

TOURISM

The Journal of The Tourism Society



People in all the right places

Media Information Pack 2009/2010

The Tourism Society (est.1977) is the leading network of professionals in the industry. All sectors are represented: accommodation, attractions, destinations, operators, travel companies, writers, academics, students and consultants. We have a mailing list of around 1500 and a readership of ca. 3000.

It is our goal to bridge the gap between the different sectors within the industry and help promote communication between them. The journal aims to blend a mixture of news, trends, general information, Society meeting reports and Society news into one quarterly publication.

In this media pack you will find our forward features list and advertising rates. The aim of the articles is to keep our readers up to date with the developments in the tourism industry through critiques on the different sectors.

We look forward to working with you.

Kind Regards,

Flo Powell MTS
Executive Director
The Tourism Society
flo@tourismsociety.org



FORWARD FEATURES LIST – 2009

WINTER 2009

Issue 142

Special Feature – The Future of Tourism

The Future of Domestic Tourism in Britain
 Overseas Case Studies
 The Future of Inbound & Outbound Tourism
 Predictions for Global Tourism
 The Future of International Aviation & Transport
 The Future of International Hospitality
 Tourism's Positive and Negative Impacts
 The Future is Green

Mailing date: end December

Deadline – 6th November 2009

Regular features:

CPD Newsletter
 Events Calendar
 Membership News
 From the Chairman's Desk
 From the President's Desk

SPRING 2010

Issue 143

Special Feature – Skills, Training, Education & Professional Development

Career Development Advice
 Tourism's Employment Prospects
 Continual Professional Development schemes
 Award-Winning Women in Tourism
 65+ and still in full-time employment
 The future of Tourism Education
 Academic Research in Tourism
 Online Training & Skills Development

Mailing date: March

Deadline – 22nd January 2010

SUMMER 2010

Issue 144

Special Feature – Two Years to 2012

Preparations for London's 2012 Olympic & Paralympic Games
 Marketing Britain for 2012
 The Legacy for Britain from the London 2012 Games
 The Cultural Olympiad
 Getting Involved: From a Small Business Perspective
 Preparations from around the UK: Scotland, Wales, Ireland, England, Regions
 Volunteering for 2012

Mailing date: June

Deadline – 10th May 2010

SUMMER 2010

Issue 145

Special Feature – Tourism's Relationship with Culture, Media & Sport

International Case Studies: Cultural Tourism, Film Tourism, Media Campaigns
 Capital of Culture: Examples from the UK & Overseas
 The Cultural Olympiad
 DCMS and its role in Tourism
 Using the Media to Boost Tourism
 The Impact of Domestic Sporting Events
 The Impact of International Sporting Events

Mailing date: September

Deadline – 5th July 2010

ADVERTISING RATES

Members of the Society receive a 10% discount on these rates.

	Full Colour
Outside Back Cover	£700
Full Page	£610
Half Page	£360
Quarter Page	£250
Specified Location	5% extra
Series Discount	2 = 5%, 3 = 10%, 4 = 20%
	Cancellation must be made 28 days prior to publication

INSERTS

We offer the service of running loose inserts with each mailing of the journal. **£400**

All inserts must be supplied to our mailing house 2 weeks prior to posting. Price is based on one insert up to A4 (80gsm) in weight, single or double sided. For larger inserts please contact the secretariat for a quotation

MECHANICAL DATA

Full Page: 277 high x188mm wide

Half Page: 130 high x170mm wide

Quarter Page: 135 high x92mm wide

ARTWORK FILE SPECIFICATION

We prefer to receive all artwork in print-ready pdf format.