

# Catalog

# Travel Trade Caribbean 2010



*Travel Trade Caribbean, TTC*, is an Italian publication for tourism professionals. Founded in 1996, it is based in Milan and has a news office for the Caribbean region, recognized in Cuba before the Ministry of Foreign Affairs' International Press Center. It has a directory with around 40,000 addresses linked to tourism professionals in Europe and the Americas. TTC's <http://www.traveltradecaribbean.com> and <http://www.caribbeanoperatorsbook.com> webpages have some 20,000 visitors a month.

### **TTC, Travel Trade Caribbean newspaper**

TTC's basic product is the *Travel Trade Caribbean* printed newspaper, whose main objective is to promote the Caribbean tourist product, especially Cuba. Its regular editions are distributed at the most important tourism fairs in the world, as well as by direct delivery through an extensive mailing list to wholesalers, travel agencies, tour operators, airline companies, incentive houses, hotels and other entities that work with the leisure industry. It circulates in Spanish, Italian, English and French in the Caribbean's principal tourist markets...Italy, Spain, France, UK, Germany, Russia, Canada and Argentina. The editorial plan for 2010 consists in seven editions, on the occasion of fairs: FITUR, Spain; BIT, Milan; ITB, Berlin; MITT, Russia; MAP, Paris; FITCuba, Cuba; Top Resa, France; TTG Incontri, Italy; WTM, London; FIT, Argentina; and FIHAV, Havana.

## **DIGITAL FORMAT NEWS PRODUCTS**

### **Electronic bulletin**

The *Tourism News Bulletin* is a news supplement of the TTC publication, which puts at the disposal of tourism professionals and whoever wants to subscribe voluntarily the latest and most important news on the area's tourist activity. It is sent in Spanish, Italian and English every week as a courtesy to more than 40,000 addressees in the tourism markets and in the Caribbean; its news items are also placed on [www.traveltradecaribbean.com](http://www.traveltradecaribbean.com) website.

### **Caribbean Operators Book on line**

It is a Tourist Directory of Cuba and the Insular Caribbean published by *Travel Trade Caribbean* since 2006. After two successful editions, the *COB* has wanted to go beyond the printed format and facilitate from its web an updated information support on the travel market, for clients who choose a destination as well as for the operators that guarantee and propose programs. Our Directory has a database that compiles, classifies and organizes a growing volume of information about the Caribbean's tourist structures: a detailed list of the tourist entities of the insular Caribbean, with updated data and the emails of hotels, resorts, villas, car rentals, maritime transportation, marinas, airports, airlines, banks, scuba diving centers, in short...all the Caribbean at your fingertips. The *COB* is offered in digital format in Spanish, Italian and English through the [www.caribbeanoperatorsbook.com](http://www.caribbeanoperatorsbook.com) website.

### **TTC NewsLetter**

An electronic bulletin made to order, to provide detailed and useful news of institutional interest. This special supplement is an option to provide exclusive information to institutions for the promotion of products in a magazine format. It is sent to 40,000 email addresses in Cuba, Italy, Spain and the United States, among the most representative.

### **[www.traveltradecaribbean.com](http://www.traveltradecaribbean.com) website**

TTC's webpage, in three languages – Spanish, Italian and English –, presents the latest weekly bulletins, a summary of the printed newspaper and other sections of interest. It also has an archive with the historical information of the printed editions and electronic bulletins.

## **TTC NOVELTIES IN 2010**

### **Tourism Continent**

*Tourism Continent* (TC) is a bimonthly publication totally dedicated to give an in-depth analysis of news items and technical issues of international tourism related to the Italian market. TC will have the same distribution characteristics as TTC, complementing at the editor's will the creation of an instrument with a broad gamut that addresses, without leaving aside the Caribbean, the core target of the principal publication, tourist subjects in a global manner.

The objective of TC is to catalyze the attention of the trade audience on current events related to market information, its evolution, tendencies, novelties and technical assessments, trying to analyze the news from the point of view of those who are professionally linked to the issuing tourist sector.

