



OFFICIAL SHOW MAGAZINE

2018 MAGAZINE OPPORTUNITIES



WE ARE AFRICA'S OFFICIAL MAGAZINE

We Are Africa's official show magazine provides a comprehensive index of all our exceptional high-end African suppliers' contact details, giving a clear view of We Are Africa's trailblazing movement. Featuring engaging editorial from acclaimed travel writers and essential show information, it's referred to constantly by the 800+ delegates at the show and for many months after. Check out your advertising options below:

2018 MAGAZINE RATES

	<i>PRICE</i>
Cover Positions <i>Includes complimentary Enhanced Listing in magazine and on website</i>	£3,499
Full Page Advert <i>Includes complimentary Enhanced Listing in magazine and on website</i>	£1,899
Enhanced Magazine Listing <i>Includes complimentary Enhanced Website Listing</i>	£499
Enhanced Website Listing <i>Includes prominent feature on website Guest List with brand video</i>	£299

Please note All Cover Positions are subject to application and review by Beyond Luxury Media Ltd.

SAVE THE DATE

- 1) Payment in full must be received by 1 February 2018**
- 2) All final artwork and advertising copy, including logos and imagery for enhanced listings, must reach us by 28 February 2018 at the latest**

In the interest of transparency and to be fully in line with We Are Africa's policy, all Members shall be offered the same rates (depending on when they book), We guarantee that no discounts will be offered on the above prices.

LOOK YOUR BEST

We Are Africa's cutting-edge design facilities are also available if you require a facility to produce and artwork your adverts. These services are billed at an hourly rate. To take advantage of this facility you will need to supply the relevant elements for your advert, such as fonts, logos, imagery, copy and, if necessary, brand guidelines. To ensure your files print clearly, all images must be supplied at a resolution of at least 300dpi. Anything lower than this may result in blurry, bitmapped or pixelated print.

NOTE: images taken from the web are 72dpi and although they look fine on screen, they are not suitable for full colour printing. If you would like to take advantage of this service, please contact Fernanda Navilli at fernanda@beyondluxury.com

LOOKING GOOD

FILE FORMAT

We will only accept artwork as “print-ready” if it is in PDF or JPEG format. PDF is the preferred format, as it will keep your text nice and crisp; if you use JPEG, please use the highest quality possible and make sure your artwork is at least 300dpi.

PRESS-READY PDF

Fonts embedded and PDF supplied in high-resolution 300dpi for best printing results.

INDESIGN

Fonts converted to outlines. Save as a ‘Package’ and zip the fonts, images and InDesign file in one file, or output ‘Press-Ready’ PDF from InDesign.

ILLUSTRATOR

Fonts converted to outlines and supplied as AI or EPS files, or output ‘Press-Ready’ PDF from Illustrator.

PHOTOSHOP

Layers flattened and at least 300 dpi in JPEG, PDF or Tiff format. Remember to include 5mm bleed. PSD files can be supplied, but save your unflattened PSD file as a PDF to maintain non-rasterised fonts.

QUARK EXPRESS

Collect for Output and zip fonts, images and Quark file in one file, or output ‘Press-Ready’ PDF from Quark.

RESOLUTION

To ensure your files print clearly all artwork, including images, must be supplied at a resolution of at least 300dpi. Anything lower than this may result in blurry, bitmapped or pixelated print.

NOTE: images used from the web are 72dpi and although they look fine on screen they are not suitable for full colour printing.

COLOURS

CMYK (Cyan, Magenta, Yellow and Black) is an industry standard formula designed to give the most precise colour reproductions. Artwork received using Pantone, Spot or RGB (commonly Web colours) will be converted into CMYK format; this may cause some colours to change.

FONTS

Due to the vast number of different fonts, all fonts used must be embedded or outlined before final artwork is sent. Failure to do this could result in an alternative style being used automatically.

BLEED

Bleed is used when any part of an image, background, colour or line is to print to the very edges of the finished product. For example, if you wanted the background of a business card to be red, the colour must bleed past all the edges. If not, due to minor variations in printing and trimming white lines could be seen on some or all of the edges. The bleed requirements are 5mm all round.

