

Selamta

Media Kit

2018



Ethiopian Airlines

Airline on the Rise

Africa's first commercial airline is the continent's fastest-growing and most-profitable carrier. Founded in 1946, Ethiopian Airlines is still flying high and leading the way 70 years later.

First to the air decades ago translates to first in the marketplace today. Ethiopian Airlines boasts the continent's youngest fleet, and in 2012 became the first airline outside of Japan to take delivery on Boeing's state-of-the-art 787 Dreamliner.

Ethiopian is also aggressively expanding its reach by continually adding new destinations across Africa, Asia, Europe and the Americas.



100



77



91



20%



AFRICAN AIRLINE
OF THE YEAR



8,100,000



10%

Selamta Magazine

On the Leading Edge

Selamta is the editorial voice of Ethiopian Airlines. As the airline brings Africa to the world and the world to Africa, *Selamta* does the same, with a fresh vision and engaging style — celebrating Africa ascendant. Every page of every issue pours out Africa's unique textures, vivid colors and unforgettable moments.

Using a strategic mix of quick-read articles and in-depth features, *Selamta* engages Ethiopian Airlines' coverage regions: Africa, the Gulf region, the Middle East, Asia, Europe, North America and Latin America — but its primary emphasis is Africa. Coverage includes everything from travel and culture to technology, business, sports, fine dining and more.



Selamta Readership

Print Readership

Selamta's readership is a diverse, sophisticated community, primarily made up of tourist and business travelers coming to and from Africa from Asia, Europe and the America's. Ethiopian Airlines is also the carrier of choice for the Pan-African diplomatic community traveling to the Addis Ababa headquarters of the UN Economic Commission for Africa and the African Union. *Selamta* is also distributed at leading Addis Ababa hotels, international embassies and Ethiopian Airlines sales offices worldwide.

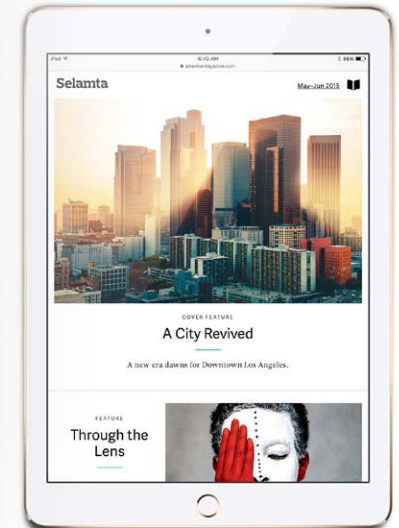
Every page of *Selamta* inspires, educates and informs, woven on the strength of a three-stranded cord:

- ▶ We celebrate the **adventure of travel** with fresh coverage of Ethiopian Airlines' growing portfolio of destination cities.
- ▶ We celebrate the **vitality of business** — Africa rising in the world of commerce and the underlying trends in business that are of interest to our global travelers.
- ▶ We celebrate the **richness of culture**, expressed in Africa's art, music and heritage, as well as in the rich diversity of destinations around the world.

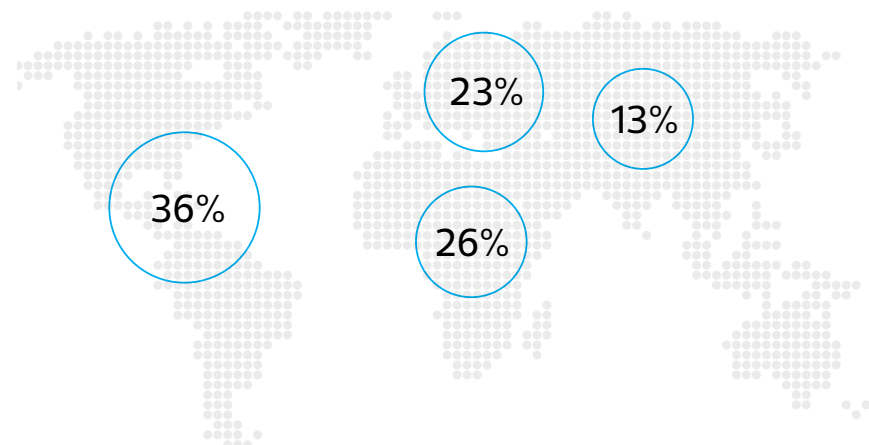
Within Ethiopia, *Selamta* is practically a national treasure. Many families proudly collect issues that go back for many years. Because of that, it is much more than an in-flight magazine. *Selamta* is a journal of a proud people on the leading edge of Africa's emergence on the world stage.

