

"THE TRAVELLER TRAILS" is a quarterly, full color, an 80-page magazine published from Shimla, Himachal Pradesh. We are a specialized travel magazine also available in Digital format. The magazine provides fair and independent travel information that inspires travel. We stimulate people to learn about diverse destinations with our highly informative and encouraging articles before you plan and book your next dream vacation. Advertising in "The Traveller Trails" is a unique opportunity to reach the global audience in a creative and compelling way. We present your brand's message in a bigger, bolder and more beautiful way than any other platform.



Why to advertise with The Traveller Trails

- Very high engagement with travel & tourism fraternity
- Optimum advertising exposure and maximum impact
- Send out the right message to captive audience
- Brand building/ awareness
- Superior editorial content
- Detailed reports, trends, analysis & best practises of industry
- Large reach to decision makers/captains of the industry.

PREMIUM POSITIONS

TYPE	RATE (Single Issue)	SIZE
Back Cover	Rs 150, 000	220mm (w) X 277mm (h) +3mm extra bleed for all four sides
Inside Front Cover	Rs 130,000	220mm (w) X 277mm (h) +3mm extra bleed for all four sides
Inside Back Cover	Rs 130,000	220mm (w) X 277mm (h) +3mm extra bleed for all four sides
Inside Front Facing	Rs 120,000	220mm (w) X 277mm (h) +3mm extra bleed for all four sides
Double Spread	Rs 210,000	440mm (w) X 277mm (h) +3mm extra bleed for all four sides

MEDIA INFORMATION KIT

DISPLAY AD RATES

TYPE	RATE (Single Issue)	SIZE
Full Page (first 20 pages)	Rs 110, 000	220mm (w) X 277mm (h) +3mm extra bleed for all four sides
Full Page	Rs 100,000	220mm (w) X 277mm (h) +3mm extra bleed for all four sides
Half Page (Horizontal)	Rs 80,000	190mm (w) X 116mm (h)
Half Page (Vertical)	Rs 80,000	93mm (w) X 237mm (h)
Quarter Page	Rs 40,000	95mm (w) X 116mm (h)

CLASSIFIED

SIZE	RATE (Single Issue)
60mm (w) X 156mm (h)	Rs 10,000
60mm (w) X 80mm (h)	Rs 7,000
125mm (w) X 30mm (h)	Rs 6,000
60mm (w) X 62mm (h)	Rs 5,000
60mm (w) X 45mm (h)	Rs 4,000
60mm (w) X 30mm (h)	Rs 2,500



NOTE

- Magazine frequency-Quarterly
- All sizes in mm (width X height)
- Magazine trim size 220mm (w) X 277mm (h)
- Live matter should be within 5mm from the trim size.
- All advertising material should be in PDF format with CMYK high resolution.
- Advertisement order will be processed only after receiving the payment.
- Special discount on advertising rates if repeated in subsequent issues.
- Payment will be accepted either in cheque or online.
- For more information contact us (+91) 177 2657412 or inbox us: advertise@thetravellertrails.in