

# SRI LANKA

 Grafenstein  
experts in tourism communication

*Visit* 2011  
**sri lanka**  
[www.srilanka.travel](http://www.srilanka.travel)

NATUR, KULTUR, ENTSPANNUNG



Advertising rates 2010

## Market Leader in Corporate Destination Publishing

Corporate Destination Publishing (CDP) is the proven method of communication between National Tourist Boards and their customers. Here, the most important medium seem to be the special-interest titles giving an overview of the destination to the interested holidaymaker, tour operator and travel agent alike.

With a total circulation of 500,000 copies and 12 different titles, the magazines offer an attractive and reliable advertising environment to our advertising partners. For the tourist-related industry, they provide invaluable assistance in the planning of a holiday.

Whether to reason to travel is adventure, pure self-indulgence, cultural or package holiday: Our readers are open-minded, discerning and have a thirst for knowledge.

Read more about CDP at:  
[www.grafenstein.net/  
CorporateDestinationPublishing](http://www.grafenstein.net/CorporateDestinationPublishing)

## Direct access to target group on 32 pages

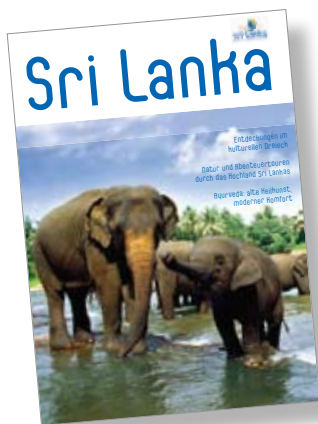
The Sri Lanka Magazine informs its readers about the highlights of the island state.

Ranging from Ayurveda and wellness breaks to the height of luxury in newly built hideaways and boutique hotels, the magazine portrays Sri Lanka from a hitherto unknown angle.

Carefully selected articles and photo galleries provide compact but engaging information on the popular holiday destination; to the German traveller, these have proved a valuable tool for planning a holiday.

### Our readership:

German holidaymakers/consumers



### Distribution concept:

The Sri Lanka Magazine is sent out directly to the consumer by the Sri Lanka Tourist Board. It is also distributed at fairs with representation by Sri Lanka and during consumer roadshows and travel agent seminars.

### Circulation:

20,000 copies

### Size:

32 pages + 4 cover pages

### Trim:

210mm wide x 297 mm high

### Printing method:

4-colour offset

### Important Dates

Publishing date: **January 2011**

Closing date for ads: **19.11.2010**

Closing date for artwork: **26.11.2010**



### Terms and Conditions

The client is responsible for supplying digitized printing materials on time and is liable for the accuracy of their contents. The client guarantees that he/she holds all rights necessary for the processing of the files provided, their textual contents, picture elements, photos and fonts. The client exempts Grafenstein Freizeit- und Tourismuswerbung GmbH from all claims (including legal fees) by third parties in respect of any violation of copyrights or other rights. The advertisement must always be placed in writing. Place of jurisdiction is Berlin. German law is applicable for this contract.

### Contact:

Katharina Petersen  
[k.petersen@grafenstein.net](mailto:k.petersen@grafenstein.net)  
Tel: +49.30.80 58 59 270  
Fax: +49.30.80 58 59 210

## 1. Order

Please fill in the annexed order form and send it via fax or by post to Grafenstein Freizeit- und Tourismuswerbung GmbH.

## 2. Artwork

If you would like us to create your ad on your behalf we require the following data:

Type	Format
Images/Logo Files	TIFF/JPEG/EPS maximum quality
Text Files	MS Word/TXT/RTF

For layout work we charge the following prices according to the format used:

Format	Price
1/1 page	500,- €
1/2 page	400,- €
1/4 page	300,- €

Please note that your adverts should be written in German, we are delighted to assist you with translation if necessary. There is a fixed charge for any changes made to copy or layouts of 25,- € / half hour.

This also applies to changes to advertisements of previous years.

## 3. Approval

Before going to press we will send you a pdf-file for approval of your advert.

## 4. Price

Our price includes layout costs as well as costs for the insertion of the ad. Prices are exclusive of VAT. Printing is in 4-colour process only. We cannot there-

for offer any reduction in price for less than 4 colours.