ARTWORK SIZE

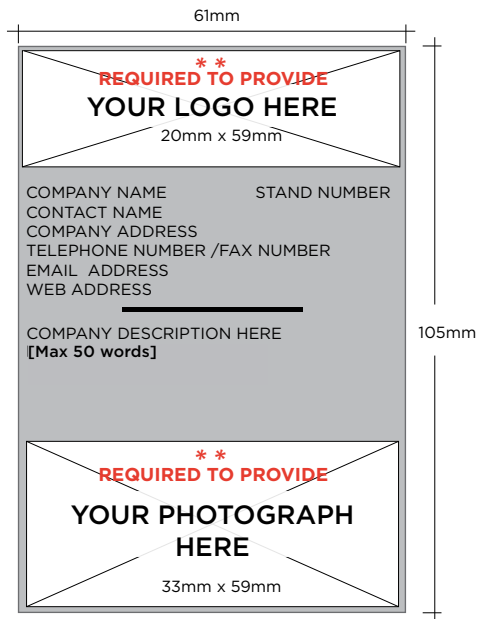
Please refer to the sizes detailed in the individual product specifications. Please remember to add 5mm to the finished artwork size to allow for bleed on all edges.

TEXT

All text must be a safe distance from the edge. A minimum of 5mm is recommended.

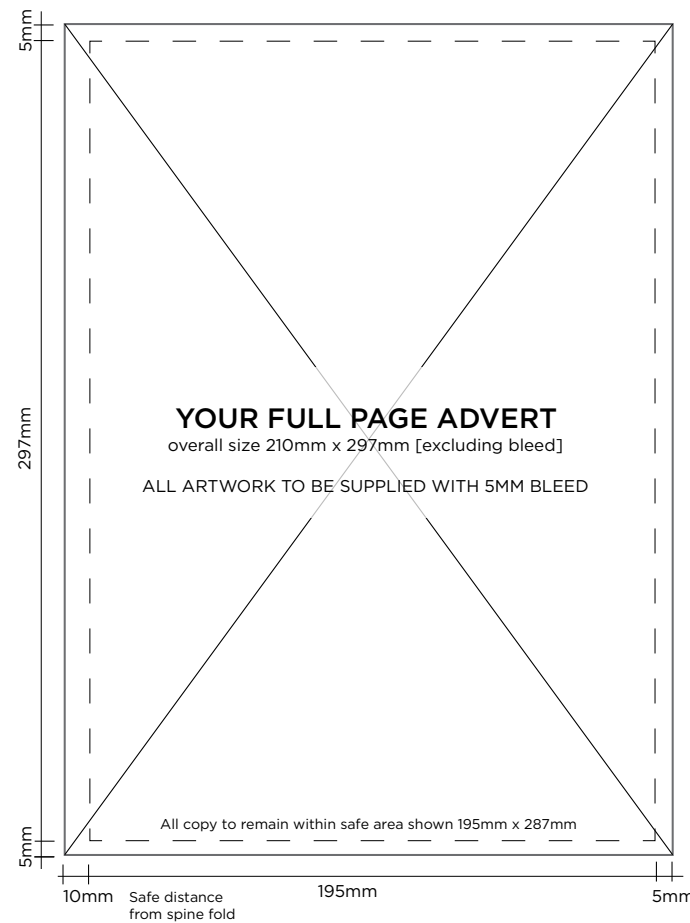
ARTWORK GUIDELINES

ENHANCED LISTING

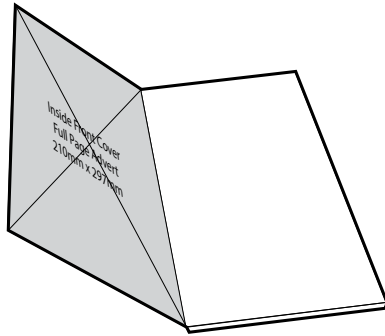


- * **PLEASE NOTE:** all company information will be taken directly from the We Are Africa appointment system.
- ** **ALL YOU WILL BE REQUIRED TO PROVIDE IS A LOGO AND PHOTOGRAPH.**

FULL PAGE ADVERT



ARTWORK GUIDELINES (CONTINUED)



