

## ***OTHM Today Information***

The first two editions of OTHM Today were successfully launched and distributed in December 2006 and March 2007. OTHM Aims to publish FOUR editions per year; giving our readers and advertisers an opportunity to communicate as well as providing useful and relevant editorial covering the work of the Institute and the Tourism and Hospitality Industry.

With offices located in London, OTHM operates as a global organisation promoting ethical practice and high management standards throughout the Tourism and Hospitality supply chain.

### **OTHM Mission**

To support the Tourism and Hospitality Industry throughout the world:

- *by providing a structure of professional and ethical training and personal development*
- *by providing a network and forum of industry practitioners for their mutual benefit and support*
- *by supporting and encouraging ethical practice and standards in all facets of the industry*

### **Who will receive OTHM Today?**

**OTHM members** - individuals who have completed the OTHM Professional Higher Diploma or those elected. Members are likely to be in middle or senior management positions – working in Travel Agencies, Tour Operations, Tourist Offices, Carriers, Hotels, Guest Houses and Motels, Holiday Villages, Restaurants, Leisure and Sports Centres linked to the industry.

**Associate Members** - individuals who have completed the OTHM Professional Diploma or those elected to associate level. Associate Members are likely to be working at junior management and supervisory level.

**Student Members** - all registered OTHM students from Intro Certificate & Professional Certificate, Professional Diploma and Professional Higher Diploma candidates. All OTHM students will be expected to be working in the supply chain mentioned.

**Corporate Members** - including employers, tourist boards, heritage and conservation organisations, advertisers, and OTHM training centres world-wide.

British Council Information Officers and librarians –world-wide. London Embassies & Commercial Attachés - Tourism & Marketing departments. OTHM team members and OTHM lecturers and trainers world-wide.

## **Circulation and Distribution**

The first two editions will have a print run of 3,000 copies with an estimated readership of 10,000.

## **What's in the Magazine?**

Sections:

- \* Contents and contact details
- \* Editorial comment
- \* Profiles of markets (various UK and International locations)
- \* Conservation projects. (Eco Tourism and Heritage Tourism)
- \* Sustainable Tourism
- \* Accommodation (profiles on the hotel sector with an emphasis on training and good practice and customer care)
- \* Tour Operations
- \* Travel Agents
- \* The Carriers - profiles on various sectors - Rail, Air, Water, Road
- \* SME's profiles on success stories of good practice and customer care in Small & Medium sized Enterprises within the industry
- \* OTHM Academic - profiles of examiners, comments on examination papers and performance, recognition and accreditation and opportunities for student progress into post-graduate level programmes and work opportunities
- \* Profiles of Training Centres
- \* Membership Fees, Exam Dates and other key dates and deadlines
- \* News on OTHM marketing and visits to training centres, Universities, and relevant government and corporate bodies

- \* Advertising from OTHM stakeholders
- \* Editorial contributions from OTHM stakeholders

## **When is OTHM *Today* published?**

Four editions are scheduled for each year - Spring, Summer, Autumn and Winter. The first edition was released in September 2006.

OTHM Today will be available on subscription to OTHM members. The magazine will be distributed without charge to the British Council, Embassies, Tourist Boards and stakeholders

## **Can I supply Editorial for OTHM *Today*?**

If your organisation is linked to the Tourism and Hospitality supply chain and/or, you feel you have a relevant story to tell our members then the editor will consider your press release or article.

Remember, OTHM is promoting good practice through structured training programmes and indeed our students and members will be interested in good practice, successful projects, conservation, environmental sustainability, retention of customers and also job opportunities in your organisation.

Some members or recipients of OTHM Today are also likely to be customers - purchasing accommodation, travel, food and beverages, visiting leisure & heritage sites, museums and galleries.

## **Copy Deadlines for Editorial and Advertising**

Spring edition.....	28 February
Summer edition.....	30 May
Autumn edition.....	31 August
Winter edition.....	30 November

## Advertising Rates and Technical Data

The magazine will carry full colour advertisements [Magazine size A4]

### Advertisement Rates & Sizes-

Options	Description	Price	Size (mm x mm)
Option A	¼ page - landscape	£150.00 plus VAT	65mm x 210mm
Option B	¼ page - portrait	£150.00 plus VAT	135mm x 95mm
Option C	1/8 page - landscape	£ 90.00 plus VAT	65mm x 95mm
Option D	1/8 page portrait	£ 90.00 plus VAT	135mm x 45mm

### Specials:

Code	Description	Price	Size (mm x mm)
S1	Full page (ROP)	£600.00 plus VAT	295mm x 210mm
S2	Full page- Inside front/back cover	£700.00 plus VAT	295mm x 210mm
S3	Half page - vertical	£350.00 plus VAT	295mm x 95mm
S4	Half page –landscape (horizontal)	£350.00 plus VAT	135mm x 210mm

**Advertorial : This is a combination of one full page of advertising plus 200 words of editorial plus two digital photos of your centre {OTHM reserves the right to amend editorial }.....£850 plus vat 295mm V x 210 mm H**

## Discounts

A 10% series booking discount (4 editions) is available. (The discount for the series is given on the last advertisement of series) – Please note - advertisements require pre-payment prior to publication.

### VAT (Value Added Tax).

Vat of 17.5% is chargeable on the above quoted prices.

