

Named a Top 5 In-flight Magazine
by APEX Passenger Choice Awards

Ethiopian
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A STAR ALLIANCE MEMBER

Selamta

THE IN-FLIGHT MAGAZINE OF ETHIOPIAN AIRLINES

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Media Kit 2017



Ethiopian Airlines


96

 INTERNATIONAL
DESTINATIONS

54

 AFRICAN
CITIES SERVED

79


 FLEET
(Including 13 B-787 Dreamliners)

7,600,000

 PASSENGERS PER YEAR



20%


 PROFIT GROWTH

10%

 PASSENGER
GROWTH RATES



African Airline of the Year

 2009–2015

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 adding new global destinations — including Cape Town, Dublin, LA, Manila and Tokyo all in 2015.

The airline serves more African cities than any airline in the world. But that's only half the story. It also serves more cities outside of Africa than any other carrier based on the continent. Add to that the airline's partnership with the Star Alliance network — the world's premier airline network — and Ethiopian Airlines clearly stands at the peak of Africa's elite carriers.

The world is noticing. Named "African Airline of the Year" for the past six years by the African Airlines Association, the airline also claims the "Best in Africa" title from the Passenger Choice Awards (the most extensive survey of passengers

Ethiopian Airlines
is the continent's
fastest-growing and
most-profitable
carrier.

in the industry) and one of the most prominent travel magazines in the U.S., *Premier Traveler*. Consistently strong growth rates and profitability are driven through a commitment to safety, excellent customer service and an aggressive growth strategy that both leads and reflects Africa ascendant.

Audience on the Go

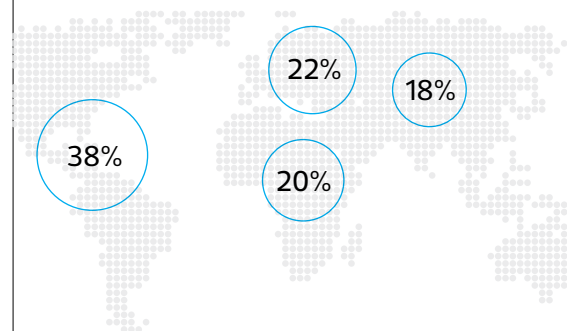
As Africa's first and fastest-growing commercial carrier, it's no surprise that Ethiopian Airlines caters to a premium traveling audience. Its headquarters, Addis Ababa, serves as the home base for dozens of leading diplomats serving in the African Union — as well as the hub of one of the world's most dynamic economies.

Read by the continent's top leaders in business and government, *Selamta* is a major point of reference and influence in the Pan-African market. It is a showcase for the best Africa has to offer the world. Advertisers seeking to reach the fast-growing African middle class, as well as the increasing number of international

DIGITAL READERSHIP

- ▶ The average visitor views almost four pages per engagement.
- ▶ More than 30 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



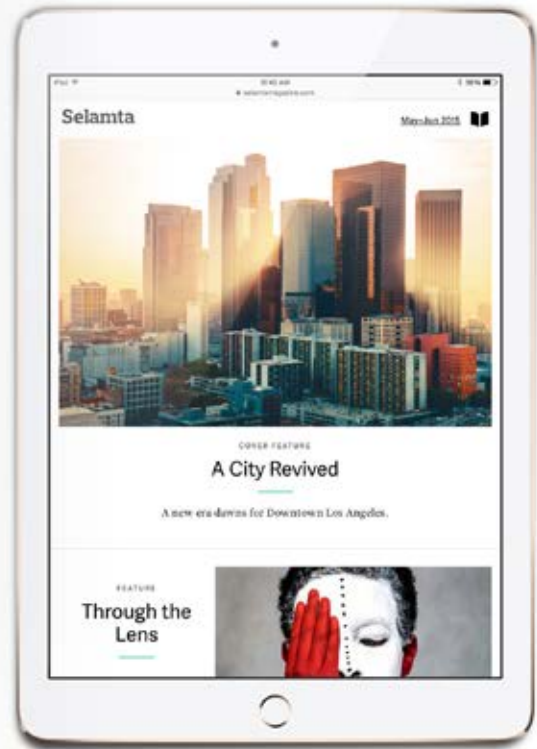
travelers heading to Africa on business, have found *Selamta* to be an effective marketing platform.