INSIDE FRONT COVER

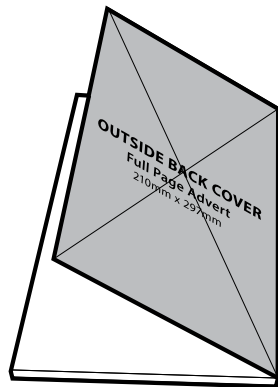
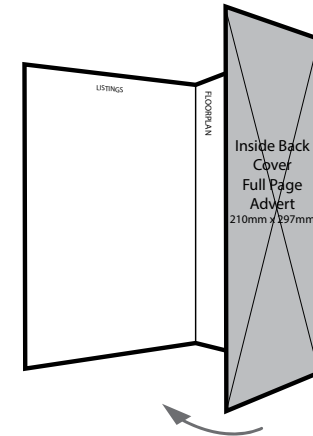
210mm x 297mm Full Page Advert
[all artwork to be supplied with 5mm bleed]

For a full spec on artwork guidelines please see pages 11-12.

INSIDE BACK COVER

210mm x 297mm Full Page Advert
[all artwork to be supplied with 5mm bleed]

For a full spec on artwork guidelines please see pages 11-12.



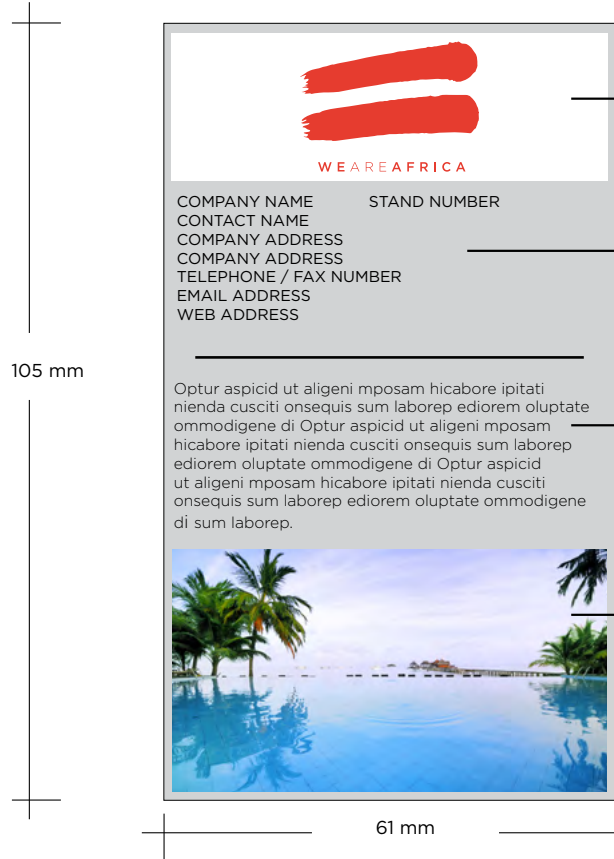
OUTSIDE BACK COVER

210mm x 297mm Full Page Advert
[all artwork to be supplied with 5mm bleed]

For a full spec on artwork guidelines please see page 11-12.

ARTWORK GUIDELINES (CONTINUED)

ENHANCED LISTING



**COMPANY LOGO
REQUIRED TO PROVIDE**

COMPANY DETAILS

PLEASE NOTE: *all company information will be taken directly from the We Are Africa appointment system. All you will be required to provide is a logo and photograph.*

