



IMVELO MAGAZINE promoting responsible tourism



The Fedhasa Imvelo Awards have become the cornerstone of responsible tourism in South Africa, inspiring and motivating the tourism industry to drive the objectives as set out by the Department of Environmental Affairs and Tourism (DEAT) in 2002.

Now running for the seventh year, the Imvelo Awards recognise businesses and hospitality establishments that make a real, measurable and sustained contribution to responsible tourism.

Imvelo – which means ‘nature’ in South Africa’s Nguni languages - forms part of an ongoing hospitality industry campaign to encourage industry members to accept voluntary guidelines promoting responsible tourism. The awards are in line with the responsible tourism guidelines for the South African hospitality industry and the UN World Tourism Organisation’s code of ethics, and are supported by the Heritage Environmental Rating Programme.

In order to showcase and document the past successes, future plans and the industry’s commitment, the Results Media Group, sponsors of the Fedhasa Imvelo Responsible Tourism Winners Guide for 2007, will produce a coffee table magazine that will showcase to ourselves and our valued tourists our commitment to their welfare whilst visiting our fabulous country. The Imvelo Magazine is an opportunity to showcase and be recognised for your unique efforts and successes in Responsible Tourism. Imvelo is a national effort where no one company stands out from the rest and the awards magazine is designed to deliver these messages to the communities.

DISTRIBUTION:

10 000 copies, which is the initial print run, of which each member will get 10 copies for their own use to distribute through lobbies, rooms and other areas.

OTHER DISTRIBUTION:

- Stakeholders and sponsors of the Imvelo Awards.
- Retail outlets at the major international airports.

EDITORIAL SYNOPSIS:

- Fedhasa chairman welcome and endorsement.
- Imvelo Awards committee welcome and endorsement.
- Feature by the Minister of Environmental Affairs and Tourism in South Africa highlighting the importance of ‘green’ tourism for South Africa and the SADC Region.
- A History of the Imvelo Awards.
- Editorial on each entrance category.
- Future plans of the awards.
- Profiles of winners.
- Listings of past winners.
- Overall responsible tourism objectives and what is being done to achieve certain milestones.
- Fedhasa member environmental initiatives – advertorial profiles on what members are doing.
- Fedhasa member listing - contact details, logo and core business – no more than 200 words per listing.

RATE CARD

(Excluding VAT and agency commission)

Double Page Spread:	R16 950
Full Page, Full Colour:	R 9 950
Half Page, Full Colour:	R 7 950
Corporate Profiles	
2 Pages:	R16 950
4 Pages:	R29 950

Listings: R 2 950
(display adverts and profiles include a free listing)

DEADLINES:

Sales Deadline: 3 October 2008
Material Deadline: 3 October 2008

PAYMENT TERMS:

60% on signature

COVER PRICE:

R69.95

TECHNICAL INFORMATION:

DPS:	320 mm (height) x 480 mm (width)
Full Page:	320 mm (height) x 240 mm (width)
Half Page Horizontal:	160 mm (height) x 240 mm (width)

Accepted files:

Adobe Acrobat PDF's (press optimised, 300 DPI, Binary CMYK, all fonts embedded).
Hi-resolution JPEG (RGB) 300 DPI. Freehand files.
(All fonts converted, Images supplied as 300 DPI, RGB JPEGs or TIFFS).

Colour correct proofs need to be supplied on ALL artwork supplied.

We do not accept the following file types:

Microsoft Suite (Powerpoint, Workstation, Word), Corel Draw, DAT files.

Material supply:

If under 6mb, please email to production@resultsmedia.co.za. If over 6mb, please supply on disk **with a laser colour proof** to the following address:

RESULTS MEDIA GROUP (PTY) LTD

Attention: Production Department
391 Main Avenue, The Palms Office Park, Block A • Ferndale, Ranburg
Tel: 011 998 2800 • Fax: 011 998 2801

For more information please contact:

Cameron Bramley • 082 882 8124
Bev Hermanson • 082 506 1134

SPECIAL POSITIONS:

Inside Front Cover:	R18 950
Inside Front Cover DPS:	R25 950
Inside Back Cover:	R16 950
Outside Back Cover:	R20 950



Imvelo Awards
for responsible tourism

