

Why advertise with us?

Sriserendipity.com

We are the world leaders in publishing travel books and literature in Sri Lanka about the island.

What makes Sri Serendipity a unique publishing house is that we think globally and act locally. Juliet Coombe has 14 years experience at BBC Lonely Planet and seven years at News International. In Australia, she established the very popular travel magazine, Get Lost and is therefore well versed in developing new titles and successfully positioning them in the marketplace.

So who's reading our books?

Well **Barrack Obama** for one. It might sound hard to believe but there are 16 copies of our bestselling guidebook, *Around The Fort* already lining the shelves in the Senate Library, which inspired The New York Times to name Sri Lanka the number one place to travel to this year. **Nick Anstee** the 682nd Lord Mayor of London said that it was the best travel book he's ever read and was impressed by the amazing images. Backed online by one of our Amazon reviewers who wrote that it was "A beautifully written book, accompanied by stunning photography." **Hiran Corray**, the owner of the most powerful hotel group in Sri Lanka - Jetwing, pointed out *Around the Fort in 80 Lives* is the first guidebook on Sri Lanka that focuses on its people - the country's greatest asset.

Meet our readers

Through first hand market research, we know that our books are enjoyed by a highly lucrative ABC1 audience. Our readers tend to be smart, intellectual entrepreneurs with a significant disposable income. They are professional, academic and mature (often retired) immersion travellers from Sri Lanka and all over the world, with both the time and money to explore a place.

Examples of professional people who have bought our book

- Investment bankers
- Corporate IT specialists
- Journalists
- Ambassadors
- Presidents

Sales increase in January and during the main tourist season, particularly during the Galle Literary Festival, which now attracts 4,000 people interested purely in publishing and literature.

ALL ABOUT PEOPLE

We at Sri Serendipity recognise that smart people choose imaginative guide books. Our unique selling point is people, local knowledge and stories



BOOK AND WEB ADVERTISING OPPORTUNITIES, PRODUCT SPONSORSHIP AND SPECIAL EVENTS

Galle Fort Diary, Little Black Book and 2011 Calendar

Be an intrepid advertiser like Intrepid Travel, who are keen to sponsor the Little Black Book and fully brand it for 2011. Such was the success of their ad placed in *Around the Fort* which so far has generated 30 sales of new adventure holidays worth £2,000 from 120 enquires ... Not bad for a £500 advertisement. Other opportunities include the vibrant Galle Fort 2011 Diary and the calendar filled with images of Sri Lanka.



60 Hits

Around the island guide, picking out 60 very different things to see and do - 60 Hits is quite unlike any other guidebook - we guarantee you'll get addicted to this new way of travelling!

Update of Sri Lanka's Other Half

The first guide written to the north of Sri Lanka, which was shut off to tourism for 26 years due to the recently ended civil war. Filled with Juliet Coombe's stunning pictures and in-depth interviews with the people that make Sri Lanka such a wonderful place, as well as plenty of practical advice, this will appeal to all travellers who really want to get to know a place and avoid the tourist traps.

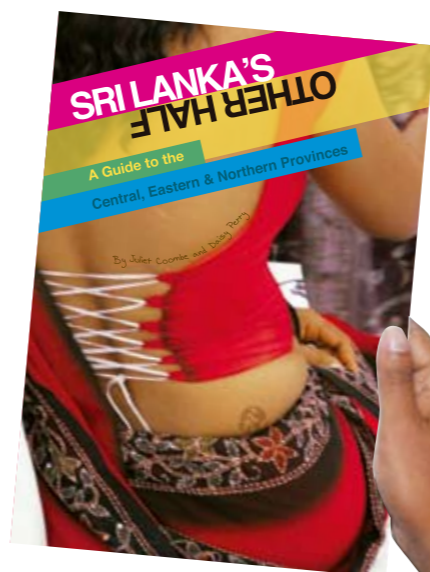


Around the Fort in 80 Lives

We are currently updating *Around the Fort in 80 Lives* - our bestselling book on Galle Fort and the people who live there. **The first print run has sold out and we are reprinting at 10,000 copies.**

Tea Book - Addicted series

With a special artist's edition including 12 featured artists, this book is ideal for advertisers who have a vested interest in the business of tea and high-end villas. The book includes tea recipes and is a one-stop guide to everything to do with tea cuisine, planter's properties you can rent, tea history, tea trails, tea art and the best cream teas on the island.



Reviews of *Around the Fort in 80 Lives* from Amazon.com

Ms. W. Owen (London) I bought this book prior to travelling to Sri Lanka and I cannot imagine there being a better travel book available. Every page tells a different story and, after having read the book, I couldn't wait to get out there! Amazing visuals and fascinating stories from the residents - 'Around the Fort in 80 Lives' really brings the island to life. Highly recommended - in fact, you would be a fool not to buy this book!

John Anthony
A stupendous book, a must for anyone interested in Sri Lanka or contemplating a visit.

Christopher Goodger
What an enchanting and refreshing book. This is real history but brought up to date with the Fort weaving a seamless tapestry of colourful and unusual lives. Made all the more vivid and tangible by the brilliant colour photography - you can travel there from your own armchair! Highly recommended!

Sri Lanka Unexplained - Are You Myth Informed?

Exploring the superstitions and main festivals in the country that embody black magic traditions. Looking at both small and large rituals throughout a calendar year, Sri Serendipity are sending a psychic and a scientist around the island to delve into its darkest secrets.



How adverts will travel?

Advertising in a well designed, beautifully written book will boost and endorse your business and unlike a newspaper or magazine, it will lend it a sense of longevity - readers will get the message that your company is here to stay, compared to the transient feel of an advert in an ephemeral publication.

Our books are promoted by the Sri Lanka Tourist Board who are giving out 200 copies of each title to the world's top journalists already guaranteeing your brand an opportunity to be seen by millions of readers specifically interested in the country.

People who read our book are usually outside their usual lifestyle routines. A relaxed audience has a more open mind and is therefore more receptive to advertising, surely the best time to get your message across.

With a book you can be ensured higher editorial to advertising ratio, meaning that as a client you won't feel 'lost' amongst similar companies like in other lifestyle publications.

We don't take adverts for the sake of it - if the company advert doesn't fit with the style of the book we won't run it - this ensures the book retains its integrity.

So get in while our lower rates last - as our print runs and readership grows, so will our advertising rates! Please see the rate card for current prices.