Presented in eight pages – with perspectives to increase this number –, its format responds to the wish to guarantee an easier reading for readers. It will have five fixed sections that will have different but synergic objectives regarding an analysis of the arguments dealt with:

- *News*: Front-page information about important news
- *Current events*: The functioning of the Italian tourist market; novelties, projects and its development
- *Focus*: Identifying important characteristics of the Italian market; type of cuisine, technology for tourism, agrotourism, cultural tourism
- *Specials*: Dedicated to subjects, destinations. A different subject in each edition. One or two destinations per edition
- *Caribbean*: Events, congresses, festivals and other manifestations; alternative tourism; new technologies, telephone services, car rentals.

### **“Cuba Monograph” Caribbean Operators Book**

Set to be released in May 2010, on the occasion of FITCuba 2010 International Tourism Fair, the third edition of *Caribbean Operators Book* will be a “Cuba Monograph” dedicated to the Cuba tourist/destination product, presented in a printed format with CD included.

The Directory will have a mini guide of the island, maps and a list of tourist entities, as well as others linked to the world of tourism; infrastructure and program of events, congresses and incentive travel and of cultural and historical sites and events.

The COB is an indispensable material for those who want to have at hand all the information on the island's tourism structures; useful for operators, travel agents and public in general.

# TTC Travel Trade Caribbean

## 2010 PLAN FOR PRINTED EDITIONS

- **Edition No. 1 In Spanish**

January. FITUR Spain

- **Edition No. 2 In Italian**

February. BIT Milan. Italy

Distribution at fair and by mail to the network of Italy's travel agencies and tour operators

- **Edition No. 3 In French and English**

March. ITB Berlin. Germany

March. MAP. France

March. MITT Moscow. Russia

- **Edition No. 4 In Spanish.**

May. FITCUBA. Cuba

- **Edition No. 5 In Italian and French**

September. Top Resa. France

October. TTG Incontri. Italy. Distribution at fair and by mail to the network of Italy's travel agencies and tour operators

- **Edition No. 6 In English and Spanish**

October. FIT. Argentina

November. WTM London. UK

- **Edition No. 7 In Spanish**

November. Special Havana Trade Fair edition. Cuba. Distribution at fair

# TOURISM CONTINENT

## 2010 PLAN FOR PRINTED EDITIONS

### ■ Edition No. 1

February. BIT Milan. Italy

Caribbean, America special (USA, South America)

