

**Hello Britain Annual Publication
2014-2015 Edition**

Advert Rate Card and Booking Form



Publication Profile

Hello Britain is the trading name of China Britain Travel Group's inbound tourism business into UK. Under this trading name, we produce, on annual basis, an 98-page glossy brochure targeting Chinese outbound travel trade. The first edition of **Hello Britain** brochure was produced in 2004 and this year marks the eleventh edition of this prestigious quality production. The brochure contains comprehensive travel information to UK and Ireland and is regarded by Chinese outbound travel agents as the Sales Bible for travel to UK and Ireland. It is published in September annually and circulates 8,000 copies.

Hello Britain brochure is well structured and beautifully designed, basically containing fifteen sections: About China Britain Travel Group, Products & Services, UK at a Glance, London Glimpses, England Impression, Scottish Style, Get Closer to Wales, Explore Northern Ireland, Meet in Ireland, Destination Features, Selected Itineraries, Dining Out, Accommodation Ideas, Shopping Spree and Manual of References.

Hello Britain brochure circulates through the following major channels:

- Bulk mailing to all Chinese outbound tour operators and travel agents licensed by Chinese tourism authority to deal with outbound travel.
- Targeted mailing to Chinese government agencies, associations, institutions, VIP and celebrity clubs as well as corporate clients from multi-national corporations (MNC), large state-owned companies and small and medium-sized enterprises (SME)
- Direct mailing to travel trade and public per their enquiries and requests on daily basis.
- Distribution at major China travel fairs such as GITF, CITM, BITE, COTTM and CIBTM etc.
- Distribution at Visit Britain, Visit Scotland, London & Partners and Tourism Ireland's major China sales events.



Specifications and Rate Card

Item	Trim Size (W*H mm)	Bleed Size (W*H mm)	Rate (£)
Inside Front Cover	210 x 285	215 x 290	1000
Inside Back Cover	210 x 285	215 x 290	1000
Outside Back Cover	210 x 285	215 x 290	1200
Inside Full Page	210 x 285	215 x 290	800
Inside Double Page Spread	420 x 285	430 x 290	1500
Inside Half Page (Landscape)	210 x 143	215 x 148	500
Inside Half Page (Portrait)	105 x 285	110 x 290	500
Inside Quarter Page	105 x 143	110 x 148	300

Notes:

- * The brochure will be produced and ready for CITM, the biggest and most important travel show in China, which will be held between 13 and 16 of November 2014 in Shanghai.
- * As we only allocate limited advert spaces in the brochure, please make your booking before **15 July 2014** to secure the place.
- * The deadline for supplying the artwork is before **15 August 2014**. Please provide high resolution artwork either in PDF or JPEG file.
- * VAT is not inclusive.



Booking Form

To China Britain Travel Group:

We would like to place an advert in Hello Britain Annual Brochure and confirm to book the following item.

Item	Rate (In sterling pound)	Please Tick
Inside Front Cover	1000	<input type="checkbox"/>
Inside Back Cover	1000	<input type="checkbox"/>
Outside Back Cover	1200	<input type="checkbox"/>
Inside Double Page Spread	1500	<input type="checkbox"/>
Inside Full Page	800	<input type="checkbox"/>
Inside Half Page (Landscape)	500	<input type="checkbox"/>
Inside Half Page (Portrait)	500	<input type="checkbox"/>
Inside Quarter Page	300	<input type="checkbox"/>

* Please select and tick where appropriate.

Mr./Mrs./Ms.: _____ (signature) Job Title: _____
 Representing: _____ (company/organization)
 Date: _____

Address for correspondence: _____
 Postcode: _____ Business Telephone: _____ Email: _____
 UK VAT number: _____ Purchase Order Number: _____
 Invoice Address **if different from above*: _____

Bookings will be taken strictly on first-come, first-served basis, on receipt of the completed booking form only. As we only allocate limited advert spaces in the brochure, we encourage our partners to make bookings as soon as possible. **Booking deadline is 15 July, 2014 and deadline for supplying the artwork is 15 August, 2014.**

Following receipt of your completed booking form, you will receive a confirmation and invoice issued to the address supplied on the booking form. **Payment terms are strictly 30 days from date of invoice.**

Please complete and return this booking form to Ms. Laura Zhang of China Britain Travel Group, by fax: 020 7487 2929 or email: event@chinaholidays.com.