## 5. Cancellation

By placing an order you firmly reserve a space for your advertisement in the layout. In case of cancellation before the closing date for advertisements we will charge one third of the total price. For cancellations after that date we will have to charge the total price. In any case the date of receipt of your postal/faxed order is binding.

## 6. Mode of payment

You will be invoiced by Grafenstein Freizeit- und Tourismuswerbung GmbH. Please pay your invoice by bank transfer in Euros within 14 days of receipt of invoice. For payments within 7 days of receipt of invoice you will receive a 3% discount. We charge 7% interest plus a 5,- € fee for reminder in case of late payment.

## 7. Discount for advertisement order

If you are interested in multiple advertising in Grafenstein or Terra Trends magazines you will receive a special discount:

for 2 adverts:	5 %
for 3 adverts:	7 %
for 4-6 adverts:	10 %
for 7 adverts and more:	15 %

Format	Size (width x height)	Price in €
Cover	 210 x 297 mm (Please note bleed of 3mm on each side!)	4.000,-
Cover	 210 x 297 mm (Please note bleed of 3mm on each side!)	3.895,-
1/1 Page	 210 x 297 mm (Please note bleed of 3mm on each side!)	3.400,-
1/2 Page horizontal	 210 x 145 mm (Please note bleed of 3mm on each side!)	1.700,-
1/2 Page vertical	 100 x 297 mm (Please note bleed of 3mm on each side!)	1.700,-
1/4 Page horizontal	 186 x 66 mm	1.150,-
1/4 Page vertical	 91 x 132 mm	1.150,-
Design		
1/1	210 x 297 mm	500.00
1/2	100 x 297 mm / 210 x 145 mm	400.00
1/4	186 x 66 mm / 91 x 132 mm	300.00
Ad-Specials on request		

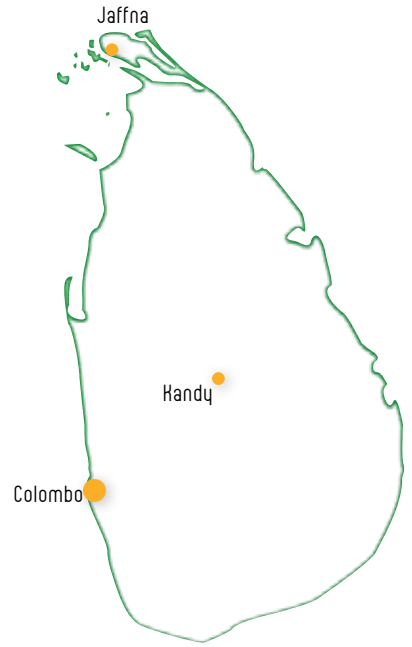
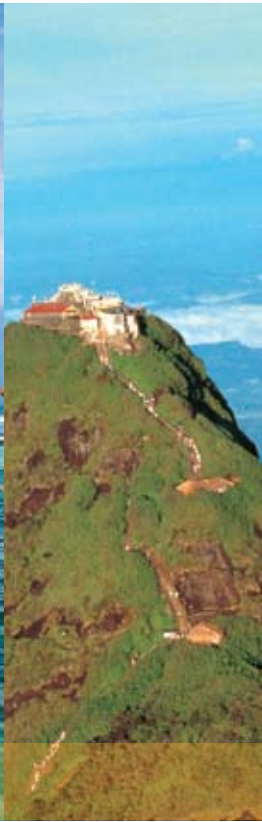
When supplying artwork, please note the technical requirements below:

File format:	File profile:
PDF (.pdf):	high resolution maximum quality
TIFF (.tif):	CMYK Mode 300 dpi/original size
JPEG (.jpg):	CMYK Mode 300 dpi/original size
EPS (.eps):	CMYK Mode 300 dpi/original size

(please include all fonts or convert all fonts to paths)

Delivery of datas on CD-Rom

Terra Trends represented by Grafenstein Freizeit- und Tourismuswerbung GmbH  
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14163 Berlin, Germany  
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Fax: +49.30.80 58 59 210  
via FTP  
www.grafenstein.net/upload  
(->Sri Lanka)  
via E-Mail  
anzeigen@grafenstein.net



- Citylight Colombo
- The west and south coast of Sri Lanka

- Kandy and its mountains
- Cultural Triangle

- Nature & Adventure
- Ayurveda

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