COMPANY DESCRIPTION
max 50 words

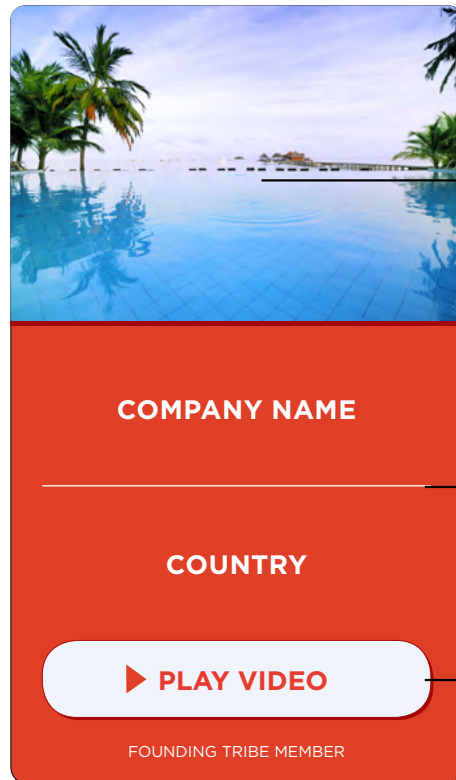
**COMPANY IMAGE
REQUIRED TO PROVIDE**

EXAMPLE OF ENHANCED LISTINGS

<p>We Are Africa</p> <p>COMPANY NAME STAND NUMBER CONTACT NAME COMPANY ADDRESS TELEPHONE / FAX NUMBER EMAIL ADDRESS WEB ADDRESS</p> <p>Optur aspid ut aliqui mposam hicabore ipitati nienda cusciti onsequis sum laborep ediorep oluptate ommodigene di Optur aspid ut aliqui mposam hicabore ipitati nienda cusciti onsequis sum laborep ediorep oluptate ommodigene di sum laborep.</p>	<p>COMPANY NAME STAND NUMBER CONTACT NAME COMPANY ADDRESS TELEPHONE / FAX NUMBER EMAIL ADDRESS WEB ADDRESS</p> <p>Ferare at aliginis el modisti illaut reperum illis idercias dem excernam asin nem et, sitem ipsu venia nis venisi deliqua cus aliaeribus deligen daestiat magnis ut remped quo qui reuint venduntios acera corepres destrum debatatis experat que nulpa volorem aut quodi blabior ab rendel ipis ea vanda doloribus erio.</p> <p>COMPANY NAME STAND NUMBER CONTACT NAME COMPANY ADDRESS TELEPHONE / FAX NUMBER EMAIL ADDRESS WEB ADDRESS</p> <p>Ferare at aliginis el modisti illaut reperum illis idercias dem excernam asin nem et, sitem ipsu venia nis venisi deliqua cus aliaeribus deligen daestiat magnis ut remped quo qui reuint venduntios acera corepres destrum debatatis experat que nulpa volorem aut quodi blabior ab rendel ipis ea vanda doloribus erio.</p>	<p>THE BEAT 2017</p> <p>COMPANY NAME STAND NUMBER CONTACT NAME COMPANY ADDRESS TELEPHONE / FAX NUMBER EMAIL ADDRESS WEB ADDRESS</p> <p>Ferare at aliginis el modisti illaut reperum illis idercias dem excernam asin nem et, sitem ipsu venia nis venisi deliqua cus aliaeribus deligen daestiat magnis ut remped quo qui reuint venduntios acera corepres destrum debatatis experat que nulpa volorem aut quodi blabior ab rendel ipis ea vanda doloribus erio.</p> <p>COMPANY NAME STAND NUMBER CONTACT NAME COMPANY ADDRESS TELEPHONE / FAX NUMBER EMAIL ADDRESS WEB ADDRESS</p> <p>Ferare at aliginis el modisti illaut reperum illis idercias dem excernam asin nem et, sitem ipsu venia nis venisi deliqua cus aliaeribus deligen daestiat magnis ut remped quo qui reuint venduntios acera corepres destrum debatatis experat que nulpa volorem aut quodi blabior ab rendel ipis ea vanda doloribus erio.</p>
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ARTWORK GUIDELINES (CONTINUED)

ENHANCED WEBSITE LISTING



COMPANY IMAGE

PLEASE NOTE: This image will be selected from your website by a member of the We Are Africa team

