

ADVERTISING RATE CARD

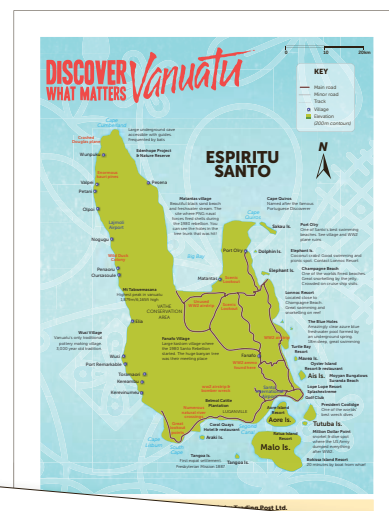
What to do

From Vanuatu's largest privately owned media organization, *What to Do in Vanuatu* is the official tourist publication of the Vanuatu Tourism Office.

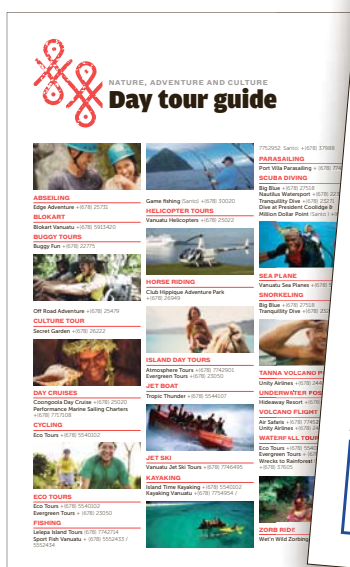
How important are tourists for your business?

We reach every tourist arriving in Vanuatu with 5,000 copies printed every month and distributed free to:

- Airport arrivals
- Hotels and resorts
- Cruise ships
- Tourist information centres
- Selected bars, restaurants and clubs



To reach the same sized market, you would need to advertise in four different in-flight magazines. Plus, *What to do in Vanuatu's* content is 100% Vanuatu, so it is kept by new arrivals and referred to repeatedly during their stay, maximising your exposure.



Advertisement sizes



PREMIUM POSITION LOADINGS

Front cover
+50%

Outside back cover
+25%

Inside front cover
+20%

Inside back cover
+20%

First RH page inside
+10%

Specified position
+10%

COVER SECTION

Size	Mono	Colour	Type area	Trim size	Bleed area
Full page	—	48,500	263 x 396	293 x 426	298 x 436
1/4 page strip	—	19,000	263 x 96	—	—
1/8 page strip	—	11,500	263 x 45	—	—

INSIDE SECTION

Size	Mono	Colour	Type area	Trim size	Bleed area
Full page	35,000	48,500	264 x 384	—	—
1/2 page	21,500	30,000	264 x 190	—	—
1/4 page	13,500	19,000	128 x 190	—	—
1/4 page strip	13,500	19,000	264 x 90	—	—
1/6 page	11,000	15,500	128 x 124	—	—
1/8 page	8,100	11,500	128 x 90	—	—
1/8 page strip	8,100	11,500	264 x 45	—	—
1/12 page strip	6,500	9,500	128 x 58	—	—
1/12 page	6,500	9,500	84 x 90	—	—
1/16 page	5,500	8,000	128 x 42	—	—

All prices are ex-VAT. Dimensions are given in mm, width x height.

ARTWORK RATE
for display ad
VT 5,800

If you require artwork for your display ad, we can help you design it. We have a team of graphic designers in-house. You can view our portfolio of work on www.vmm.vu