### ■ Edition No. 2

March-April. BTM Naples

Caribbean, Italy destination special. Offers by Italian regions. Greece special

### ■ Edition No. 3

May. FITCUBA. Cuba

Caribbean, Arab World special. India special

### ■ Edition No. 4

July-August

TTOO Caribbean summer offer. Asia special. China special

### ■ Edition No. 5

September-October

TTG Incontri. Caribbean. Airline Companies special. Hotels in Italy

Cruise special: Caribbean, Egypt, Europe

### ■ Edition No. 6

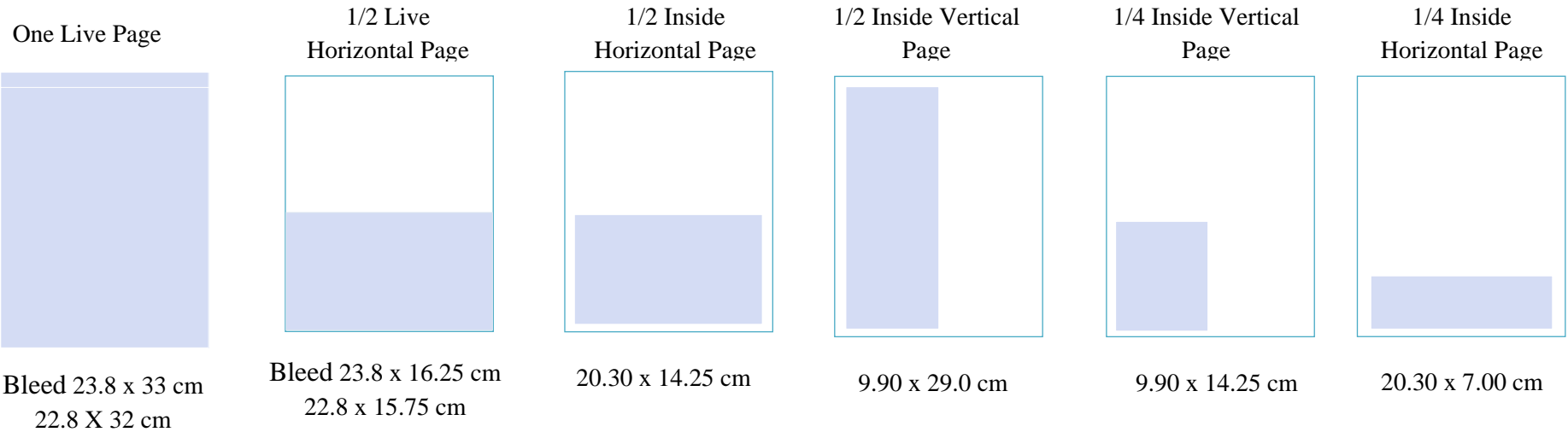
November-December

TTOO winter offer. Eastern Europe special: Russia, Poland, Czech Republic

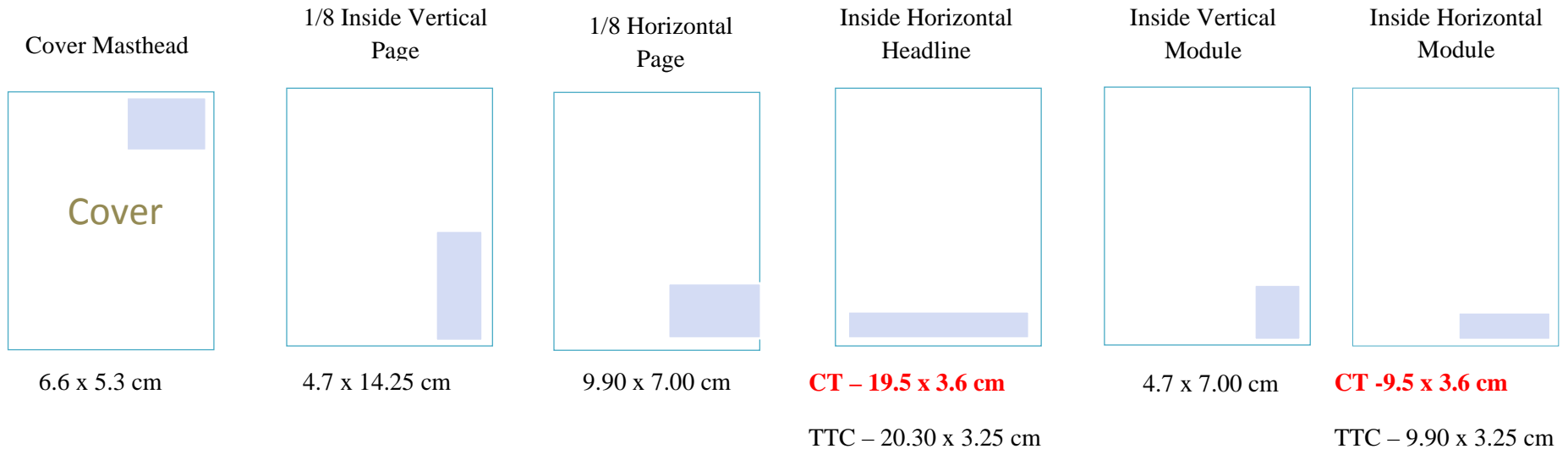
# PUBLICITY INSERTION FORMATS IN THE TTC AND TOURISM CONTINENT PRINTED EDITIONS

WIDTH BY HEIGHT IN CENTIMETERS

**FORMATS THAT ALLOW IMAGE OR PUBLICITY FEATURE ARTICLES AND THAT ARE ONLY LOCATED IN INSIDE PAGES OF THE NEWSPAPER OR THE BACK PAGE.**

