwork in future editions. We will contact you six weeks prior to publication to check your requirements.

INTRODUCTORY RATE

To celebrate our first edition and to thank you for your early support of the **Indie Travel Podcast Magazine**, we are offering advertisers exclusive first-edition prices. In addition we will freeze these rates for advertisers committing to four issues over 2009-2010*.

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Full page	\$225	\$420
Half page	\$120	\$225
Quarter page	\$65	\$120
Back cover	\$500	by negotiation

Example Pricing

Full page over four issues

	First Edition Deal	Regular Price
September 2009	\$ 225	\$ 225
December 2009	\$ 225	\$ 420
March 2010	\$ 225	\$ 420
June 2010	\$ 225	\$ 420
TOTAL COST	US \$ 1,350	US \$ 1,485

A \$135 reduction across four issues gives you unbelievable savings on advertising. This is unprecedented value for companies marketing to travellers.

All prices in US Dollars. GST of 12.5% is included when purchased in New Zealand.

* Only valid when purchasing advertising space over September 2009, December 2009, March 2010, June 2010 editions.



Testimonials

*"What I love about the team at **Indie Travel Podcast** is not just their passion for independent and adventurous travel, something we hold dear at WorldNomads.com, but their total understanding of what makes engaging content. Their total professionalism, creative approach to travel marketing and high quality delivery has made them a publisher and partner of choice for WorldNomads.com"*

~ Chris Noble
General Manager
WorldNomads.com

*"For some years now Craig and Linda – and their increasingly authoritative progeny, **Indietravelpodcast.com** – have been mainstays of the online travel community. Having worked with them on a couple of projects, I can confirm that their editorial skills are absolutely second-to-none: an imaginative, thoughtful (and extensive) creative output is melded at all times with an obsessive attention to detail."*

~ Ben Cooper
Editorial Director
Travelintelligence.com

T's & C's

Advertising must be paid for in full by the published closing dates. Where orders across multiple issues are being purchased, full payment must be made by the closing date of the first publication.

No refunds will be given unless publication is cancelled.

Orders must specify the edition(s) and ad size.

Cancellations or changes will not be accepted after the published closing dates for each issue.

Any positions specified on contracts or orders, except covers, shall be considered requests only and not conditions of purchase.

The publisher is not responsible for errors in key numbers or reader service listings. Further, the publisher will not be responsible for consumer response to mailings sent out, nor will the publisher in any way be held accountable for the number of or the rate of response in conjunction with this program.

Advertising orders for illegal items, tobacco or firearms are not accepted.

Publication of an order is subject to publisher's approval of copy, including display, text and illustration.

The publisher will not be bound by any conditions, printed or otherwise, appearing on orders or copy instructions when such conditions conflict with the regulations set forth in this rate card.



Specifications

File Specs:

- Our preferred file format is .pdf.
- Minimum resolution: 300 dpi.
- Bleed: 3mm

Delivery should be made by:

- Upload while placing your order.
- Email your attachment to craig@indietravelpodcast.com
- CD or DVD can be arranged on request.

AD SIZE	DIMENSIONS	
	Width (mm)	Height (mm)
Double-page spread	296	210
Full page	148	210
Half page	148	105
Quarter page	74	105
Back cover	148	210



Contact

Craig Martin

New Media Producer/Advertising Sales

Email: craig@indietravelpodcast.com

Skype: mars-hill

Twitter: http://twitter.com/craig_martin

Phone: We run an internationally mobile office, therefore phone numbers are temporary. Please email for current telephone details.

What now?

1. Confirm your ad space with Craig Martin.
craig@indietravelpodcast.com
Skype: mars-hill
2. Craig will answer your questions and confirm your page.
3. Send your ad as a PDF by August 1, 2009.
4. We'll send you an invoice which you can pay online or by bank transfer.

We look forward to hearing from you very soon.

Make sure you
take advantage of our
introductory special:
first four issues for only
\$225 each page.

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