## Payment for Advertising

Advertisers should submit a cheque or bankers draft with the advertisement/copy (Cheques and drafts are payable to OTHM PPEM Ltd).  
*Electronic bank-to-bank payment is available on request.*

## **Format**

Word document with fonts and images collected OR Rich Text Format {RTF} document with outlined fonts or TIF or JPG image file with resolution of minimum 300 dpi.

## **Content**

Please note that advertisements from approved/accredited centres may not advertise competitors to OTHM, or use the London South Bank University logo.

Advertisements should include OTHM courses and start dates of your teaching programmes.

## OTHM Directory

The Directory is an opportunity for **OTHM Corporate Members** to have a permanent listing on the OTHM website and a 3cm single column box that will appear in OTHM Today.

We will require your organisation's name, logo, web address & a brief description of organisation (max 100 words). Please refer to OTHM Corporate Membership Application Form. You should indicate which facilities your organisation will be offering to OTHM members:

- Work experience
- Permanent employment
- Student research
- Member discounts
- OTHM professional courses, training or CPD
- General information

The directory can also be used by subscribers for local and international networking.

### **Corporate Membership Subscription (includes Directory):**

1 year	£100
2 years	£150
3 years	£195

### **Key contacts:**

Daniel Ivanov- Marketing and Advertising - OTHM

[divanov@othm.org.uk](mailto:divanov@othm.org.uk)

Tim Murari- Editor

[tmurari@othm.org.uk](mailto:tmurari@othm.org.uk)

Phil Turner- Print and Distribution

## Communication with OTHM Today:

We would expect the majority of contact to be via email, or telephone. The OTHM team will also be able to visit, potential advertisers or editorial contributors, if required.

Email: ..... today@othm.org.uk

Telephone: ..... +44(0) 20 8773 7678

### **Address:**

The Organisation for Tourism and Hospitality Management

Publications Department

SBC House

Restmor Way

Wallington

Surrey SM6 7AH

England

United Kingdom

## Advertising Order Form (OTHM Today)

Organisation Name .....

Address .....

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Post code.....Country .....

Tel.....Fax.....Email.....

Contact Name.....Title.....

### Please indicate in which editions you wish to advertise

	Advertising options	Cost £
Autumn edition 07	<input type="checkbox"/> A:1/4 L <input type="checkbox"/> B:1/4 P <input type="checkbox"/> C:1/8L <input type="checkbox"/> D:1/8P	£.....
Winter edition 07	<input type="checkbox"/> A:1/4 L <input type="checkbox"/> B:1/4 P <input type="checkbox"/> C:1/8L <input type="checkbox"/> D:1/8P	£.....
Spring edition 08	<input type="checkbox"/> A:1/4 L <input type="checkbox"/> B:1/4 P <input type="checkbox"/> C:1/8L <input type="checkbox"/> D:1/8P	£.....
Summer edition 08	<input type="checkbox"/> A:1/4 L <input type="checkbox"/> B:1/4 P <input type="checkbox"/> C:1/8L <input type="checkbox"/> D:1/8P	£.....
Autumn edition 08	<input type="checkbox"/> A:1/4 L <input type="checkbox"/> B:1/4 P <input type="checkbox"/> C:1/8L <input type="checkbox"/> D:1/8P	£.....
Winter edition 08	<input type="checkbox"/> A:1/4 L <input type="checkbox"/> B:1/4 P <input type="checkbox"/> C:1/8L <input type="checkbox"/> D:1/8P	£.....
Total £		_____

### Specials

Autumn edition 07	<input type="checkbox"/> S1:Fp R <input type="checkbox"/> S2:Fp S <input type="checkbox"/> S3:1/2L <input type="checkbox"/> S4:1/2V	£.....
Winter edition 07	<input type="checkbox"/> S1:Fp R <input type="checkbox"/> S2:Fp S <input type="checkbox"/> S3:1/2L <input type="checkbox"/> S4:1/2V	£.....
Spring edition 08	<input type="checkbox"/> S1:Fp R <input type="checkbox"/> S2:Fp S <input type="checkbox"/> S3:1/2L <input type="checkbox"/> S4:1/2V	£.....
Summer edition 08	<input type="checkbox"/> S1:Fp R <input type="checkbox"/> S2:Fp S <input type="checkbox"/> S3:1/2L <input type="checkbox"/> S4:1/2V	£.....
Autumn edition 08	<input type="checkbox"/> S1:Fp R <input type="checkbox"/> S2:Fp S <input type="checkbox"/> S3:1/2L <input type="checkbox"/> S4:1/2V	£.....
Winter edition 08	<input type="checkbox"/> S1:Fp R <input type="checkbox"/> S2:Fp S <input type="checkbox"/> S3:1/2L <input type="checkbox"/> S4:1/2V	£.....
Total £		_____

Advertorial - please state edition.....£850 plus vat

Mode of Payment: cheque  bank draft  bank to bank Transfer

*I understand the deadlines, advertising costs and artwork requirements of OTHM Today*

Name:.....Signature.....Date.....

***Please make cheques and drafts payable to OTHM PPEM Ltd. (Overseas Centres should forward a Sterling Pounds Banker's Draft/IMO payable in the UK). - Please post signed copy of order form with cheque or draft attached to:***

*OTHM Today, The Organisation for Tourism and Hospitality Management,  
SBC House. Restmor Way, Wallington. Surrey SM6 7AH. United Kingdom*

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