



Indie Travel Podcast Magazine

Media kit and advertising rates 2010

How can we help you?

The Indie Travel Podcast is a new media travel website, featuring audio, video, blog posts, downloadable travel guides and a print+digital magazine. We serve independent and backpacker travellers every day, and we can help you reach a perfect audience for your product.

Branding

Studies have shown that strong branding is still essential in today's digital world. Users are likely to choose brands they recognise from search engine results. If you are not known to your target audience, you are losing visits and losing leads. We can help your brand recognition amongst independent travellers through:

- Video sponsorship
- Magazine advertising
- Audio sponsorship
- On-site advertising

Consumer education

Got a killer product no-one understands? Want to share some of the cooler or newer parts of your product line-up? With regular mentions, we can help introduce more of your material to our audience, help existing users get more from your product and entice new users to try it out. We can help you share your message through:

- Audio sponsorship
- Magazine advertising

Interactive connections

Our audience tends towards the tech-savvy, digital nomads that travel the world today. We connect on new media platforms such as Facebook and Twitter as well as deliver on-demand audio and video to people's laptops and mobile phones. Reach potential customers on their terms and in your location through:

- Audio sponsorship
- Video sponsorship
- On-site advertising



Audio Sponsorship

Audio sponsorship gives you:

- Two audio spots; one at the start and one near the end of the show.
- A paragraph in the show notes for that episode, including up to three text links.

Prices start at US\$350 an episode, discounts available for bulk buys.

Goals

The goals of audio sponsorship are:

- Increased awareness amongst listeners
- Brand recognition, vital for search engine recognition

Video Sponsorship

Video sponsorship gives you:

- A 3 second splash-screen at the start of each video
- A 10 second post-roll between content and credits
- A 468x60 banner or single-sentence text link under videos displayed on the Indie Travel Podcast website.

Video sponsorship is US\$1,800 a season — that's US\$150 an episode across 12 videos. There are a maximum of three seasons a year.

In 2010...

Season one focuses on South America (with a little New Zealand thrown in).

Season two focuses on South America and Europe.

Season three focuses on Europe and South East Asia.

Goals

Reach a wide group of travellers with your multimedia message.

Be seen in iTunes as well as improving visibility on viral networks like Youtube and Facebook.



Benefits of Advertising with Indie Travel Media

REACH AN ENGAGED AUDIENCE

Your message will reach our loyal subscribers (currently over 2,500 via RSS) as well as the thousands of casual visitors that visit our site each month.

Google's Feedburner service tracks over 20,000 audio and video downloads through RSS each month, to which we add downloads and plays directly from our site or through Youtube. We often appear in iTunes's Top 25 "Travel and Places" podcasts in the United States, Canada, the UK, Australia and New Zealand.

THROUGH A PORTABLE & GLOBAL NETWORK

Your message will be seen on our site and will be heard in more than one place. The beauty of podcasting is that each episode goes beyond the computer. People listen to our shows on demand in their homes, their workplaces, their vehicles and as they travel around the world.

Our content spreads through social media networks like Facebook, Twitter and Stumbleupon alongside traditional web marketing. It is freely available on the web, for download in iTunes, on Facebook and in several podcast directories.

WITH A LONG LIFESPAN

This is not a one-hit wonder. Although your episode will be downloaded over 1,000 times in the first month, your company's product will continue to be heard about for years to come as people download this specific guide in preparation for their travels. Shows tend to stay in the iTunes catalogue for 20-24 months after release and are archived on site for the life of Indie Travel Podcast. Videos are distributed on Youtube, Tripfilms, Facebook and with other viral video websites.



Magazine Advertising

Magazine advertising gives you:

- Page-space in an independent travel magazine
- Quarter-page to double page spreads are available
- Hyperlinks, flash animation and video available for digital edition

Goals

- Reach customers alongside premier editorial and travelogue writing
- Catch attention with immersive multimedia content
- Combine the visual power of print with the flexibility of the web

The Indie Travel Podcast Magazine is a quarterly print+digital publication launched in September 2009. Main distribution is digital, with downloads through iTunes, RSS and visits to the website. A small print run is sent to subscribers and made available in select retail stores.