Because of its commitment to excellence, *Selamta* was named one of the world's top-5 in-flight magazines by the APEX Passenger Choice Awards from 2013–2015. One of the most widely distributed magazines in Africa, and deeply respected within Ethiopia, *Selamta* is made available to virtually all 7.6 million passengers who fly aboard Ethiopian Airlines.

Beyond the tens of thousands of copies that leave aircraft with passengers, the magazine's digital version — *selamtamagazine.com* — boasts more than 46,500 visitors and 200,000 page views in the past two years alone. The responsive site — which can be viewed on any web-ready device — also has an extremely low bounce rate of 4.4 percent, meaning that once visitors find the site they tend to stay there. The average visitor reads four articles per engagement, and the site's web traffic spans the United States, Ethiopia, Europe, Africa and Asia. Thirty percent of visits take place from a mobile device.



Selamta magazine highlights the top travel destinations worldwide, celebrating global cultures while bringing Africa to the world and the world to Africa.



Selamta

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.

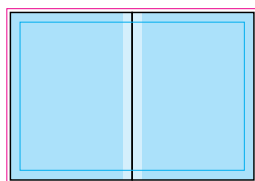
Using a strategic mix of quick-read articles and in-depth features, *Selamta* engages Ethiopian Airlines’ coverage regions: Africa, the Gulf region, the Middle East, Asia, Europe, North America and Latin America — but its primary emphasis is Africa. Coverage includes everything from travel and culture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

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.

Selamta Advertising Rates & Specs



SIZE

RATE (USD)

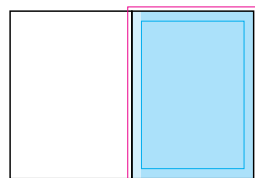
SPECS

 All sizes are expressed as width x height

Two-Page Spread

\$14,875

- Bleed Size **406 × 266 mm**
- Trim Size **400 × 260 mm**
- Type Area **380 × 240 mm**
- Gutter **20 mm**



Full-Page

\$7,875

- Bleed Size **206 × 266 mm**
- Trim Size **200 × 260 mm**
- Type Area **180 × 240 mm**

Outside Back Cover

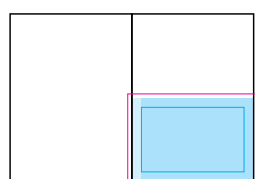
\$14,250

Inside Front Cover

\$10,310

Inside Back Cover

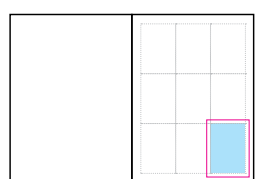
\$10,310



Half-Page

\$5,125

- Bleed Size **206 × 136 mm**
- Trim Size **200 × 130 mm**
- Type Area **180 × 110 mm**



Marketplace

\$1,125

- Bleed Size **106 × 116 mm**
- Trim Size **100 × 110 mm**

AD REQUIREMENTS

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

Proof: Specifications for Web Offset Publications (SWOP) certified color proof is required. Proofs should include color bars with 25%, 50%, 75% and solid areas for each color. Proofs should be 100% size of file submitted and include bleeds and trims.

The publishers will not be responsible for color or any other deviation from original file without a SWOP color proof supplied by advertiser.

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@c62media.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.

DEADLINES

Closing Date

Materials Deadline

January–February 2017

Nov. 2, 2016

Nov. 21, 2016

March–April 2017

Dec. 28, 2016

Jan. 16, 2017

May–June 2017

March 1, 2017

March 20, 2017

July–August 2017

May 4, 2017

May 23, 2017

September–October 2017

July 6, 2017

July 25, 2017

November–December 2017

Sept. 1, 2017

Sept. 19, 2017

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