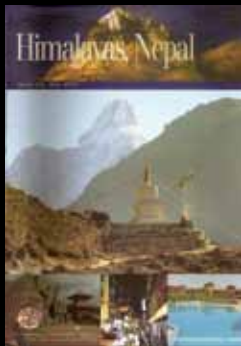


himalayas

www.himalayasnepal.com

bhutan • sikkim • darjeeling • tibet nepal

WORKING WITH YOU TO PROMOTE SOME OF THE WORLD'S MOST BEAUTIFUL PLACES

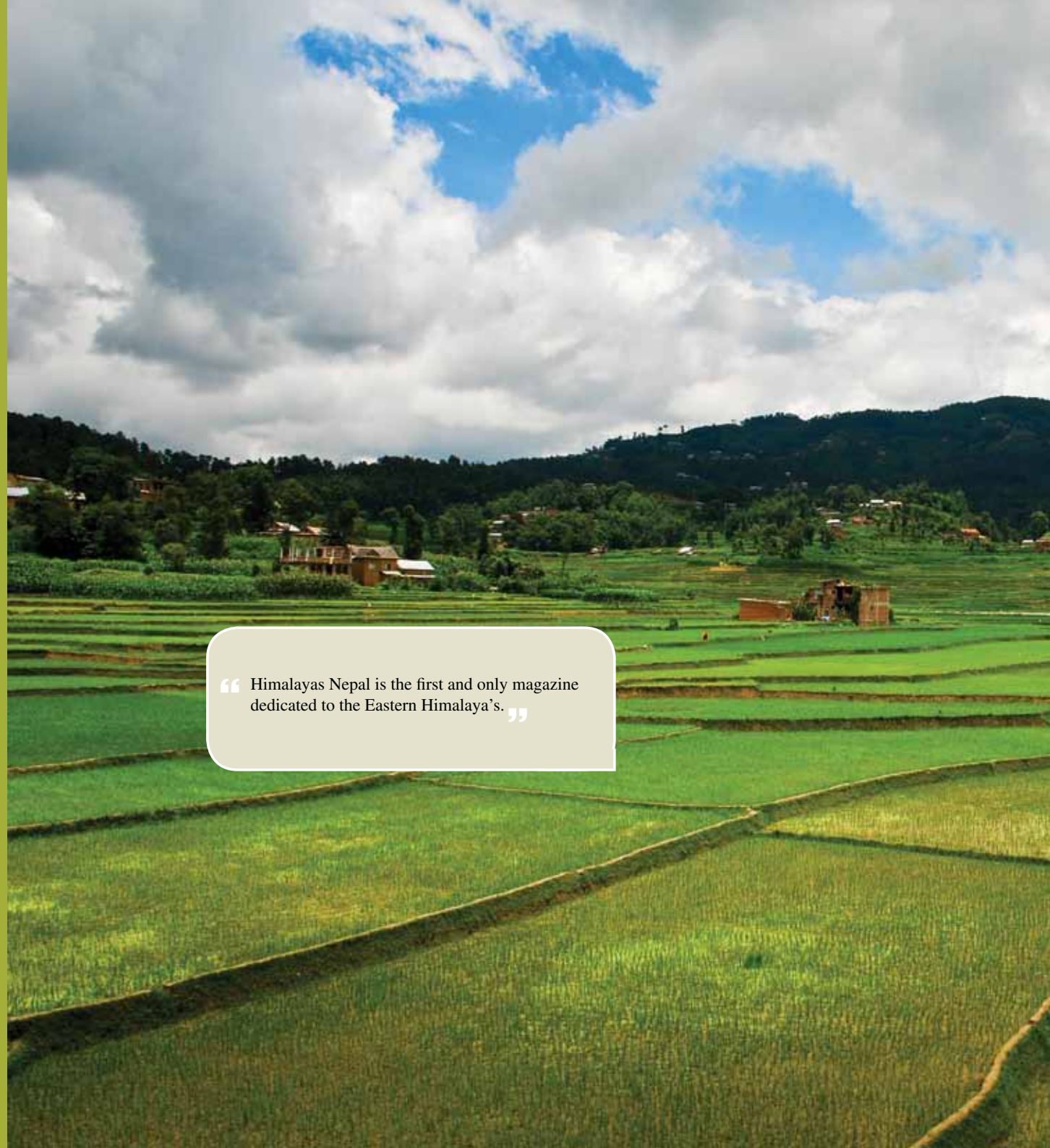


Inspired by travel

MEDIA PACK 2011-2012

VISION

“ Himalayas Nepal is the first and only magazine dedicated to the Eastern Himalaya's. ”





Mission Statement

Himalayas Nepal is dedicated in providing its readers with inspired editorial and features on the cultural bio-diversity that is the Eastern Himalaya's. Providing complete and practical information for an unforgettable journey. Promoting some of the most isolated and culturally exotic places on earth.

