

Call of the wild Sanctuary A S I A

The Sanctuary Guide to Corbett

November 14, 2008

Sanctuary has been producing international quality wildlife publications in India for almost three decades. With a core competency in environmental, nature and wildlife writing, editing and photography, *Sanctuary* now plans to launch a series of aesthetic, reliable and affordable guide books on some of India's best Protected Areas. We will work on these guide books with Travel Operators for Tigers (TOFT), an organisation that seeks to improve the quality of tourism and visitor behaviour in fragile habitats.

The first in the series will be 'The *Sanctuary* Guide to Corbett'. There is something magical about this land of tigers, elephants and flowing rivers. People flock to this wild destination for its diversity, which caters to those interested in reptiles, fish and birds, just as much as those who come in search of megafauna. For all who enter its ethereal confines, Corbett offers silence, beauty and a serene getaway from the pressures of everyday life.

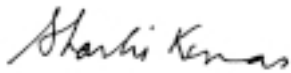
Across the world, wildlife tourism is one of the fastest growing holiday segments. This is good news because every visitor is a potential wildlife supporter. However, uncontrolled and mismanaged tourism can turn into a huge problem for wildlife managers.

This is why *Sanctuary* and TOFT have teamed up to inform and educate visitors and to urge them to turn into proactive wildlife defenders. Over the years, *Sanctuary* has been fighting irresponsible tourism, even as we encouraged responsible travel operators who lived by the 'low impact' *mantra* that can be a vital conservation ally. We believe that we can and must win support for wildlife conservation from those who visit and celebrate wildernesses. And every visit should enhance the quality of life of the human communities living around these destinations. The guidebooks will be of the highest standards, the content meticulously researched and virtually every page will be imbued with the nature conservation ethic.

We invite you to be a part of this new initiative. 'The Sanctuary Guide to Corbett' is open for advertisements and the enclosed PDF will give you a preview of its content and look. The last date for receiving your written confirmation and advertisement material is November 25, 2008. We would be glad to design special advertisements for you at no additional cost.

Details and advertising tariffs are given below. A total of 5,000 copies of the guide book will be printed and will be available on location at the gate, at lodges, through the Internet and in the finest book shops all over India.

Sincerely,



Director, Advertising and Marketing
Sanctuary Magazine



Call of the wild Sanctuary

A S I A

The Sanctuary Guide to Corbett

Includes chapters on

- History
- Accommodation
- Conservation
- Flora and Fauna
- Birding
- Top Ten Trails

No. of copies being printed: 5,000

Cover price: Rs. 195/-

Page Size: 100 mm X 210 mm

Advertising Tariff

There are various advertising positions and sizes available in the Guidebook. The specifications are as follows.

Inside back cover. Full Page	Rs. 50,000/-
Facing the 'Where to stay' page. Half Page	Rs. 15,000/-
Facing the 'Preparing for your trip' page. Half Page	Rs. 12,500/-
Facing the 'TOFT' page. Half Page.	Rs. 12,500/-

FREE WITH EVERY ADVERTISEMENT!

- Five copies of the Guide Book incorporating special book marks that will be inscribed with your lodge name and message.
- One banner ad on the Sanctuary website next to the Corbett page for 30 days, starting January 1 to 31, 2008. Subsequently banner ads would need to be paid for at standard rates that we can send on request.
- A Special Discount of Rs. 65/- off the cover price of Rs. 245/- per guide book, available only to advertisers who order 50 copies and above.

NOTE: A sum of Rs. 25 will be deposited by us with the Corbett Staff Welfare Fund (administered by the Field Director of the Corbett Tiger Reserve) on the sale of every copy of the Sanctuary Guide to Corbett.

About TOFT

Travel Operators for Tigers (TOFT) was founded to change the passive role of wildlife tourism into a more proactive role. It seeks to collectively spread best tourism practices and use its indirect and direct revenues to contribute to wildlife conservation, help manage visitors and their experiences more effectively, and use eco-tourism's extraordinary spending power and ability to change local lives and livelihoods.

About SanctuaryAsia

Sanctuary Asia Magazine is India's only bi-monthly publication on wildlife and nature. Through well-researched articles, stunning photography and international production standards, the magazine aims to create an appreciation, love and respect for wildlife and nature in a mission to ultimately galvanise public opinion and support for conservation.

The magazine, launched in 1981 by Bittu Sahgal, was the first of its kind to concentrate on wildlife, their habitat and the impending threats to them. Sanctuary is a credible and respected voice for the conservation movement and it continues to influence public opinion at this critical juncture in the history of the Indian subcontinent. Sanctuary's purpose is to make people realise that our continued survival depends on the health of forests and that we cannot control and destroy nature. We hope to influence people, to move them to speak against this senseless destruction and to take action. For more information contact www.sanctuaryasia.com