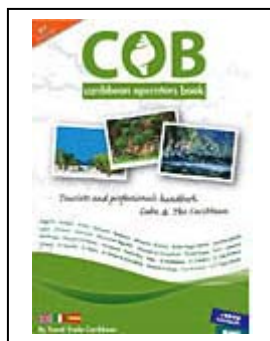


**FORMATS THAT ONLY ALLOW IMAGE THAT CAN BE LOCATED ON THE FRONT PAGE AS WELL AS THE INSIDE PAGES OF THE NEWSPAPER, EXCEPT THE COVER MASTHEAD THAT IS ONLY ON THE TOP BORDER OF THE FRONT PAGE.**



# PUBLICITY INSERTION FORMATS IN THE CARIBBEAN OPERATORS BOOK (COB) CUBA MONOGRAPH

WIDTH BY HEIGHT IN CENTIMETERS



One Live Page



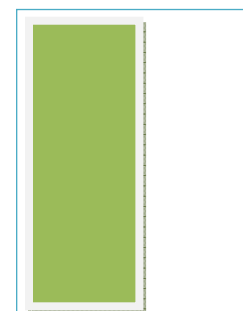
13.00 x 19.00 cm

1/2 Horizontal Page



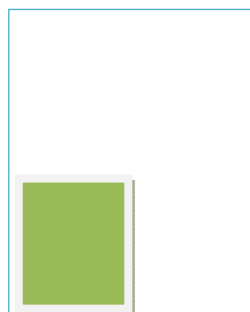
13.00 x 9.00 cm

1/2 Vertical Page



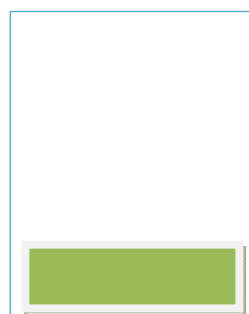
6.00 x 19.00 cm

1/4 Vertical Page



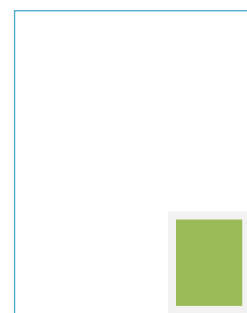
6.00 x 9.00 cm

1/4 Horizontal Page



13.00 x 5.00 cm

Vertical Module



4.00 x 5.00 cm

Page Indicator



3.00 x 19.00cm

## PUBLICITY INSERTION RATE IN PRINTED EDITIONS OF TTC AND TOURISM CONTINENT

<u>FORMAT</u>	<u>SIZE</u> (width x height)	<u>BLEED*</u>	<u>PRICE IN EURO ACCORDING TO MODALITY</u>	
			<u>IMAGE</u>	<u>PUBLICITY FEATURE</u>
One Live Page	22.80 x 32.00 cm	+ 0.50 cm	1,500.00	750.00
1/2 Live Horizontal Page	22.80 x 15.75 cm	+ 0.50 cm	1,165.00	582.50
1/2 Inside Horizontal Page	20.30 x 14.25 cm		1,165.00	582.50
1/2 Inside Vertical Page	9.90 x 29.00 cm		1,165.00	582.50
1/4 Inside Vertical Page	9.90 x 14.25 cm		627.00	313.50
1/4 Inside Horizontal Page	20.30 x 7.00 cm		627.00	313.50
Cover Masthead	6.60 x 5.30 cm		541.00	-----
1/8 Inside Vertical Page	4.70 x 14.25 cm		367.00	-----
1/8 Inside Horizontal Page	9.90 x 7.00 cm		367.00	-----
Inside Horizontal Headline	20.30 x 3.25 cm		242.00	-----
Inside Vertical Module	4.70 x 7.00 cm		115.00	-----
Inside Horizontal Module	9.90 x 3.25 cm		115.00	-----

FOR LIVE IMAGES THE +0.50 CM BLEED ON EACH SIDE OF THE IMAGE IS OBLIGATORY.