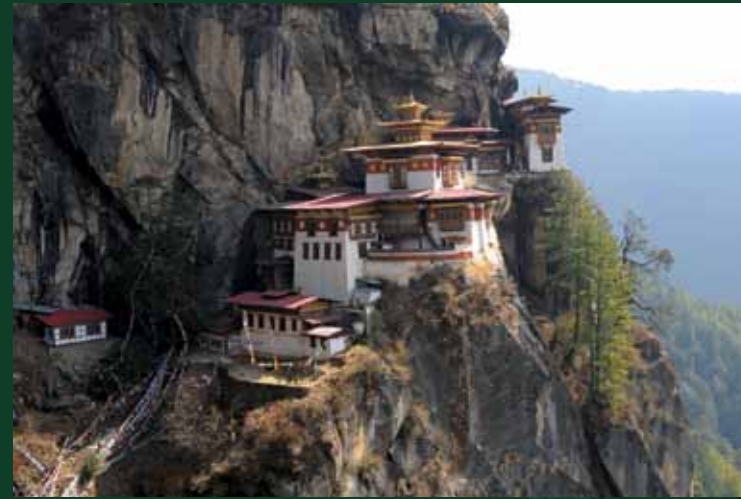
The Need

Himalayas Nepal was launched in 1998, realising the need for inspired and reliable travel information and is closely associated with the Nepal Tourism Board, Nepal Embassy in the UK, and the Hotel Association of Nepal. Bhutan Tourism Council, Sikkim Tourism Authority and Tibet Tourism Board.

Impact

Himalayas Nepal reaches the adventurous and affluent traveller, not only in the UK; but, internationally. Plus, the businesses associated with the hospitality and tourism industry of the Eastern Himalaya's.

DESTINATIONS





Nepal is known as ‘the abode of snow’ and the land of ‘the ever smiling faces’. The home of Mount Everest or ‘Sagarmatha – goddess of the sky’. Where religion is a way of life, and there are as many temples as houses; more festivals than days in a year; the melting pot of Hinduism and Buddhism. The birthplace of Buddha, and the only official Hindu kingdom in the world. Kumari the world’s only living goddess.

Nepal is steeped in an ancient culture frozen in time, with a bio-diversity of flora and fauna, wildlife and natural beauty. From the glacial, omni-present Himalayas to the mustard fields, paddy fields and lush, green tea gardens. Thick tropical jungles, to Chitwan and the Royal Bardia National Parks – with tigers, rhinos and other rare and exotic animals. Kathmandu is the capital, and is known as ‘the city of temples and chiming bells’. Nepal is one of the top tourist destinations in the world.

Bhutan is known as ‘the land of the thunder dragon’ (because of the violent snow storms), also, ‘the land of the peaceful dragon or sleeping dragon’ (this must be when there isn’t a snow

storm) and one of the last ‘shangri –las’ of the Himalaya; a jewel in the crown. Bhutan is a purely Buddhist Himalayan Kingdom; a mystical paradise, where all things are precious and sacred. It’s eco-systems are rich and diverse and well cared for, teeming with wildlife: from the takin, snow leopard, golden langur, blue sheep, tiger, water buffalo and elephant. Bhutan has over 50 species of Rhododendron, with their rich splashes of colour; medical plants and orchids. Bhutan has been identified as one of the top 10, bio-diversity hotspots in the world. Its isolation and decision to limit tourism have helped protect its culture and natural beauty.

Tibet is known as ‘the roof of the world’ and ‘the forbidden land’ and is a vast land of mystique and cultural magic. Simply mesmerizing; the Tibetan people have developed a gentle and mysterious culture where everywhere, the influence of Tibetan Buddhism can be seen. Even the capitol Lhasa means literally ‘Holy Land’. Here the Tibetans call Mount Everest ‘Chomolungma – mother goddess of the Universe’.

