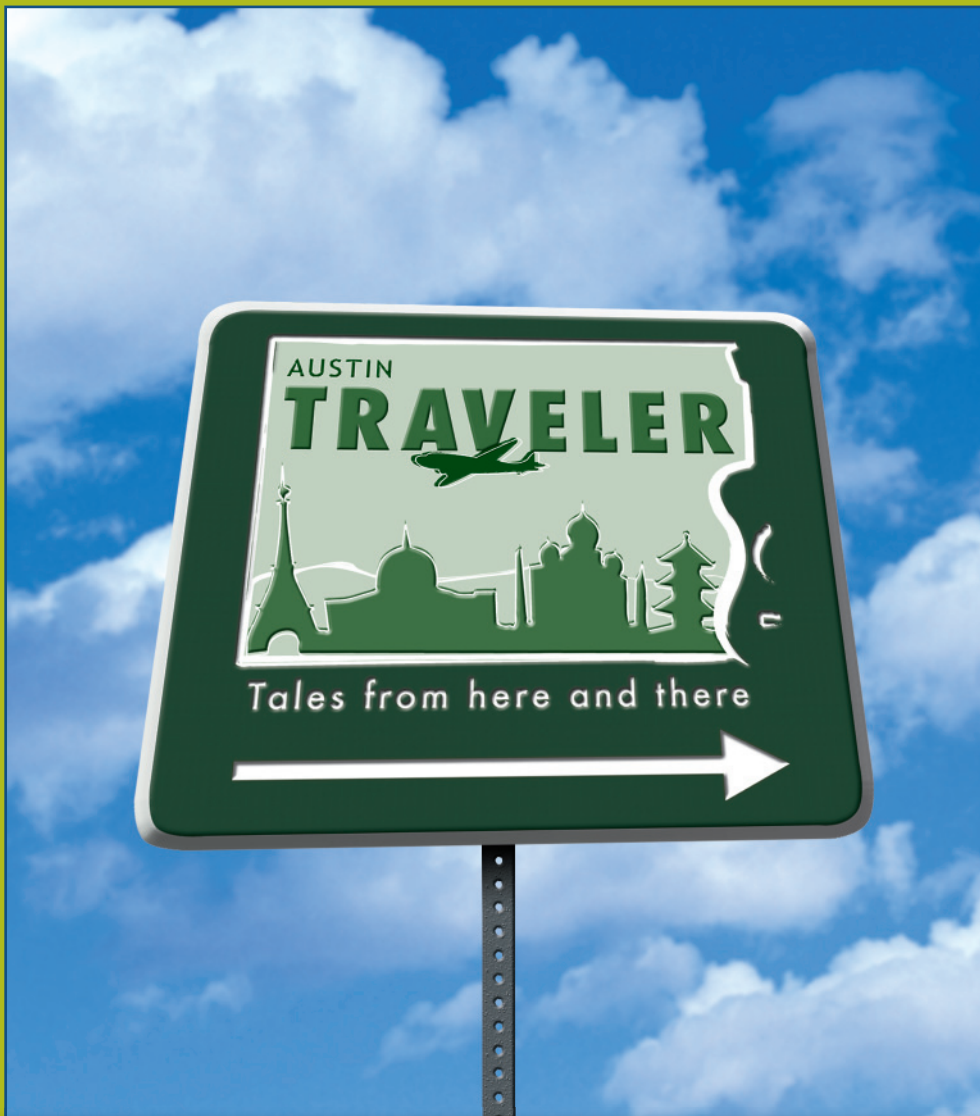


AUSTIN

# TRAVELER

Tales from here and there

## 2005 Media Kit



*Let  
Austin  
Traveler  
Magazine  
put your  
business  
on the road  
to connecting  
with customers*

**CONTACT US:**

*Austin Traveler Magazine, Inc.*

*P.O. Box 9274*

*Austin TX 78766*

*(512) 538-1199*

*editors@austintravelermagazine.com*

# About Us

## What is Austin Traveler?

**Austin Traveler: Tales from Here and There** is a free Austin-based magazine of travel writing and the only comprehensive source for information on the area's blossoming international scene. But most importantly, Austin Traveler is a community, helping people to connect, share experiences and nurture their creativity.

**Our readers are our writers.** Our stories will go beyond the standard travelogue and tourist information to capture the fascinating, funny and touching details of how cultures intersect during travel and at home.

If there's an event, class or performance related to another country in Central Texas, we'll tell you about it, whether it's where to learn some Russian before you go or where to catch local and touring world music. We'll ask our readers for their favorite ethnic restaurants, travel tips and reviews of everything from gadgets to hotels. And we'll talk about how to have a positive impact on the world, whether it's through traveling or working with a local nonprofit.

