

# Selamta

Media Kit 2020



Welcome

## An airline on the rise

Founded in 1946, Africa's first commercial airline is still flying the flag today as the continent's fastest-growing and most-profitable carrier, beloved by the ten million passengers who choose to fly with them each year.

With the youngest fleet of any African airline, which includes 21 787 Dreamliners, and new destinations arriving across Africa, Asia, Europe and the Americas, it's no wonder that Ethiopian Airlines remains the envy of all of Africa.



**100**

international destinations



**77**

African cities served



**10,000,000**

passengers per Year



**20%**

profit growth



**2011-2018**

African airline of the year



**100**

Fleet (Including 21 x B-787 Dreamliners)



**10%**

Passenger growth rates



**73**

years leading the way in Africa



**£187m**

Profits for financial year 2017/18

## Selamta Magazine

### On the leading edge

With its striking photography and engaging stories, *Selamta* magazine provides a unique showcase for 21st century Africa. Readers can embark on a continent-spanning tour, through a combination of quick-read articles and in-depth features about travel, culture, technology, sport, fine-dining and more.

And just as Ethiopian Airlines brings Africa to the world, so too does *Selamta* with its expert editorial take on the global network, which stretches from Latin America to Asia.



The audience

## An engaged community

*Selamta's* readership reflects the many faces of modern Africa, from international tourist and business visitors to the growing number of African travellers who have helped transform Ethiopia into one of the continent's strongest economies.

Ethiopian Airlines is also the carrier of choice for the Pan-African diplomatic community, which travel to the Addis Ababa headquarters of the UN Economic Commission for Africa and the African Union.



### Print

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Every page of *Selamta* inspires, educates and informs, while striving to achieve three goals:

▶ To celebrate the adventure of travel with fresh coverage of Ethiopian Airlines' growing portfolio of international destinations.

▶ To shine a light on Africa as an emerging and innovative destination in the world of business and commerce, while revealing the trends that are of interest to our global travellers.

▶ To highlight the richness of Africa's culture and heritage, as well as the diversity of the Ethiopian route network

## Selamta advertising rates & specs

Size	Rate GBP (£)	Specs w x h (mm)
Full-Page	<b>9,450</b>	Bleed Size - 206 × 266
Outside Back Cover	<b>16,900</b>	Trim Size - 200 × 260
Inside Front Cover	<b>12,100</b>	Type Area - 180 × 240
Inside Back Cover	<b>11,310</b>	
Inside Front 2 Page Spread	<b>21,850</b>	Bleed Size - 406 × 266
2 Page Spread	<b>17,500</b>	Trim Size - 400 × 260
		Type Area - 380 × 240
		Gutter - 20
Half-Page	<b>6,200</b>	Bleed Size - 206 × 136
		Trim Size - 200 × 130
		Type Area - 180 × 110

### Delivery procedures

All advertising material is coordinated through our head office, please send all materials to:

**Selamta Magazine  
Ink,  
Blackburn House,  
Blackburn Road  
London NW6 1RZ  
UK**

Files can also be delivered to the following email address:  
**[productionuk@ink-global.com](mailto:productionuk@ink-global.com)**

**Frequency:** *Selamta* is published bimonthly – six times per year

**Print run:** Made available to all of the 10+ million passengers who fly Ethiopian Airlines

**Inserts:** Please contact us for more 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](http://selamtamagazine.com)**

**Discounts:** Available for multiple insertions and prepays

#### ADVERTISERS NOTE:

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 the original file.

Advertise today

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