Sikkim is referred to by the Nepalese as ‘Suk him – or new home’; Tibetans refer to it as ‘Denzong – or valley of rice’; the original inhabitants call it simply ‘Nye-al-ale – heaven’; the new ‘Sikkim – coined from the words ‘Su’ ‘Him’ – beautiful home’.

Sikkim is the tiniest of east India’s states; the former kingdom is bordered by Tibet to the north, Nepal to the west, and Bhutan to the east.

Shrouded in a heavy mist and looming over, is Mount Kanchenjunga the third highest mountain in the world. Watching over and protecting its inhabitants; a god. The guardian deity that created the original man and woman, from deep inside its vastness, that all Sikkimese descended.

Darjeeling is directly opposite Mount Kanchenjunga. Offering awe-inspiring views and is known as ‘Dorji Ling – the abode of the thunderbolt’ or in Sanskrit ‘Duray Ling – meaning Shiva of invincible prowess, who rules the Himalaya’. Famous for its tea plantations and old colonial past.

INFORMATION

Tourism

“ Tourism plays a vital role in the Eastern Himalayas. Tourism in Nepal is the largest industry and source of foreign exchange and revenue. Tourism was worth around £350 million last year. This is set to double through out 2011, with Nepal Tourism Year 2011 and their campaign ‘Visit Nepal 2011 – Once is not Enough’ .”

Latest Statistics show that the 2011 Nepal Tourism year has had a positive impact on the volume of tourism to Nepal.

- . The UK was the 2nd biggest source of visitor to Nepal (India was 1st).
- . Tourists to Nepal from Europe increased by over 45%.
Source: eTurboNews report

Month of April 2011

Tourist arrivals to the Himalayan nation increased by 34.3%.

- | | |
|---------------------|---------------------|
| . UK 56.2% | . France 30.4% |
| . Germany 47.7% | . Italy 7% |
| . Netherlands 49.5% | . Spain 58.6% |
| . Sweden 70.5% | . Switzerland 23.8% |
| . Russia 16.5% | . India 38.3% |
| . China 42.2% | . Japan 13.1% |
| . Thailand 5.67% | . Singapore 37.3% |
| . South Korea 3.7% | . Australia 47.3% |
| . New Zealand 46.7% | . USA 25.7% |
| . Canada 36% | |

Top 5 source markets, April 2011.

According to Republica, the impact of Nepal Tourism Year 2011, has been sizeable – citing the appearance of famous acts; such as, Bryan Adams on the country's music circuit.

UK Statistics

- . 54.9 million UK residents visited abroad in the 12 months to March 2011.
- . The seasonally adjusted number of visits abroad by UK residents in the 3 month period (Jan-Mar 2011) was 2% higher than in the same 3 month period, back in 2010.

According to the Office for National statistics (ONS)

UK Annual Tourism Spend

- . The British spend over £50 billion on foreign travel
- . The British spend over £15.7 billion on purchasing flights and booking accommodation
- . The British spend over £33.4 billion on food, activities, and other miscellaneous outgoings

According to the ONS, 2006

- . The British withdrew £3.87 billion in foreign currency in the last 12 months

According to Sainsbury's Finance reports

By 2021 - 1 in 12 workers in the United Kingdom will be employed as a result of travel and tourism.

World Travel and Tourism Council

Within the package tour sector, there has been a significant growth in the newer sectors of the market, at the expense of the traditional destination areas, within the European Union; notably: Spain, France, Greece, Italy. That appeal to the more adventurous traveller; such as, mountain bike tours in the Himalaya.

Adventure Travel

Fund-Raising & Charity Tourism

Fund-raising, charity tourism and volunteering is big news across the world – giving something back rather than just taking, and is increasing all the time.

Companies and individuals take part for a multitude of reasons: to raise funds and make a difference, the taking-part, team building, learning a new skill, enhancing their CVs, an alternative holiday and because it makes them feel good.

The monies raised and help volunteered, is invaluable. Annually, in excess of £millions.

Yet, only the tip of the iceberg, in what is actually needed.