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



Pricing

Size	Standard	Hyperlinked	Flash animation
Quarter page	\$120	\$130	\$260
Half page	\$225	\$235	\$470
Full page	\$420	\$430	\$860
Double page	\$800	\$810	\$1600
Back page	By negotiation		





Specifications

File Specs:

- Our preferred file format is .pdf.
- Minimum resolution: 300 dpi.
- **Bleed: 6mm**

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





On-site Advertising

Over 10,000 people are specifically searching our site for travel information each month. And they find it. By advertising on the Indie Travel Podcast website, you are in the direct view of people planning their travels. Between 2008 and 2009, visitor numbers and pageviews grew 200%, to our current averages of over 10,000 visitors generating more than 20,000 pageviews each month. We predict this trend to continue and possibly accelerate in 2010. We're a fast-growing website in the independent travel niche with an engaged audience. This is a good place to be seen.

WE OFFER:

Banner advertising:

Banner advertising is available in the following sizes and positions.

- 125x125px sidebar ad
- 468x60px at end of article
- 728x90px on homepage or magazine page

Prices range from US\$50-\$100 a month.

Discounts available for bulk buys.

Twitter and Facebook streaming:

Make your advertising more interactive by adding your Facebook page widget or Twitter stream to the Indie Travel Podcast sidebar or within posts.

Indie Travel Podcast visitors can interact directly with your Facebook page, become a fan or leave a comment when you advertise it on Indie Travel Podcast. Visitors can read your tweets or follow your Twitter account when we stream it in our sidebar.

Spaces are strictly limited and start at US\$30 a month for Twitter and US\$60 a month for Facebook.

Affiliate offers:

We carefully evaluate affiliate offers for their connection with our audience and how to best communicate them. Please address any affiliate offers to our sales department.





image © Indie
Travel Media

By the numbers...

Arbitron's 2009 study of "Digital Radio" includes comprehensive information about the United State's podcast consumption (along with streaming audio from digital and satellite sources). 1,858 people aged 12+ were quizzed in January 2009.

* The majority of the Indie Travel Podcast audience is made up of people dreaming of, planning, or taking part in travel. This includes short breaks, medium length vacations, gap years and long-term round-the-world or indefinite travel. This niche market is the perfect advertising channel for companies that would benefit from their business.

At that time:

Demographics showed that "online radio users are well-educated, upper income, full-time employed and digitally savvy consumers"*

It was estimated that:

- 69 million Americans listened to "online radio" in the previous month
- Weekly listeners were up by almost 33% from 2008, to 17% of the population.
- 27% of people had watched online video in the previous week.
- Most 12-34 year olds owned an mp3 player
- 22% of Americans had listened to a podcast, almost 50% knew the term
- 27 million Americans had listened to a podcast in the previous month
- Nearly two thirds of 18-24 year olds had a profile on a social network

These numbers are showing little sign of slowing. As broadband and mobile internet becomes cheaper and faster, more and more consumers are choosing to consume media through digital, on-demand channels. We believe that our one-time price for audio and video sponsorship gives amazing lifetime value to your advertising spend with us.



image ©
Angela Lees

Advertising Trends

Research into podcast advertising shows that listeners are not deterred by commercial spots within shows. However, podcast advertising differs significantly from traditional broadcast practices. The advice below comes from feedback from our audience and reading hundreds of blog posts and research papers on podcasting.

Integrate your ads

Podcast listeners are more likely to skip ads right at the beginning and right at the end of the show. Because of this, we place ads during our introduction and before we begin our closing remarks. Presenters read your script to ensure a natural flow.

Don't shout for attention

Podcast listeners are already committed: they've sought out and downloaded the show and often show a high degree of connection with the material. Radio-style blasts are unwanted and often produce negative results. Treat the audience as intelligent consumers and vary your messages to keep interest levels high.

Shorter is sweeter

In general, 15 seconds is the optimum time for your audio ad spot; video tends to be shorter. In our experience, longer ad spots have produced listener fatigue and, in some cases, they have actively tried to skip long ad spots. In 2010, we intend to shorten and sharpen ad spots for maximum effect.

For more information, read:

<http://www.imediaconnection.com/content/9614.asp>

We are happy to work with your marketing team to craft a series of sponsorship scripts that fit your needs and our show style, ensuring positive results for all parties.



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FAQ

Frequently Asked Questions

Can I get a discount for long-term advertising?

Yes. You can get a 10% discount for a six-month booking and a 20% discount for a twelve-month booking. Discounts do not apply to video sponsorship.

Where does your traffic come from?

Between January and October 2009, our traffic was from:

- North America 62%
- UK and Northern Europe 11%
- Australia and New Zealand 7%
- The remaining 20% was made up from Western Europe, South East Asia, South America, Southern Europe, Eastern Asia, Eastern Europe and Southern Asia (in that order).

Are you a US company?

No, despite over 60% of our traffic being based in North America, we are a New Zealand company. This means that companies based outside of New Zealand do not have to pay GST of 12.5%. We accept payment in most major currencies, including US dollars, which is the default currency throughout this document.

Our website and media are hosted in the USA to ensure fastest content delivery for the majority of our visitors.

What other sites do you run?

Indie Travel Media Ltd also runs Eurail Stories, Travel Talks, Free Audio Travel Guides and a number of other online properties.

Can I pay for editorial content?

No, editorial coverage cannot be bought or included in any advertising deal.

Do you do text link advertising?

Indie Travel Podcast does not accept TLA, although text links are included as a courtesy to our audio and video sponsors. We may, however, be able to help you with your text link needs through other channels.



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Indie Travel Podcast Site Profile

The Indie Travel Podcast is an independent travel website featuring audio and video podcasts along with articles from authors all over the world.

Hosts Craig and Linda Martin started the site in 2006 to meet a need in the travel publishing market. As full-time travellers they had no problem finding places to go, but struggled to find on-the-road advice about the basics of planning, packing and booking independent travel.

Since then it has grown into a respected travel publishing hub with articles, ebooks, a print+digital magazine, and the Lonely Planet award-winning audio and video podcast that still makes up the heart of the site.

2006 - Site registered and launched

2007 - Regular audio shows commenced

2008 - Video and articles added

2009 - Winner of Lonely Planet's
"Best Podcast" Award

2009 - Magazine and ebooks published

2010 - Continuing to grow ... and
advertising your products



Hosts

Craig and Linda Martin are the Kiwi hosts of the Indie Travel Podcast and front the majority of audio and video shows. Growing up in Auckland, New Zealand they followed their Occidental itch into a three year trip through Europe, where they quickly discovered the need for a multimedia site for independent and budget travellers.

Craig has a love of travel, literature, wine and new media: a perfect mix for a modern travel publisher. A BA in English and Film, TV and Media Studies has shaped Craig's critical understanding of new media, audiences and storytelling. This theoretical and practical knowledge has seen him developing and delivering new media strategies and training for travel companies. Craig has become a Director and shareholder of several bootstrapped businesses before the age of 30.

Linda Martin tries to balance a love of the English language with that of Spanish. Her qualifications in Psychology and English literature, plus training and experience as a teacher and copy-editor, perfectly suits her role as Managing Editor at Indie Travel Media. She beats Craig by two countries on the travel front, and is the motivating factor behind the constant search for new and interesting street food and soft drinks.



image © Indie
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Contact us

To further discuss your advertising needs and how we can help, contact:

North America

Craig Zabransky - Sales Manager (US)

Email: craig.zabransky@gmail.com

Rest of world

Craig Martin - Managing Director

Email: craig@indietravelpodcast.com

Phone

We run a location-independent operation; we're often in 20 or more countries a year. It's hard to keep a constant phone number, but we're happy to talk. Please email for a current phone number and timezone, or leave your details and we'll call you back.

Terms of Service

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.

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