

Publish a magazine

# Read all about it

In these days of 140-character tweets and digital dialogue, is there still a role for 'coffee table' travel magazines? It seems agents (and their customers) think there is

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Many upmarket agents and operators say they still see the benefit of investing in print to enhance reputation and build relationships with customers.

While some produce their own, others outsource the legwork to a white-label specialist such as Travelspeak, which tailors around 100 versions of its magazine for travel agencies and consultancies.

Publishing director Ugo Baccanello says there is still a large percentage of the community, especially the older generation or those with money, who value something in their hand.

"Agents can send it to existing clients to keep open the lines of communication, while others use it to pitch for new customers," he says. "It is difficult to calculate the return on investment, but if I feature a new hotel, for example, agents do get calls about bookings."

Jason Palmer, from the commercial, sales and marketing team at London agency Colletts Travel (pictured), describes Travelspeak as a "ready-made quality mini-glossy magazine with minimum effort".

As the owner of Different Planet Travel, a small London agency, Clare Levy says she would "not have the time or skills" to create a publication herself.

"To have Travelspeak beautifully presented twice a year is wonderful," she says. "There is always a big flurry of interest after sending one and it does the agency's credibility good to have the e-book on my website."

### DIY design

Other agencies produce publications in-house, such as Worldwide Escapes and Haslemere Travel. Sarah Thompson, sales director for Alderley Edge-



based agent Worldwide Escapes, says: "Our WE magazine reaches a greater audience online but many clients like to hold the magazine. We have a great team and the

magazine is done in-house, except for the printing.

"The South America feature we did in 2012 was fantastic - clients still come to us to book the sample itinerary today."

Haslemere Travel used information and photographs from staff trips for its special 25th anniversary *Pure Shores* publication.

Gemma Antrobus, Haslemere managing director - and chair of Aito Specialist Travel Agents - says: "It's hard to track the return on investment but people did ring us up afterwards."

Key to Haslemere's success was working with Aito affiliate

business partner Carrier Direct Marketing, which handled design and distribution. The firm ensured the database of 6,000 customers was clean and secured discounts on postage.

### Lap of luxury

Operators such as Audley see the benefit in offering magazines in digital and print formats.

Angela Taylor, Audley's marketing and communications executive, says the firm offers *Audley Traveller* digitally and as a 52-page print edition: "We know clients often keep it for their travel research."

Rachael McNally, marketing manager at Carrier, says people still like to have something tangible.

"Junk mail is filling up people's email inbox these days, so they increasingly look at what is coming through the door. To us, a printed communication is a physical embodiment of the brand."

"We choose paper stock and typography to show a luxurious, stylish feel and design is inspirational and relational, rather than trying to get the phone to ring off the hook the day it lands with customers wanting the best deal. Customers love keeping copies on their coffee tables and refer to it for advice."

Kuoni's *Explore* magazine is available for tablets but is also printed and distributed throughout its network of 30 stores and mailed to

customers. Editor Laura Daniel says: "It's not too corporate and 'salesy'. It's about building trust with customers and giving them ideas and inspiration in a format that's subtle and not just filled with deals and offers."

### MAKING HEADLINES

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## 5 tips for: creating your own magazine

### SHELF LIFE

A magazine with a wide range of high-quality, readable, bite-size and relatively timeless articles will make sure it sits on that proverbial coffee table for longer.

### SUPPLIER SUPPORT

Look to operators to help by giving you offers to put in the magazine, or finance. Carrier can tailor its magazine for some agents "to inspire customers".

### TRACK BACK

Audley includes reply cards with tracking codes to monitor brochure requests. Carrier has URLs and phone numbers to help calculate ROI.

### COST CORNER

Special offers can be attractive, but avoid putting pricing on every page. Also consider the size - A4 or A5 - and the effects this will have on postage.

### COVER TO COVER

Audley says 50% of people read from front to back, the other 50% in reverse, so its own *Traveller* has news near the front and back, with features in the middle.

