

# ADVERTISING IN - **selamta** ሰላምታ

The in-flight magazine of Ethiopian Airlines provides a not-to-be missed opportunity for advertisers wishing to expand their sales in the African and international markets.

## *22nd Successful year*

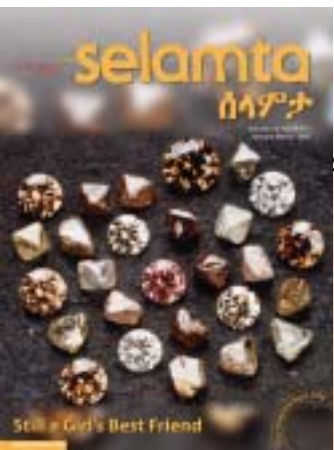


**Selamta**, the in-flight magazine of Ethiopian Airlines, combines informative and entertaining writing with superb colour photography. Travel and business, sport and history, news, views, and much more, are combined in an imaginative and refreshing way. The result is a top quality, full-colour magazine widely hailed as one of the best publications of its kind.

70,000 copies of the magazine are distributed quarterly in seat pockets as a free in-flight service. Copies of each magazine are also distributed free of charge in the departure and arrival lounges of Addis Ababa International Airport, Ethiopian's international and domestic offices and at travel fairs. It has been estimated that each issue is read by up to 400,000 people.

**ETHIOPIAN** is one of the largest wholly African-owned airlines, and is also one of the longest established, having been in continuous operation since 1946. The new motto: "Africa's link to the World" expresses Ethiopian's strong link to Africa, a continent that it has served with distinction for so long, with the largest number of destinations.

Through the growing Addis hub, Ethiopian airlines continues to be the link between Africa and the Middle East and Gulf region, Asia, Europe, the Far East, North America . . . and more.



The airline operates a modern, and growing, fleet of aircraft. It has five Boeing 767-300 ERs for long-haul passenger services, four Boeing 737-700s, four Boeing 757-260 and one Boeing 737-260 for medium-range passenger services. Five Fokker 50s and three DHC Twin Otters cover the domestic routes. One Boeing 757-260 Freighter and two L-100s are used for cargo. The Airline will be a launch customer for Boeing's all-new 787 aircraft.

In line with the global airline market trend, Ethiopian has introduced on-line booking. The system can be accessed at [www.ethiopianairlines.com](http://www.ethiopianairlines.com) and its easy convenience enables the airline to reach a diverse range of customers. Very soon Selamta magazine will be accessible on-line.

1.8 million international passengers are carried each year. **ETHIOPIAN's** unique quality lies in its extensive African network (larger and more frequently served than that of any of its competitors) and the direct connections that it offers.

Ethiopian Airlines is the carrier of Africa's elite and large numbers of non-Africans doing business on this continent. Wealthy Africans are conspicuous purchasers of consumer goods and represent a lucrative market for a lot of products. The African elite are also decision-makers for their respective governments and companies, responsible for purchasing a wide range of goods required by the economies of developing countries.

**Publication dates:-** January, April, July and October.

#### Deadlines

Advertisements in form of digital artwork (ready on CD) must be lodged with the publisher's advertising representatives no later than **30 days** prior to the date of publication of the first issue in which an insertion is booked.

Advertisements for which artwork are to be prepared by the publisher must be lodged in form of a copy no later than **60 days** prior to the date of publication of the first issue in which an insertion is booked.

#### Special Positions

Guaranteed special position (e.g. facing contents page, facing or within a specified feature): *plus 16%*. Facing duty-free listings or within duty-free listings: *plus 16%*.

#### Discounts and Surcharges

The above rates are valid throughout 2005. A discount of 10% will apply for space booked for a minimum of four consecutive insertions.

#### Advertising Materials

Advertisements should be provided in form of digital artwork on CD.

Any design or typography that is required, will be charged back to the client at cost.

#### Cancellation in writing: 60 days

**Colour:** Four months preceding publication.

**Series:** Full payment on one or two issues will be levied if series discount granted and cancelled after two or three issues.

