



ADVERTISING RATE CARD

What to do

From Vanuatu's largest privately owned media organization, *What to Do in Vanuatu* is the official tourist publication of the Vanuatu Tourism Office.

How important are tourists for your business?

We reach every tourist arriving in Vanuatu with 5,000 copies printed every month and distributed free to:

- Airport arrivals
- Hotels and resorts
- Cruise ships
- Tourist information centres
- Selected bars, restaurants and clubs



To reach the same sized market, you would need to advertise in four different in-flight magazines. Plus, *What to do in Vanuatu's* content is 100% Vanuatu, so it is kept by new arrivals and referred to repeatedly during their stay, maximising your exposure.



PORT VILA Dining guide

Vanuatu is famous throughout the South Pacific for its deliciously fresh and organic cuisine. There are more than fifty different dining venues where one can enjoy a great meal and try traditional delicacies such as Vanuatu's organic beef, coconut crabs, lobsters, nauvotu (pigeon), flying fox or fruit bat, locally grown prawns and many more. Some typical local foods like laplap (pounded taro or yam mixed with any kind of meat and coconut milk, cooked in banana leaves in an underground oven) and lulak (a local version of the meat pie) can be tried at the local market for about 150vt to 250vt.

BARS AND RESTAURANTS

- **Anchor Bar & Tavern** - 100m from the Port Vila Harbour and a popular outdoor watering hole. Tel: 22450 or email: lulak@anchorbar.com.vu
- **Brewery** - Across the road from the Grand Hotel, as their name suggests they brew their own delicious beer. www.brewery.com.vu
- **Hubbys Bar and Restaurant** - One of town's best. Tel: 22622 or email: hubbysbar@portvila.com.vu
- **Breakie Bar & Restaurant** - Located near Pango Village. A family friendly bar and cafe with great food. Tel: 22622 or email: breakiebar@portvila.com.vu
- **Bluebird Bar** - Located near the Port Vila Harbour. Tel: 22622 or email: bluebirdbar@portvila.com.vu
- **Bluebird Bar & Grill** - Right in town, the food is nice. Tel: 22622 or email: bluebirdbar@portvila.com.vu

CAFE

- **Le Pêcheignon** - For a taste of real French pastries. Tel: 22722 or email: lepecheignon@portvila.com.vu
- **Sell the Cafe & Bar** - Located at Vanuatu Island Resort. There is a change of the menu depending on the food and beverage on the island. Tel: 22388 or email: sellthecafe@portvila.com.vu

NATURE, ADVENTURE AND CULTURE Day tour guide

ABELLING Edge Adventure +678 23272	GAME HIBING (Semi) +678 30320 Vanuatu Helicopter +678 23272	PARASAILING Sea Vite Parasailing +678 23272	SCUBA DIVING Big Blue +678 23272 Nautika WaterSport +678 23272 Dive at President Couillard's Helicopter Point +678 23272
BLUCKARY Robert Vanuatu +678 232420	HELICOPTER TOURS Edge Tour +678 23272	SEA PLANE Vanuatu Jet Plane +678 23272 Big Blue +678 23272 Therapeutic Dive +678 23272	TANNA VOLCANIC P Daily Airline +678 241 Vanuatu Jet Plane +678 23272
BOUCHY TOURS Edge Tour +678 23272	HORSE RIDING Club Hobbys Adventure Park +678 23272	UNDERWATER POSE Holiday Resort +678 23272	VOLCANIC PLUNGE At Sakau +678 23272 Dip In Heaven +678 23272
OFF ROAD ADVENTURE +678 23475	CULTURE TOUR Cruiser Galeries +678 30320	WATERFALL TRIP Eco Tours +678 23272 Emergence Tours +678 23272	ZORBI RIDE Wet Wet Wet
DAY CRUISES Composite Day Cruise +678 20220 Performance Marine Sales Cruisers +678 23272	ISLAND DAY TOURS Emergence Tours +678 23272 Emergence Tours +678 23272	JET BOAT Hobbs (Tourism) +678 234420	
CRUISING Eco Tours +678 23272	JET SKI Vanuatu Jet Ski Tours +678 234420	KAYAKING Speed Trip Kayaking +678 234420 Kayaking Vanuatu +678 234420	
ECO TOURS Eco Tours +678 23272 Emergence Tours +678 23272			

Advertisement sizes



PREMIUM POSITION LOADINGS

Front cover
+50%

Outside back cover
+25%

Inside front cover
+20%

Inside back cover
+20%

First RH page inside
+10%

Specified position
+10%

COVER SECTION

Size	Mono	Colour	Type area	Trim size	Bleed area
Full page	—	vt45,000	263 x 396	293 x 426	298 x 436
1/4 page strip	—	vt17,500	263 x 96	—	—
1/8 page strip	—	vt10,500	263 x 45	—	—

INSIDE SECTION

Size	Mono	Colour	Type area	Trim size	Bleed area
Full page	vt32,500	vt45,000	264 x 384	—	—
1/2 page	vt20,000	vt27,500	264 x 190	—	—
1/4 page	vt12,500	vt17,500	128 x 190	—	—
1/4 page strip	vt12,500	vt17,500	264 x 90	—	—
1/6 page	vt10,000	vt14,000	128 x 124	—	—
1/8 page	vt7,500	vt10,500	128 x 90	—	—
1/8 page strip	vt7,500	vt10,500	264 x 45	—	—
1/12 page strip	vt6,000	vt8,500	128 x 58	—	—
1/12 page	vt6,000	vt8,500	84 x 90	—	—
1/16 page	vt5,000	vt7,000	128 x 42	—	—

All prices are ex-VAT. Dimensions are given in mm, width x height.

ARTWORK RATE
for display ad
VT 5,400

If you require artwork for your display ad, we can help you design it. We have a team of graphic designers in-house. You can view our portfolio of work on www.vmm.vu