Digital Readership

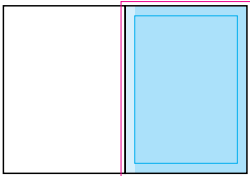

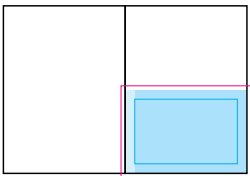
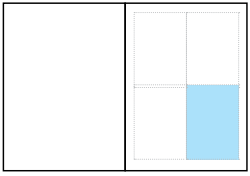
- ▶ Almost 40 percent of visits originate from a mobile device, meaning that our readers take *Selamta* — and its advertisers — with them on the go.



Digital audience by continent



Selamta Advertising Rates & Specs

Size	Rate USD (\$)	Specs width × height
 <p>Full-Page Outside Back Cover Inside Front Cover Inside Back Cover</p>	<p>7,875 14,250 10,310 10,310</p>	<p>— Bleed Size 206 × 266 mm ■ Trim Size 200 × 260 mm — Type Area 180 × 240 mm</p>
 <p>Two-Page Spread</p>	<p>14,875</p>	<p>— Bleed Size 406 × 266 mm ■ Trim Size 400 × 260 mm — Type Area 380 × 240 mm ■ Gutter 20 mm</p>
 <p>Half-Page</p>	<p>5,125</p>	<p>— Bleed Size 206 × 136 mm ■ Trim Size 200 × 130 mm — Type Area 180 × 110 mm</p>
 <p>Marketplace</p>	<p>1,125</p>	<p>■ Trim Size 83 × 112 mm</p>

Deadlines

Issue	Closing Date	Materials Deadline
March–April 2018	Dec. 28, 2017	Jan. 16, 2018
May–June 2018	March 1, 2018	March 20, 2018
July–August 2018	May 4, 2018	May 23, 2018
September–October 2018	July 6, 2018	July 25, 2018
November–December 2018	Sept. 1, 2018	Sept. 19, 2018
January–February 2019	Nov. 2, 2018	Nov. 21, 2018

Ad Requirements

Bleed Size: Make sure your background extends at least 3mm on all four sides to allow for trimming.

Type Area: Text, logos, and other important elements should be placed inside the type area.

Format: PDF/X1 (high-resolution PDF) with fonts embedded, all images saved in CMYK

Type: Minimum 6 pt type, minimum 8 pt reverse type

Color: CMYK only. No Pantone or spot colors.

Rules: Do not use any hairline rules. Black rules should be at least 0.25 pt, color rules should be at least 0.5 pt.

Crop Marks: Crop & registration marks and color bars must be offset by 10 mm

Rich Black: Use 60C, 40M, 40Y and 100K to produce rich black

Trapping: Do not perform trapping

The publishers retain the right to modify submitted files to meet production requirements, and will not be responsible for color or any other deviation from original file.

Delivery Procedures

All advertising material is coordinated through our international sales office and should be delivered to:

Selamta Magazine
TK International Building
Office #102
Bole Road
Addis Ababa, Ethiopia

Files can be delivered electronically to the following email address:

sales@uppermostpress.com

Frequency: Selamta is published bimonthly — six times per year.

Print Run: Made available to virtually all of the 7+ million passengers who fly Ethiopian Airlines

Inserts: Please contact us for information.

Guaranteed Positioning: 15% premium

Distribution: Aboard all Ethiopian Airlines flights, lounges at Bole International Airport, Ethiopian's International and domestic offices worldwide, travel agents and travel fairs, and at selamtamagazine.com.

Discounts: Available for multiple insertions and prepays.



Global Sales Director

Azariah Mengistu

Uppermost Press

sales@uppermostpress.com

+251-911-516043

Ethiopian
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THE NEW SPIRIT OF AFRICA

A STAR ALLIANCE MEMBER 