

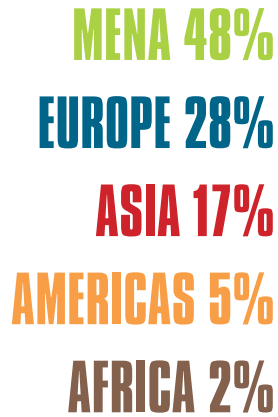
EDM MARKETING

Focus your sales and marketing campaigns by using our extensive database of 30,000+ regional and international travel industry contacts to send promotional material directly to your target group.

By identifying your target countries or region, as well as the industries you wish to contact, we are able to filter our database exactly to your requirements and email your promotional material directly to your targeted group. Electronic Direct Marketing (EDM) is a fast and cost-effective way of reaching your target audience. The client retains full control of the content as well as when the email shot will be sent out.

EDMs are ideal for special current promotions targeted at specific audiences of your choosing.

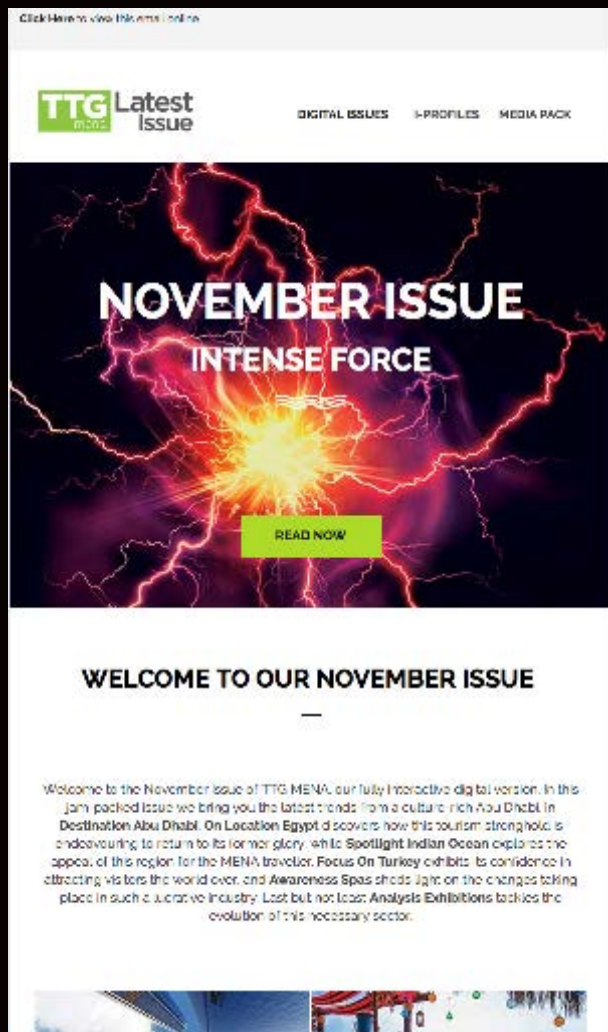
CIRCULATION BY REGION



DEFINE YOUR TARGET.

CONTROL YOUR CONTENT.

MAXIMISE YOUR RETURN.



EDM SPECIFICATION

- ◀ HTML Format
- ◀ Width 600px X 1600px max
- ◀ Uses inline styling only
- ◀ No externally referenced CSS
- ◀ Uses as much true-type text as possible rather than one flat image
- ◀ No multiple exclamation marks (i.e. !!!) No asterisks
- ◀ Subject line: 10 words max
- ◀ Main body: 400 words max