## Who's in your target audience?

Central Texans who:

- love to travel, from the backpacker to the B&Ber, the eco-tourist to the weekend adventurer;
- are interested in the world and want to know more about other cultures;
- have moved here from other countries, whether permanently or for a short time.

## What's inside?

Each issue will have two to three feature articles on a theme and seven departments:



### Chow Fun

Exploring the area's ethnic food scene with the lowdown on restaurants, markets and cooking classes.



### Virtual Trip

An itinerary for immersing yourself in another culture for a day — without leaving Central Texas.



### Give Back

How we can have a more positive impact, whether through volunteering, supporting sustainable tourism or responsible giving.



### Get Out

Where to go in Texas and elsewhere for rock climbing, mountain biking, orienteering — whatever gets you moving and outside.



### Chatting Up

Answers to fun travel-related questions that we ask people around town.



### Rate It

Reviews of world music, travel gadgets, hotels, guidebooks, etc.



### What's On

Local events calendar that will keep readers on top of international music, festivals, events and classes.

# Why advertise with us?

- 1 We'll help readers cut through the clutter.** Austin Traveler seeks advertisers with events, products and services that interest travelers, giving you a more direct line to people who are receptive to your ads and want to know what you have to offer.
- 2 You know your customers, and they're going places.** People who identify themselves as travelers, or those who are simply interested in the world, are more likely to:
  - Seek out ethnic food
  - Shop for imported furniture and gifts
  - Buy a world music CD
  - Read guidebooks and travel tales
  - Want the latest digital camera
  - Go to world music shows
  - Attend a cultural festival
  - Take a language class
  - Hang out in a coffeehouse with friends — and a copy of Austin Traveler Magazine.
- 3 Your ad dollars will go further.** Today's advertising trends are all about niches. That usually means categorizing people by income, age, gender or race. But the concept of "traveler" cuts across all those boxes. Austin Traveler will be read — and written — by student backpackers as well as affluent professionals with an adventurous spirit. We think that's a good thing for us and for you.
- 4 You're likely to see your business in our words.** We want Central Texas travelers to know what our area has to offer, and our departments could very well have a direct connection to your business. Virtual Trip, for instance, has suggestions for local places to go, foods to try, music to purchase and films to rent.
- 5 We're out there.** Printing 20,000 copies means that more than 20,000 people will see your ad. We can't give you an honest answer on how many more people will see it without a big expensive survey. But we can tell you that research generally supports a "pass-through" readership — either people who read and leave it for others or those who take it home and show it to family or friends — of 2 to 2.5 times the number of copies printed. It's often much more.
- 6 Austin Traveler will be easy to find.** A professional distributor will place free copies of the magazine at 300 locations in Central Texas, including coffeehouses, restaurants, bookstores, shops and video and music stores.
- 7 Readers will have a reason to take us home.** Our What's On calendar will entice many people to take the magazine with them and keep it around to plan their week, so they'll see your ad again and again.
- 8 It's a community thing.** With events and our Web site, we'll be getting travelers together and getting them talking. That's a real opportunity for you to access one of the best forms of advertising: word of mouth.
- 9 We'll make sure travelers know we're here.** Our comprehensive marketing plan will get the word out and have readers excited about seeing the next issue.
- 10 Your ads will look good on our pages.** Austin Traveler will have fresh design and professional editing. We're committed to it, and we have the experience to make it happen.

# Who we are

## Publisher

**Lisa Wyatt Roe** has lived in Tehran, Iran, a few parts of Texas and San Francisco. She majored in International Studies at Southwestern University in Georgetown and went through grad school in journalism at the University of Texas at Austin. She has nearly ten years of experience as a newspaper copy editor. Lisa is a traveling gal whose jaunts through Europe, North America and Asia have brought her much happiness and several pretty good stories.

## Editor

**Laurie Winfield** spent some of her formative years in Tripoli, Libya, and Singapore because her daddy was in the oil “bidness.” She got her master’s degree at the University of Texas, then worked in Seoul, Tokyo and California in cross-cultural training. Since coming back to Austin in the ‘90s, she’s worked in education and technical writing. She now manages a technical writing group at a local software company. Laurie travels to points unknown at least once a year and loves looking for adventures right here in Austin.

## Contributors

Austin Traveler Magazine is about stories — the type of stories we tell our friends after a trip. We’re looking for the true tales of travelers, not “if you go” pieces by professional travel writers. We want to encourage people to use their creativity and give them an outlet for sharing it. So the best stories will be published in print, and what we don’t have room for will go on our Web site. With fliers, e-mail lists and events, we’ll work hard to find the most interesting stories out there.