### EXTRAS FOR POSITION REQUISITE:

<u>No.</u>	<u>ACRONYM</u>	<u>REQUISITE</u>	<u>%</u>
1	FP	Front page	+ 50.00
2	BP	Back page	+ 30.00
3	IP	Inside page	+ 25.00
4	FP	Other fixed position	+ 20.00
5	NR	No requisite	+ 0.00

## **PUBLICITY INSERTION RATES IN COB**

<b><u>FORMAT</u></b>	<b><u>SIZE</u></b> (width x height)	<b><u>PRICE IN EURO</u></b>
<b>One live page</b>	<b>13.00 x 19.00 cm</b>	<b>2,000.00</b>
<b>1/2 Horizontal Page</b>	<b>13.00 x 9 cm</b>	<b>1,200.00</b>
<b>1/2 Vertical Page</b>	<b>6.00 x 19.00 cm</b>	<b>1,200.00</b>
<b>1/4 Vertical Page</b>	<b>6.00 x 9.00 cm</b>	<b>700.00</b>
<b>1/4 Horizontal Page</b>	<b>13.00 x 5.00 cm</b>	<b>700.00</b>
<b>Vertical Module</b>	<b>4.00 x 5.00 cm</b>	<b>500.00</b>
<b>Marker (two sides)</b>	<b>3.00 x 19.00 cm</b>	<b>1,500.00</b>
<b>Marker</b>	<b>3.00 x 19.00 cm</b>	<b>800.00</b>
<b>Reverse Cover</b>	<b>+ 30 %</b>	
<b>Reverse Back Page</b>	<b>+ 30 %</b>	
<b>Back Page</b>	<b>+ 40 %</b>	

## PUBLICITY INSERTION FORMATS IN DIGITAL EDITIONS

<u>SUPPORT</u>	<u>SPACE</u>	<u>FORMAT</u>	<u>MAXIMUM SIZE</u>
Electronic Bulletin	Banner	JPG or GIF	30kb (440 X 60 PX)
Electronic Bulletin	Module	JPG o GIF	30kb (200 X 200 PX)
TTC website	Module	JPG, GIF, PNG or SWF	30kb (160 X 160 PX)
TTC website	Banner	JPG, GIF, PNG o SWF	30kb (440 X 60 PX)
COB website	Horizontal banner	JPG, GIF o PNG	30kb 970 PX (ancho) x 60 PX (alto) 485 PX (ancho) x 60 PX (alto)
COB website	Vertical banner	JPG, GIF o PNG	30kb 165 PX (ancho) x 165 PX (alto) 165 PX (ancho) x 330 PX (alto)

## PUBLICITY INSERTION RATES IN DIGITAL EDITIONS

<u>PERIOD OF PUBLICATION</u>	<u>ELECTRONIC BULLETIN PRICE</u>	<u>TTC WEBSITE PRICE</u>	<u>COB WEBSITE PRICE</u>
1 Year (48 weeks)	1,400 (27 € a week)	1,200 (23 € a week)	1,200 (23 € a week)
6 Months (24 weeks)	800 (31 € a week)	700 (27 € a week)	700 (27 € a week)

The bulletin is not distributed in August / Insertions in 2 supports have a 5% discount, in 3 supports a 10% discount.  
Insertions in 2 languages have a 5% discount, in 3 languages a 10% discount. / Maximum discount, 20%.

## SPECIAL SUPPLEMENT

Price for the writing of texts, edition, design, translation, layout, photomechanics and printing of 22.8 x 32.0 cm magazine.  
One language, 4 to 16 page edition and 1,000 to 5,000 copies.

<u>NO. OF COPIES</u>	<u>4 pages</u>	<u>8 pages</u>	<u>12 pages</u>	<u>16 pages</u>
1,000	1,938.00	2,692.00	3,447.00	4,202.00
2,000	2,550.00	3,405.00	4,259.00	5,114.00
3,000	3,148.00	4,088.00	5,072.00	6,054.00
4,000	3,746.00	4,800.00	5,912.00	6,966.00
5,000	4,345.00	5,485.00	6,695.00	7,906.00

For each additional language 200 euro will be increased per page.  
The cost of distribution will increase if this service is additionally requested.