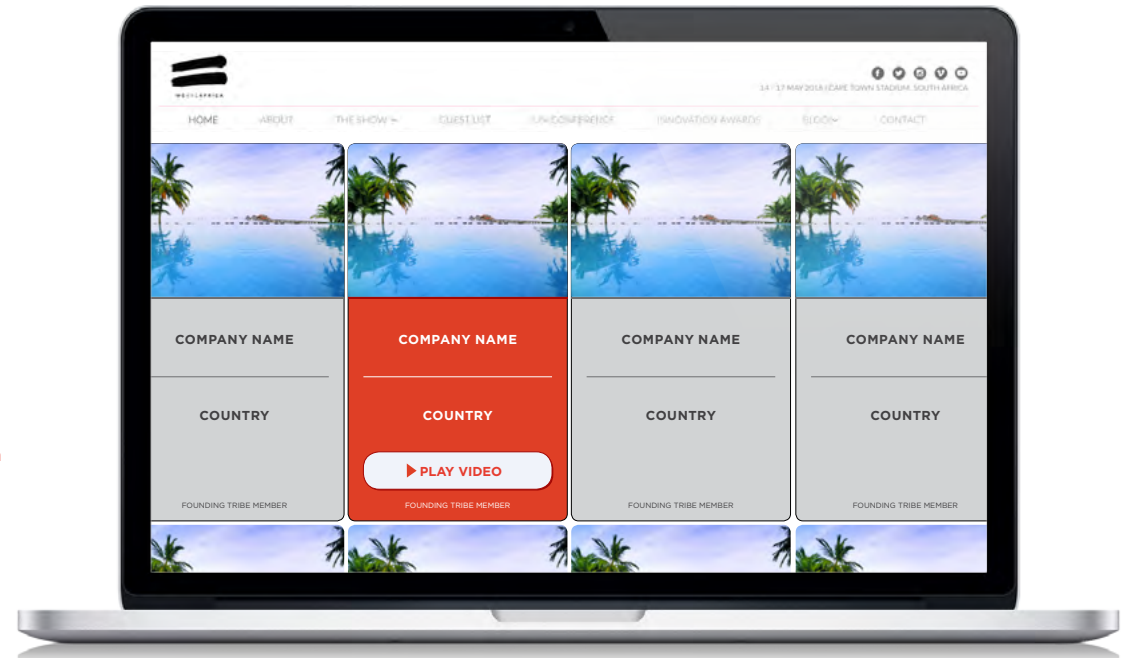
COMPANY NAME AND COUNTRY

PLEASE NOTE: all company information will be taken directly from the We Are Africa booking system

COMPANY VIDEO

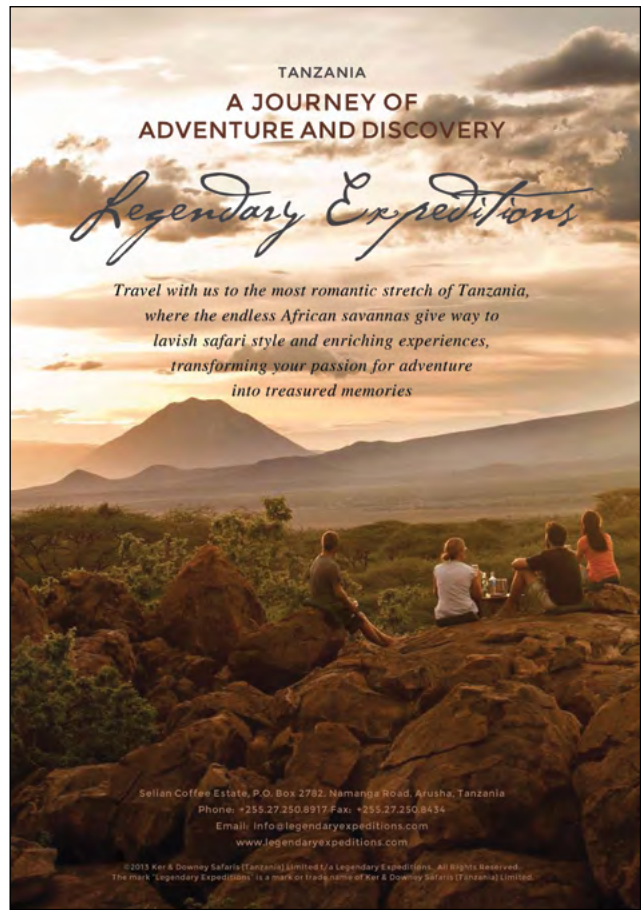
REQUIRED TO PROVIDE: Please provide a link to the video you wish to show

EXAMPLE OF ENHANCED WEBSITE LISTINGS



ARTWORK GUIDELINES (CONTINUED)

EXAMPLE OF FULL PAGE ADVERT



TANZANIA
A JOURNEY OF
ADVENTURE AND DISCOVERY

Legendary Expeditions

*Travel with us to the most romantic stretch of Tanzania,
where the endless African savannas give way to
lavish safari style and enriching experiences,
transforming your passion for adventure
into treasured memories*

Sellan Coffee Estate, P.O. Box 2782, Namanga Road, Arusha, Tanzania
Phone: +255 27 250 8917 Fax: +255 27 250 8434
Email: info@legendaryexpeditions.com
www.legendaryexpeditions.com

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The mark 'Legendary Expeditions' is a mark or trade name of Ker & Downey Safaris (Tanzania) Limited.

297 mm

210 mm



BOOK HERE

To book your exposure in our official 2018 event magazine, please [CLICK HERE](#) to fill out a contract and a member of our team will get back to you. If you have any additional queries, please contact our team below.

CONTACT



SALES ENQUIRIES:

Paul Nel
e: paul@beyondluxury.com
t: +27 828 864 556



DESIGN:

Fernanda Navilli
e: fernanda@beyondluxury.com
t: +44 203 176 6733



INVOICING:

Shaamil Nathwani
e: shaamil@beyondluxury.com
t: +44 203 735 5950

TERMS AND CONDITIONS

DEFINITIONS AND ACCEPTANCE OF THE TERMS AND CONDITIONS

1. Beyond Luxury Media Limited ("BLM") accepts publication of advertisements on the terms and conditions set out below ("Terms").
2. These terms apply to advertisements in the We Are Africa official show magazine and official website exhibitor listing.
3. By placing an order, the Advertiser (which is the person placing the order for the Advertisement, whether they are the advertiser of the product or service referred to in the Advertisement or the advertising agency or media buyer for such advertiser) accepts and agrees to be bound by these Terms in full.

CONTENT AND DELIVERY OF ADVERTISEMENTS

4. Materials for an Advertisement must be provided no later than the deadline specified in the appropriate rate card.
5. BLM may, without any responsibility to the Advertiser, reject, cancel or require any Advertisement to be amended that it considers unsuitable or contrary to these Terms and remove, not print, suspend or change the position of any such Advertisement.
BLM may refuse to publish any Advertisement for any Advertiser who has not paid any sums due for any advertising or participation fees relating to the exhibition. The Advertiser will remain responsible for all outstanding charges.
6. The publication of an Advertisement by BLM does not mean that BLM accepts the Advertisement has been provided in accordance with these Terms or that BLM has waived its rights under these Terms.
7. The Advertiser guarantees to BLM that:

- (i) any information supplied in connection with the Advertisement is accurate, complete, true and not misleading;
- (ii) it has obtained the consent of any living person whose name or image (in whole or in part) is contained in any Advertisement;
- (iii) the Advertisements are legal, decent, honest and truthful, are not contrary to the provisions of any applicable law, regulation or code of practice (including the British Code of Advertising, Sales Promotion and Direct Marketing and all other codes under the general supervision of the Advertising Standards Authority – see www.asa.org.uk/asa/codes/cap_code), are not libellous or obscene and do not infringe the rights of any person (including any person's intellectual property rights);
- (iv) the Advertisement will not be prejudicial to the image or reputation of BLM.

8. Where the Advertiser is an advertising agency or media buyer, the Advertiser guarantees that it is authorised by the advertiser of a product or service to place the Advertisement with BLM and the Advertiser will compensate BLM for any claim made by such advertiser against BLM.

PAYMENT

9. All Advertisements are accepted on the basis that they will be paid for at the applicable rates set out in the applicable rate card on the date of publication.
10. All sums payable to We Are Africa should be made in accordance with BLM's Financial Terms & Conditions, which are: BLM's standard credit terms are for payment to be received as cleared funds by BACS

payment within 30 days of receipt of the invoice, however from 1 February 2018 payment must be settled immediately.