# Ad rates and specs

**Full page ad**  
Image area/no bleed: 7.75" x 10.25"  
Bleed size: 8.75" x 11.25"  
Trim size: 8.25" x 10.75"

**Half page ad**  
Image Area/No bleed: 7.75" x 5"

**Quarter page ad**  
Image Area/No bleed: 3.8" x 5"

**1/8 page ad**  
Image Area/No bleed: 3.8" x 2.45"

**1/16 page Bazaar ad**  
Image Area/No bleed: 3.8" x 1.15"

TYPE	SIZE (w x h)	1x	3x
Inside front cover/ back cover (full page only: bleed optional)	7.75 x 10.25 or 8.75 x 11.25	\$1400	\$1120
Full page (no bleed) Full page (w/ bleed)	7.75 x 10.25 8.75 x 11.25	\$1120	\$896
1/2 page	7.75 x 5	\$675	\$540
1/4 page	3.8 x 5	\$400	\$320
1/8 page	3.8 x 2.45	\$250	\$200
1/16 Bazaar	3.8 x 1.15	\$50	\$40

## NOTES

1. All ads and editorial pages are full color. (There is no extra charge.)
2. Rates are for each issue.
3. The 3x rate represents a 20% charter discount and is based on a signed contract for advertising in all three issues in 2005.
4. Rates are good for all 2005 issues. After the 2005 Fall issue, we will re-evaluate our rates and set our publishing schedule for 2006. Advertisers with signed contracts for the three issues in 2005 will receive a discount on contracts for 2006.

## PAPER

Front and back covers: 60# Gloss  
Inside pages: 35# HiBrite 80

## NUMBER OF COPIES

20,000 each issue

## DISTRIBUTION

Austin Traveler will be professionally distributed at 300 locations, including select stores, restaurants and coffeehouses. Please contact us at (512) 538-1199 or [editors@austintravelermagazine.com](mailto:editors@austintravelermagazine.com) for a complete list of locations.

**AD SPECS:** All ads must be submitted electronically in the following formats:

FILE TYPE	DETAILS/DESCRIPTION
Acrobat PDF	PDF X-1a, or print quality
Photoshop: EPS, JPEG, TIFF, BMP, PDF (v 5.0+)	Files must be CMYK or grayscale, <b>300 dpi minimum</b> , flattened - all type rendered
InDesign: INDD, EPS, PDF	Include all images and fonts if not exporting to PDF or EPS
Quark: QXD (v 4.1+)	Include all images and fonts
Illustrator: EPS (v 8.0+)	Convert all fonts to outline - include any placed images

*File types other than those stated above will not be accepted for placement.*

Submit all ads to: [ads@austintravelermagazine.com](mailto:ads@austintravelermagazine.com)

FTP upload is available for files over 6MB. Please note in the subject line of your email: ATM ad - Your Company name.

**IF YOU WOULD LIKE HELP CREATING YOUR AD, PLEASE CONTACT TASHA CRYAR, ON-TARGET MARKETING, INC., FOR A QUOTE. 713.569.2477 / [tcryar@on-targetmarketing.com](mailto:tcryar@on-targetmarketing.com).**

# Ad Deadlines

ISSUE	THEME	SPACE RESERVATION	AD DEADLINE
Summer	Point A to Point B	June 3, 2005	June 8, 2005
Fall	Great Expectations	August 1, 2005	August 15, 2005
Winter	Going Back	November 1, 2005	November 15, 2005

## Strategic plan 2005

**July** Summer issue out

**July-Aug** Expand Web site  
Collect and analyze reader survey  
Produce Fall issue

**Sept** Fall issue out

Great Expectations sample content: \*

- Continuing Education: Austin tech workers are learning more than they expected on business trips to India and elsewhere.
- How My Dad Creeped Out Sandra Bullock: It started with an innocent graduation trip to New York for a preacher's kid. It ended up as a running joke on "The Daily Show."
- Get Out: Canoeing the Pecos River
- Rate It: Canton's flea market, Playa del Carmen's Posada Freud
- Virtual Trip: Retro Paris

**Oct** Evaluate ad rates and set them for 2006  
Set publishing schedule for 2006 (either monthly or bi-monthly)

**Nov** Produce Winter issue

Going Back sample content: \*

- Stories about how living abroad — whether that's overseas or in Austin — changes how you see your home
- Gift guide: Unusal gifts from all over the world, travel gadgets, books, gift baskets and more
- How to shop like a local (and find bargains) in Germany
- Virtual Trip: Extreme New Zealand

**Dec** Winter issue out

*\* Content is subject to change.*