Types:

Corporate Fundraising Treks, where companies use it for:

- . PR opportunities
- . team building
- . increased company loyalty
- . improved communication and interpersonal skills
- . once in a lifetime experience for employees

Charity Treks

- . to raise funds (Medical Research for Children for Life, Scope, etc; re-building schools, hospitals, etc)
- . to increase awareness
- . to involve tourists in responsible travel (captured from the travel market - to charity)

Volunteering

- . gap year students (or corporate gap year employees) wishing to experience a different culture and make a difference
- . teaching, building, medical, conservation, fund raising, etc
- . CV enhancement and new skills

Our Contribution

- . 5% of our advertising revenue will be given to 3 charities we are affiliated with
- . We will be dedicated in featuring companies and individuals that make a difference, through treks and volunteering across the Nepal and the Eastern Himalayas, in every issue.

**ADVERTISEMENT
DISTRIBUTION FACTS**



Facts & Figures (Publishers Statement)

Profile

- . Age of target market – 20 – 55 years
- . Average age – 37.5 years
- . Male/female – 35/65
- . Own business
- . Management position
- . Own home
- . Car owner (more than one)
- . Enjoys international travel
- . Adventurous
- . Interested in, or has been to the Himalaya's
- . Views holidays/travelling a cultural necessity, not a luxury

Circulation

- . Readership 150,000 and growing
- . Frequency 3 times a year
- . Cover price £2.99 GBP only
- . Targeted market is the UK and other European Countries

Distribution

- . WH Smith
- . Boarding gate of: Etihad Airways, Gulf Air, Qatar Airways, Oman Air, Jet Airways, Kingfisher Airline, Thai Airways (Heath row terminal 3, Gatwick terminal 2).
- . Major hotels around Heathrow Airport: Premier Inn, Holiday Inn, etc
- . Every UK Nepalese restaurant
- . Nepalese Embassy in the UK
- . British tour operators
- . Online distribution: I-Subscribe, e-Bay
- . Local newsagents, Cost Cutters and other book shops
- . Universities & Colleges (gap year)

Publishing Facts

Size: A4, 60 page+ full colour. Text plus, 4 page cover. 60/40 editorial/ advertising split

Printed: text 105gsm + cover on 150 gsm

Finish: cover UV varnished one sided

Saddled stitched, 2 wires and trimmed flush, perfect bound.

Pledge

Himalayas Nepal offers your company a unique platform to reach your market, and increase your visibility and sales.

Advertising Rates

Print Advertising

Himalayas Nepal offers your company a unique platform:

Size	Rate (£)	
	One issue only	Three issues
Back Cover	2800.00	2500.00 per issue
Front Cover Inside	2500.00	2000.00 per issue
Back Cover Inside	1800.00	1500.00 per issue
Double Page Spread	1800.00	1500.00 per issue
Inside Normal Page	1000.00	800.00 per issue
Normal Half Page	500.00	300.00 per issue
Normal Quarter Page	300.00	250.00 per issue

Online Advertising

Online advertising is free for those who appear in print

BRANDS



What our readers and partners say about Himalayas Nepal?

We have received the latest edition of Himalayas Nepal with Gulf Air advert. The format is much improved, very well done

Chrisina Vidos

Manager Gulf Air

I've just opened my copy of Himalayas Nepal which looks really nice and informative. This is brilliant for those seeking upto date travel information to the Himalayan region.

Gillian Leaning

Direct Marketing Manager

Intrepid Travel

Himalayas Magazine being available in WH Smith is a great news for those who never travelled to the Himalayas, I think this will help many British know Himalayas and its unique culture more closely. I will suggest editorial to focus more on travellers stories and vibrant festive that is in Nepal, Bhutan and Tibet.

Alan Hinkes OBE

First British to Climb Worlds Highest Mountain

Brands that we work with

JET AIRWAYS  Jet Airways

EXPLORE! Explore Worldwide

 **THAI** Thai Airways

 **ETIHAD** Airways Etihad Airways



Intrepid Travel



Ramblers Holiday



Contact Direct

Advertising & Business Development:

Jane Poretsis

Tel: 01580 766792

Mob: 0781 613 8456

Email: janeporetsis@hotmail.co.uk

www.himalayasnepal.com

himalayas
www.himalayasnepal.com
bhatan • sikkim • darjeeling • tibet **nepal**