

The Travel Guide

Featuring content from

NATIONAL GEOGRAPHIC
TRAVELLER



Distributed with The Telegraph

The Travel Guide is a newspaper section distributed with *The Telegraph* that's packed with tips and inspiration to help readers plan their next dream holiday. The publication will highlight the world's most luxurious destinations, islands and resorts, as well as the best UK breaks for all the family.

With more UK subscribers than any other newspaper across both its print and online outlets, *The Telegraph* is the perfect publication to deliver your brand message and fulfil your campaign objectives.

The Daily Telegraph and *The Sunday Telegraph* are the most popular broadsheet newspapers in the UK, reporting the latest news, sport, comment and culture to an extremely loyal and affluent audience.

The Travel Guide will be published at a time of year when many people begin to plan a winter holiday, be it the ski trip of a lifetime, a winter-sun getaway or a simply a short city break.

If your company offers a travel-related product or service, this newspaper can help you reach a key target audience, delivering poignant, relevant and inspiring copy.

The publication will cover everything from worldwide luxury holidays to trips for those

looking for adrenaline and adventure — think heliskiing in the Alps, dog sledding in Iceland and skating frozen lakes in Canada. For readers who plan short breaks and days out throughout the year, the publication will highlight the UK's best attractions and days out along with sought after city breaks and staycations.

The Travel Guide will also cover necessities such as travel insurance, the latest travel gear, gadgets and luggage.

Editorial features

Worldwide Luxury Travel

Discover everything from, award-winning cruises and once-in-a-lifetime cultural breaks to the world's leading five-star hotels, island retreats and luxury resorts for romantic getaways.

UK Travel, Days Out & Attractions

Read up on the UK's leading destinations for city breaks for rewarding family getaways, as well as the nation's best attractions, shows and events

Ski & Snow

Get the lowdown on the best action-packed holidays for fans of all things snow-related across Europe, North America and New Zealand. We also spotlight the best gear to accompany you on the slopes.

Smart Traveller

Spend more wisely with our look at the latest travel accessories to hit the market, including gadgets, gear and luggage, as well as key services, such as insurance, that appeal to the smart traveller.

Rate card

Double-page spread	£13,950
One full-colour page	£7,950
Half page	£3,950
15% premium for advertorial features	
Premium position sponsorship is subject to availability	

Distribution



300,000 printed copies distributed with *The Telegraph*



Distributed nationwide



The digital version will reach 250k social media and Living360 subscribers

Demographics

Readership 697,233

Social grade

AB	C1	C2DE
59%	28%	13%

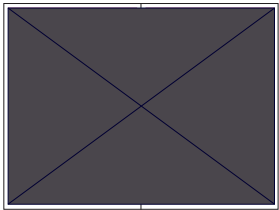
Gender

51%	49%
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Age

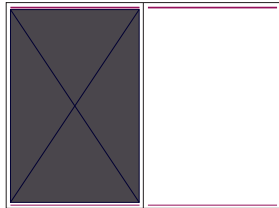
15-24	6%
25-34	8%
35-44	9%
45-54	12%
55-64	17%
65+	48%

Advertisement sizes



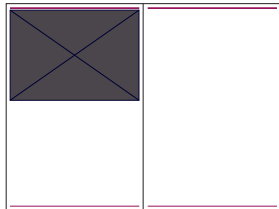
Double-page spread

Height 330mm
Width 545mm



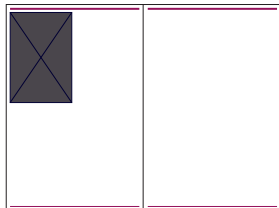
Full page

Height 330mm
Width 262mm



Half page

Height 144.5mm
Width 250mm



Quarter page

Height 144.5mm
Width 123.5mm

Supplying final artwork

Naming files

Artwork should be supplied with a colour proof and be clearly labelled using the correct naming convention. Publication name, month of insertion, year and name of advertiser. e.g., TTG24_YOURCLIENTNAME.pdf

Digital file specifications

- Our preferred method of delivery is Adobe Acrobat PDF's sent via email. Standard: PDF/X-1a:2001 Compatibility: Acrobat 4 (PDF1.3). Colour Profile / Output intent: ISOnewspaper26v4.
- All images are high resolution (at least 300dpi) & CMYK colour.
- Avoid RGB and spot colours.
- Ink density is no higher than 245%.
- Single line text is no smaller than 6pt and is not tinted or screened as they will not be legible.
- Coloured text or reversed out white text on coloured background is no smaller than 8pt bold.
- Avoid using fine serif type faces, line weight must not be less than 1pt.

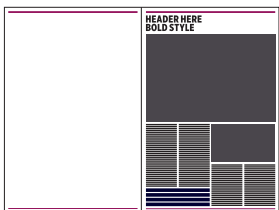
We cannot guarantee the quality of the final print for files supplied outside of these specifications. Colours variations will occur if your files do not utilise the colour profile and respect the ink density limit outlined above.

File transfer

Files less than 8Mb can be emailed directly to production@aplmedia.co.uk.

For larger files, please call the Production Department on +44 (0) 20 7553 7372 for further information.

Advertorial feature requirements



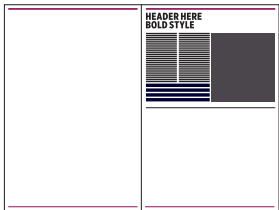
Full page

Headline: 10-30 characters

Main body copy: 500-650 words supplied in a Word document

Box copy: 10-30 words, which could include an offer flash, contact details and address

Images: 2-5 high resolution images*



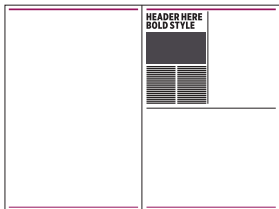
Half page

Headline: 10-30 characters

Main body copy: 340-380 words supplied in a Word document

Box copy: 10-30 words, which could include an offer flash, contact details and address

Images: 1-2 high resolution images*



Quarter page

Headline: 10-30 characters

Main body copy: 170-220 words supplied in a Word document

Box copy: 10-30 words, which could include an offer flash, contact details and address

Images: 1-2 high resolution images*

Advertorial submissions

Design process

Once all material is submitted according to specification, APL Media Ltd will layout/design your advertorial within the house style of the publication. Layouts may vary depending on images and/or text supplied. APL Media Ltd reserves the right to make grammatical changes and corrections to ensure the copy meets house style.

Approvals & amendments

- APL Media Ltd will provide a PDF for client approval.
- The client will have the option of two sets of amendments before final approval.
- The final third PDF is for fact checking and approval/records only.
- Amendments over and above the two rounds of amendments, will incur extra charge of £45 per round of changes / per hour. As such, please ensure any amendments are clear and concise.
- Approval is required within 48 hours.

Where a client cannot provide the advertisement/advertorial material and requires the Publisher to create this content, this will incur a production charge of 25% of the value of the contract, unless otherwise agreed, or a minimum charge of £600[†]. The service provided is outlined in this Media Pack and online.

Image specifications

Please supply images as high resolution (300dpi) CMYK JPEGs. We cannot use images from a client website as these are too low resolution for print.

*Image use subject to editorial discretion and may vary depending quality, size and layout. Full pages: 2-5 used; half pages and smaller, may use just one image.

† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour.