

**Introducing QR codes -
linking print
with the internet**
(see page 3)

**Advertisement rates
and data 2011**

*travel*malta Malta's travel industry portal

*For online trade news,
there's only travelmalta*

MALTA

**Hotels Directory
2012**

*Malta's official
accommodation listing*

**Island Travel
Yearbook**

2 • 0 • 1 • 2

MALTA'S TRAVEL TRADE DIRECTORY

*Now with
QR codes
for live
www links*

*The fun way
to discover
the islands*

*Second
edition in
summer
2011*



Island Publications Limited

Island Publications Limited - rate card #25
Effective 27 April 2011

The publisher and the products

The publisher: Since 1988 Island Publications Limited has published specialist titles dealing with Malta's tourism industry.

Its trade magazine, *Island Travel Trader* (launched in 1988), rapidly gained a reputation for comprehensive and accurate reporting, and for its in-depth analyses and commentaries on industry developments.

The award-winning *Travelmalta.com* (launched in 1996) is the online portal for travel industry information on Malta. It also hosts the electronic edition of *Island Travel Trader*, that is updated frequently and whenever new stories break.

Its annual, *Island Travel Yearbook* (launched in 1991), has established itself as an essential reference source for all involved in Malta's travel and tourism industry.

The annual *Malta Hotels Directory* (launched in 1999) is the official accommodation guide of the Maltese islands.

The consumer-oriented *Malta Treasure Hunts* (launched in 2010) is the fun way to discover and tour the islands.

Malta Treasure Hunts contains a series of treasure hunts that cover both Malta and Gozo and showcase the islands' attractions, historic and otherwise.



• **The yearbook:** *Island Travel Yearbook* is the only publication to deal fully with all aspects of Malta's tourism industry.

Published annually since 1991, *Island Travel Yearbook* provides an extensive reference source on all sectors of Malta's tourism industry.

Island Travel Yearbook includes a major directory providing extensive and detailed listings of:

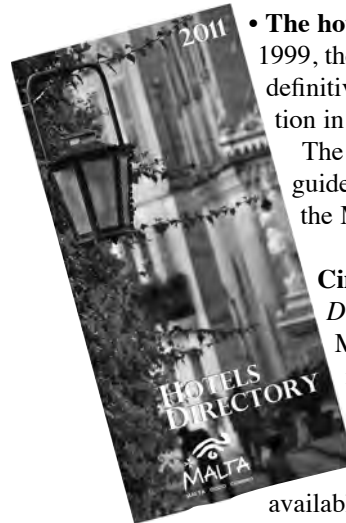
- ▶ travel agents and DMCs
- ▶ accommodation facilities on the islands
- ▶ conference venues, floor plans and incentive travel facilities
- ▶ tour operators and the foreign firms they represent
- ▶ airlines, both schedule and charter, that service Malta
- ▶ shipping and cruise lines
- ▶ car, coach and cycle hire firms
- ▶ English language schools
- ▶ diving schools and sports facilities
- ▶ boat and yacht chartering
- ▶ special interest travel
- ▶ twenty year statistics showing the development of the industry ...and much more.

This comprehensive directory ensures that *Island Travel Yearbook* is used on a day-to-day basis as an information source for the industry - in Malta and abroad.

A unique photographic who's who of Malta's senior executives, involved in all sectors of the travel and tourism industry and relevant government agencies, is also included*.

Circulation: *Island Travel Yearbook* is on sale at good book shops in Malta and Gozo and available internationally by post from www.travelmalta.com. *Island Travel Yearbook* is also available to download as a pdf file.

*Omitted in the 2011 edition, but will be included in the 2012 edition



• **The hotels directory:** Launched in 1999, the *Malta Hotels Directory* is the definitive reference on all accommodation in the Maltese islands.

The directory is the country's official guide and is published on behalf of the Malta Tourism Authority.

Circulation: The *Malta Hotels Directory* is distributed by the Malta Tourism Authority at international trade and consumer shows and by its overseas information bureaux.

Malta Hotels Directory is also available to download as a pdf file.

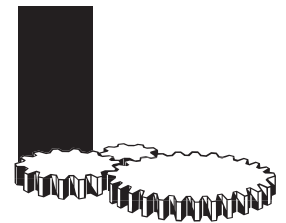
The online magazine: *Island Travel Trader Online* meets the needs of both Malta's travel trade and of those companies that sell the islands abroad. The online magazine reports and comments on all aspects of Malta's travel and tourism industry by blending its editorial content to meet the requirements of its Malta-based readers and those resident abroad.

Island Travel Trader Online is the vehicle by which foreign-based tour wholesalers, travel agents, airlines, hotel chains, conference and exhibition organisers, incentive travel houses and other sellers of the Malta product are kept informed of developments on the islands. Conversely, locally-based companies have a platform from which they can promote their services in a cost effective way.



• **Alternative guide book:** *Malta Treasure Hunts* is the fun way to discover and tour the Maltese islands. First published in August 2010, *Malta Treasure Hunts* is not only intended at tourists, but also for residents.

Malta Treasure Hunts contains a series of themed hunts that take tourists and residents alike on a self-guided voyage of discovery around the Maltese islands.



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QR codes - linking print with the internet

A Quick Response (QR) code is formed by patterns of black and white squares arranged on a square grid and can encode thousands of characters in almost any language.

QR codes typically contain a link to a website, an address or text. A QR code may also dial a telephone number.

Quick Response codes can be read by a smartphone – such as an Android, Blackberry or iPhone – with a QR code reader installed. These apps may be downloaded from smartphone manufacturers' portals, and most are free. Recommended are i-nigma, RedLaser and ScanLife.

Reading a QR code

After downloading and installing the code reader application, launch it and point your smartphone's camera at the QR code.

The app will scan the code and automatically direct you to the relevant website, or perform whatever action the QR code instructs it to.

Why use QR codes?

Many companies are finding that using QR codes in their print advertisements are a good way to bridge the gap between hard copy and online.

- QR codes are an ideal way to drive customers to your website, or to a specific page on your site where you could run a promotional campaign.
- Direct people to your social media profiles on *Facebook* or *Twitter* stream and give them the opportunity to 'like' or follow your brand and continue to receive updates from you.



QR codes in action:
scan this code and see where it leads you to

Travel Services offered:

Leisure	✓	Culture	✓
Sports	✓	Events	✓
Individuals	✓	Groups	✓

Look out for the symbol ✓ that represents Competence and Reliability.

Vacations Malta is one of the leading Incoming Travel and Tourism Handling Agencies in the Maltese Islands. Let us take care of all the necessary travel arrangements for your next trip that you might be planning for Malta, Gozo and Comino, be it for leisure, culture, business, incentive or sport and for groups or individuals alike.



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Schreiber Street, Paceville, St Julian's STJ 3081
☎ 21382232, 21382406 ☎ 21382407
✉ info@hotelvalentina.com

www.hotelvalentina.com
Location Town
HR 32 ST 0 BD 66 ☉ 0 APT 0 BD 0
CCA All major charge and credit cards CKO 11:30
Facilities for the physically challenged Available
Hotel facilities Ac, laundry, lift(s), TV lounge, Wi-Fi
F&B outlets Breakfast room, The Avenue Restaurant (off premises) Bars 1
Room facilities Ac, ceiling fan, telephone, mini bar, TV
CN Hotel Valentina Ltd
VAT# MT14808819
Principal officer(s) D Charles Mangion. D Roger Mangion. GM
Marlene Mangion



The total package: enhancing a free listing with a logo, frame and QR code

Get your QR code

We will generate the QR code for you, just tell us whether you want to:

- link to your website or to a specific page on your site (*below left*)
- create text code
- create an email address code
- create a code to open your *Facebook* page.

The QR code will then be added to your advertisement in whichever of our titles you have booked space - *Malta Hotels Directory*, *Island Travel Yearbook* or *Malta Treasure Hunts*.

The QR code may also be included alongside your company listing in our titles (*above*).

A high resolution copy of your QR code will be emailed to you - for use in your promotional campaigns - upon publication of the title in which you placed an advertisement.

The cost

To add a mobile-friendly QR code to your advertisement, or to have one printed alongside your free company listing, will only cost you €37 (including VAT).

It's cheap and highly effective, so get your QR code now!

Travelmalta.com, Malta's oldest travel website, produces three content sections plus its flagship title **Island Travel Trader Online**. The content sites - **Consumer corner**, **Trade connections** and **Travel tips** - are updated whenever necessary.

Island Travel Trader Online was conceived to meet the needs of both Malta's travel trade and of those companies that sell the islands abroad. The digital magazine reports and comments on all aspects of Malta's travel and tourism industry by carefully blending its editorial content to meet the requirements of its Malta-based readers and those resident abroad.

Island Travel Trader Online is the vehicle by which foreign-based tour wholesalers, travel agents, airlines, hotel chains, conference and exhibition organisers, incentive travel houses and other sellers of the Malta product are kept informed on a regular basis of developments on the islands. Conversely, locally based companies have a platform from which they can promote their services in a cost effective way.

Island Travel Trader Online is updated regularly and whenever new stories break.

Consumer corner is aimed at travellers and provides useful information such as entry regulations, weather and an events calendar.

Trade connections is an industry site that includes an email database of trade professionals, listings and links to advertisers' sites plus links to travel industry associations worldwide.

Travel tips contains feature-length articles offering tips and advice to travellers.

Advertisement rates
in € (per month)

Size	Number of months					Number of months				
	Excluding 18% VAT					Including 18% VAT				
	1	3	6	9	12	1	3	6	9	12
A1 (734 x 60 pixels)	116	102	90	79	70	136.88	120.36	106.20	93.22	82.60
A2 (614 x 60 pixels)	93	82	72	63	56	109.74	96.76	84.96	74.34	66.08
A3 (120 x 180 pixels)	58	51	45	40	35	68.44	60.18	53.10	47.20	41.30
A4 (120 x 90 pixels)	35	31	27	24	21	41.30	36.58	31.86	28.32	24.78

Copy requirements

Flash*, gif, jpg

*Requirements for all Flash ads:

- All creatives must be optimised for Flash 5.0 and should be set at 12 fps.
- Flash ads must include browser/flash plug-in detection scripts so an alternative gif or jpg can be served to all non-Flash users.

The award-winning **Travelmalta.com**, launched in 1996, is Malta's oldest travel website

Travelmalta.com and **Island Travel Trader Online** are located at www.travelmalta.com



Advertisement sizes

A1

News

Home • News • Features • Data bank • Op-Ed • Fix it! • People & Events • Net works
 Product check • Company profile • Travel tips
 Archives - Data bank • News • People & Events

A2

MHRA to launch F&B standards scheme

Floriana, 28/06/10 - The Malta Hotels and Restaurants Association plans to launch a 'recommended label' scheme for F&B outlets, association president George Micallef told *Island Travel Trader Online*.

This scheme will recognise restaurants that "demonstrate a commitment to deliver quality and value for money to customers".

This label, explains Micallef, will provide customers with a quality assurance and guarantee of professional management of an establishment.

Awarding a recommended label will depend on mystery shoppers eating at restaurants and checking whether they "embrace a set of criteria that guarantees the provision of a good standard of service, food quality and a commitment towards excellence and good practices for the catering industry".

Restaurants that will be awarded the recommended label will be promoted in dineinmalta.com.

A3

Cruises International sets a new travel record

A3

A4

Mechanical data and rates - Malta Treasure Hunts

MALTA Treasure Hunts

Publication
July 2011

Retail price
Hard copy - €8 (€7.62 + €0.38 VAT)
Digital copy - €6 (€5.71 + €0.29 VAT)

Copy requirements
Digital - Finished art on CD and in Apple Mac format. Art must be high resolution, 300dpi minimum, CMYK and delivered as either Adobe Freehand, Illustrator, Photoshop, Quark Xpress files or in pdf format.

A colour proof or match-print must also be supplied. The Publisher accepts no responsibility for printing accuracy where colour guides are not provided.

Copy deadline
Copy to be received six weeks before publication date.
Insertion and proofs of advertisement

cannot be guaranteed unless material is received by midday on the above days.
Add 30 days to closing dates if artworks are to be prepared by the Publisher.
The Publisher will pass on to the advertiser any additional charges for artworks.

Cancellation
Six weeks before publication date.

Printing
Process: Sheet-fed offset.
Stock: 115gsm matt art
Sequence Cyan, Magenta, Yellow, Black
Screen range: 130-150
Stitching method: Saddle stitched.

Agency commission
Fifteen per cent of gross excluding production charges.
Commissions are awarded to recognised advertising agencies only.

Payment
Fifty per cent on contract, balance within 30 days of invoice date.

Malta Treasure Hunts is the new, fun way to discover and tour the Maltese islands and all they have to offer.

Malta Treasure Hunts, first published in August 2010, is not solely intended at tourists, but also for residents of the islands.



Malta Treasure Hunts is an A5 booklet that provides a series of themed treasure hunts that take tourists and residents alike on a self-guided voyage of discovery around the Maltese islands. There are hunts for pedestrians, for those using public transport and for car users, additionally there are three levels of difficulty - easy, moderate and hard.

The treasure hunts are designed to show off the islands' attractions, historic and otherwise. All hunts are designed so that no entry fees are required for any of the stops. However, clues and questions will lead to an advertiser's venue, but the decision to visit remains the treasure hunter's.

It is suggested that advertisers offer a discount on the entrance fee or another type of incentive, if presented with a copy of *Malta Treasure Hunts*.

Treasure hunts can be enjoyed singly, with friends, as a family or as a team-building exercise.

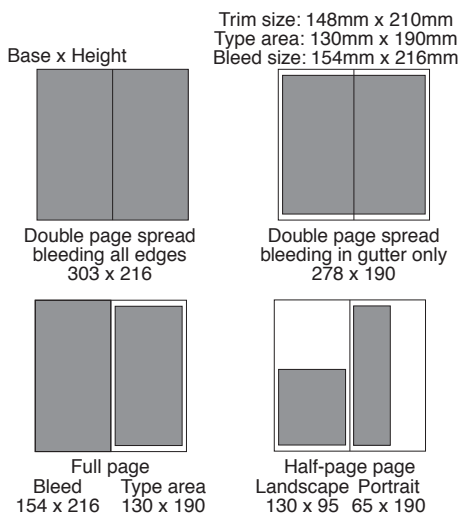
Advertisement rates
in € (per insertion)

Four colour	Excluding 18% VAT	Including 18% VAT
Outside back cover	800	944.00
Double page spread	850	1,003.00
Full page	500	590.00
Half-page	350	413.00

Black and white

Double page spread	750	855.00
Full page	400	472.00
Half-page	250	295.00

Advertisement sizes



Personalise your copies of *Malta Treasure Hunts* by having your company name printed on the cover, and use them as the ideal give-away for clients and guests. One hundred personalised copies of *Malta Treasure Hunts* will only cost you €650, inclusive of VAT

Include a QR code on your advertisement and link it to your website for greater exposure.
See page 3 for details

MALTA Hotels Directory 2012

Publication

November 2011

Copy requirements

Digital - Finished art on CD and in Apple Mac format. Art must be high resolution, 300dpi minimum, CMYK and delivered as either Adobe Freehand, Illustrator, Photoshop, Quark Xpress files or in pdf format.

A colour proof or match-print must also be supplied. The Publisher accepts no responsibility for printing accuracy where colour guides are not provided.

Copy deadline

Copy to be received six weeks before publication date.

Insertion and proofs of advertisement cannot be guaranteed unless material is received by midday on the above days.

Add 30 days to closing dates if artworks are to be prepared by the Publisher.

The Publisher will pass on to the advertiser any additional charges for artworks.

Cancellation

Six weeks before publication date.

Printing

Process: Sheet-fed offset.

Stock: 135gsm matt art

Sequence Cyan, Magenta, Yellow, Black

Screen range: 130-150

Stitching method: Perfect.

Agency commission

Fifteen per cent of gross excluding production charges.

Commissions are awarded to recognised advertising agencies only.

Payment

Fifty per cent on contract, balance within 30 days of invoice date.

A half page entry, including a colour photo*, is devoted to each property in the 5 and 4 star categories (hotels, tourist villages and aparthotels).

For 3 and 2 star hotels and other categories there may be a minimum of three entries per page.

Advertisements are placed facing the relevant property's entry whenever possible.

**Photo included if advertisement booked*



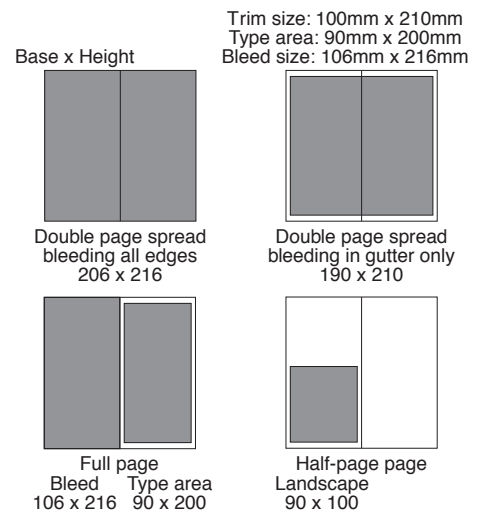
Advertisement rates

in € (per insertion)

Four colour	Excluding 18% VAT	Including 18% VAT	ITY 2012*	
			Excluding 18% VAT	Including 18% VAT
Inside covers	735	867.30	828	977.04
Outside back cover	900	1,062.00	874	1,031.32
Double page spread	910	1,073.80	1,334	1,574.12
Full page	570	672.60	718	847.24
Half-page	400	472.00	589	695.02
<i>Sizes only available in Island Travel Yearbook*</i>				
Two-thirds page			653	770.54
Third-page			525	619.50
Quarter-page			460	542.80
Banner			395	466.10
Black and white				
Double page spread	795	938.10	1,233	1,454.94
Full page	455	536.90	616	726.88
Half-page	285	336.30	488	575.84

*Only applicable if booking in the *Malta Hotels Directory*

Advertisement sizes



Include a QR code on your advertisement and link it to you website for greater exposure.
See page 3 for details

The Malta Hotels Directory is Malta's official accommodation guide and is distributed by the Malta Tourism Authority

ISLAND TRAVEL YEARBOOK 2012

Publication
February 2012

Retail price
Hard copy - €25 (€23.81 + €1.19 VAT)
Digital copy - €12 (€11.43 + €0.57 VAT)

Copy requirements
Digital - Finished art on CD and in Apple Mac format. Art must be high resolution, 300dpi minimum, CMYK and delivered as either Adobe Freehand, Illustrator, Photoshop, Quark Xpress files or in pdf format.
A colour proof or match-print must also be supplied. The Publisher accepts no responsibility for printing accuracy where colour guides are not provided.

Copy deadline
Copy to be received six weeks before publication date.

Insertion and proofs of advertisement cannot be guaranteed unless material is received by midday on the above days.
Add 30 days to closing dates if artworks are to be prepared by the Publisher.

The Publisher will pass on to the advertiser any additional charges for artworks.

Cancellation
Six weeks before publication date.

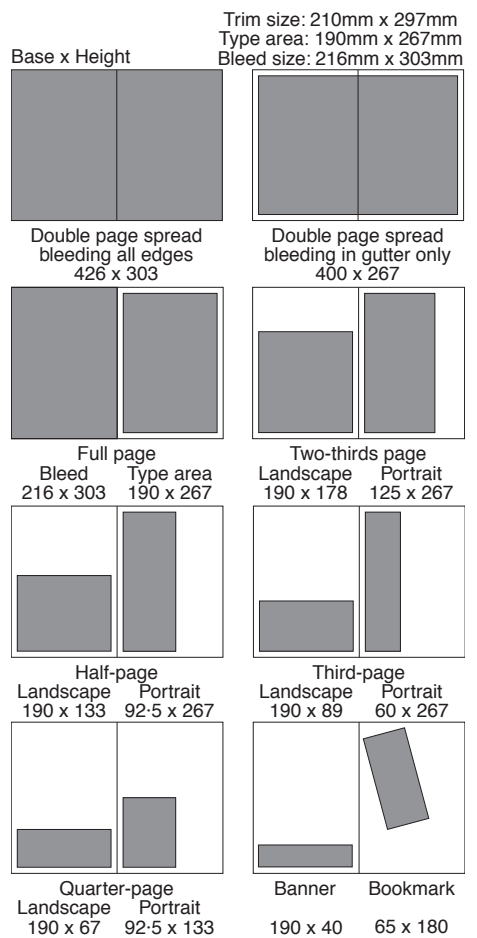
Printing
Process: Sheet-fed offset.
Stock: 135gsm matt art
Sequence Cyan, Magenta, Yellow, Black
Screen range: 130-150
Stitching method: Perfect.

Agency commission
Fifteen per cent of gross excluding production charges.

Commissions are awarded to recognised advertising agencies only.
Logo bookings and frames are not commissionable.

Payment
Fifty per cent on contract, balance within 30 days of invoice date.

Advertisement sizes



Advertisement rates

in € (per insertion)

Four colour	Excluding 18% VAT	Including 18% VAT
Inside covers	900	1,062.00
Outside back cover	950	1,121.00
Double page spread	1,450	1,711.00
Full page	780	920.40
Two-thirds page	710	837.80
Half-page	640	755.20
Third-page	570	672.60
Quarter-page	500	590.00
Banner	430	507.40

Black and white

Double page spread	1,340	1,581.20
Full page	670	790.60
Two-thirds page	600	708.00
Half-page	530	625.40
Third-page	460	542.80
Quarter-page	390	460.20
Banner	320	377.60

Multiple entry discounts:
Three insertions in the same edition - 5%
Six insertions in the same edition - 10%

Include a QR code on your advertisement and link it to your website for greater exposure. See page 3 for details

The total package

Stand out from the crowd and enhance your free listing with a logo, frame and QR code. The total package will only cost you €118*

Display your logo

Reinforce your corporate image by displaying your logo everywhere your company appears in *Island Travel Yearbook 2011*. It will only cost you €57*

Frame your listing

Highlight your listing in *Island Travel Yearbook 2011* by framing it for only €24*

HOTEL
Valentina
Schreiber Street, Paceville, St Julian's STJ 3081
☎ 21382232, 21382406 ☎ 21382407
✉ info@hotelvalentina.com

www.hotelvalentina.com

Location Town
CN Hotel Valentina Ltd
VAT* MT14808819
Principal officer(s) D Charles Mangion, D Roger Mangion, GM
Marlene Mangion



*The total package includes your company logo, a frame around your free listing and a QR code - all for just €118**

*Includes 18% VAT