### Advertisement specifications/print production

#### Rates per insertion

	Colour	Black & White
Back cover	£5,000	—
Inside back cover	£4,175	—
Inside front cover	£4,175	—
Double page	£6,000	—
Full page	£3,640	£2,810
Half page	£2,700	£1,980
One-third page	£1,735	£1,620
One-quarter page	£1,590	£1,420

#### Agency Commission 16%

#### Technical Data

Publication:	Quarterly
Format:	283 x 210 mm (Portrait)
Extent:	Minimum 80pp plus 4pp cover
Covers:	250 gsm artpaper laminated outside
Inside pages:	115 gsm glossy artpaper
Printing:	4 colours x 4 colours throughout
Binding:	Perfect bound
Language:	English

#### Working area (mm)

Double page bleed (trimmed)	420 x 283
Double page (margin/type area)	386 x 250
Full page bleed (trimmed)	283 x 210
Full page (margin/type area)	250 x 180
Half page horizontal bleed (trimmed)	140 x 210
Half page (horizontal)	124 x 180
Half page (vertical)	250 x 88
One-third page (vertical)	250 x 56
One-third page (horizontal)	84 x 180
One-quarter page	125 x 88
One-sixth page (duty-free)	84 x 88

**Inserts:** Price on application – depends on size, weight, bound or loose.

#### Artwork on CD

We will accept ready artwork on CD to the following specifications only.

#### Format

Apple Macintosh – **not** PC/IBM.

#### Applications

**Acceptable** – Illustrator (eps), Photoshop (tiff), Macro Media Freehand (eps), Acrobat reader (pdf) in 300dpi images resolution.

**Not Acceptable** – Pagemaker or any other application.

**NB:** When using Black Text over printing should be enabled.

#### Digital File Formats

All files to be supplied as composite CMYK, in 300 dpi resolution.

Where necessary a minimum bleed area of 3mm or more must be contained within the file.

#### Hard Copy Proofs

Proofs must be generated from the actual artwork supplied. All proofs will be used as a colour guide.

### International Destinations

#### Africa

Abidjan, Ivory Coast  
Accra, Ghana  
Addis Ababa, Ethiopia  
Amsterdam, Netherlands  
Bamako, Mali  
Brazzaville, Congo  
Bujumbura, Burundi  
Cairo, Egypt  
Dar es Salaam, Tanzania  
Dire Dawa, Ethiopia

Djibouti, Republic of Djibouti  
Douala, Cameroon  
Entebbe, Uganda  
Guangzhou, China  
Harare, Zimbabwe  
Hargeisa, Somaliland  
Hong Kong  
Johannesburg, South Africa  
Khartoum, Sudan  
Kigali, Rwanda

Kilimanjaro, Tanzania  
Kinshasa, D. R. of Congo  
Lagos, Nigeria  
Lilongwe, Malawi  
Lomé, Togo  
Luanda, Angola  
Lusaka, Zambia  
Nairobi, Kenya  
N'Djamena, Chad  
Stockholm, Sweden

#### Middle East

Beirut, Lebanon  
Dubai, UAE  
Jeddah, Saudi Arabia  
Tel Aviv, Israel

#### Asia/Far East

Bangkok, Thailand  
Beijing, China  
Delhi, India  
Mumbai, India

#### Europe

Frankfurt, Germany  
London, United Kingdom  
Paris, France  
Rome, Italy

#### America

Washington D.C., USA

**For further information** on advertising in SELAMTA, the in-flight magazine of Ethiopian Airlines, please contact:

#### Camerapix Magazines (UK) Ltd.

6 Alston Road, Barnet, Herts EN5 4ET, United Kingdom Tel: (020) 8449 5503 Fax: (020) 8449 8120  
E-mail: camerapixuk@btinternet.com

#### Camerapix Magazines Ltd.

PO Box 45048, 00100 GPO, Nairobi, Kenya Tel: 254-20 4448923/4/5 Fax: 254-20 4448818 or 4441021  
E-mail: creative@camerapix.co.ke / sales@camerapix.co.ke