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
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

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

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Files can also be delivered to the following email address: 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
Discounts: Available for multiple insertions and prepay

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.

Delivery procedures

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

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London NW6 1RZ
UK

Advertise today

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