11. BLM may charge interest of up to 4% above the Bank of England base rate on any overdue payments.

LIABILITY OF BLM

12. BLM accepts no responsibility for any interruption or delay the Advertiser experiences in delivering any Advertisement copy to BLM or any loss or damage to any Advertisement copy or any other materials. The Advertiser guarantees that it has retained sufficient quality and quantity of all materials supplied to BLM.
13. BLM shall use its reasonable endeavours to reproduce Advertisements as provided by the Advertiser but cannot guarantee that the Advertisement will be of the same quality.
14. BLM will not be responsible for any additions to, changes in, deletions from, delays in publication or withdrawal of any Advertisements required by any authority having responsibility for the regulation of online or press advertising (including the Advertising Standards Authority).
15. BLM cannot guarantee the time, dates and/or position of Advertisements and all such decisions will be at the sole discretion of BLM. However, BLM will use reasonable efforts to comply with the wishes of the Advertiser.
16. If a booked Advertisement is not published at all solely due to a mistake on BLM's part, BLM will try to offer an alternative publication date(s). If the alternative date(s) is not accepted, the original booking will be cancelled and the Advertiser shall be entitled to a full refund if the Advertiser has paid in advance for the Advertisement.

TERMS AND CONDITIONS

DEFINITIONS AND ACCEPTANCE OF THE TERMS AND CONDITIONS

This shall be the Advertiser's sole remedy for failure to publish the advertisement.

17. If the Advertisement as reproduced by BLM contains a substantial error solely due to a mistake on BLM's part, BLM shall, on request, re-publish the Advertisement at no additional cost to the Advertiser. BLM shall not be responsible for repetition of errors and it is the Advertiser's responsibility to inform BLM of any errors and provide any necessary assistance to BLM to prevent a repeat of the error.
18. BLM shall not be responsible, under any circumstances, for any loss of profit, loss of opportunity, loss of goodwill, loss of anticipated saving, loss of revenue and/or any other loss which happens as a side effect of the main loss suffered by the Advertiser or any loss which could not be contemplated by BLM and the Advertiser, and BLM's maximum total liability for any loss or damage arising out of or in relation to any Advertisement whether in contract, tort or otherwise, shall not exceed the total amount of the charges for the relevant Advertisement actually paid by or on behalf of the Advertiser.
19. For the avoidance of doubt, nothing in these Terms will limit or exclude BLM's responsibility for death or personal injury resulting from its own negligence, fraud or any other liability that cannot be excluded.
20. Nothing in these terms and conditions shall affect the statutory rights of an Advertiser who is a consumer.

LIABILITY OF THE ADVERTISER

21. The Advertiser will fully reimburse BLM for all claims, losses or expenses arising as a result of any breach or failure to perform any of these

Terms and/or the use or publication of the Advertisement by BLM in accordance with these Terms.

RIGHTS

22. BLM owns the copyright in all Advertisements written or designed by it or on its behalf.
23. The Advertiser grants BLM the right (free of charge) to:
 - (i) use such of the Advertiser's names, trade marks and/or logos as BLM may consider necessary for the purposes of publishing the Advertisements;
 - (ii) reproduce the Advertisement in any media at any time from the date the Advertisement was last published for promotional purposes. For the avoidance of doubt, the content, layout and format will be subject to variation at BLM's sole discretion.

CANCELLATION POLICY

24. The Advertiser may cancel an Advertisement provided that notice in writing is received by BLM within the relevant cancellation period. If notice is given on or before 14 February 2018, 90 days before the show commences, a full refund will be made by BLM to the Advertiser. After 2 February 2018 the advertisement can be cancelled and will not appear in the printed catalogue; however the Advertiser will remain liable for 100% payment. Cancellation will only be effective on confirmation of receipt of your notice.
25. If the Advertiser is insolvent or bankrupt or is otherwise in breach of these Terms, BLM may treat the order as cancelled.

GENERAL

26. A person who is not a party to these Terms has no rights to rely upon or enforce any of these Terms.
27. If BLM fails or delays in exercising its rights or remedies provided by these Terms, it shall not be deemed to have waived that or any other right or remedy under these Terms.
28. Subject to clause 31, these Terms shall be governed by English law and the courts of England and Wales will have exclusive jurisdiction in relation to these Terms.