Travel Responsibly and Sustainably offers a range of advertisement options. You can participate issue wise or for a select period or for the whole year.

Ads should only ever be delivered to bleed or type size, never to the exact page size. Trim area is for information only and represents the physical size of the finished product after bleed has been removed during printing.

Bleed is an area 4mm larger than the page size on all four sides and is required when adverts have pictures or colours going right to the edge of the page. So, for full color adverts, please supply to the exact dimensions of bleed size. If you don’t want to have bleed on your ad it should be supplied to the exact type area size.

<table>
<thead>
<tr>
<th></th>
<th>Width</th>
<th>×</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Two page</strong></td>
<td>Trim Size</td>
<td>400mm</td>
<td>280mm</td>
</tr>
<tr>
<td></td>
<td>Type Area</td>
<td>396mm</td>
<td>276mm</td>
</tr>
<tr>
<td></td>
<td>Bleed Size</td>
<td>404mm</td>
<td>284mm</td>
</tr>
<tr>
<td><strong>One page</strong></td>
<td>Trim Size</td>
<td>200mm</td>
<td>280mm</td>
</tr>
<tr>
<td></td>
<td>Type Area</td>
<td>196mm</td>
<td>276mm</td>
</tr>
<tr>
<td></td>
<td>Bleed Size</td>
<td>204mm</td>
<td>284mm</td>
</tr>
<tr>
<td><strong>Half page</strong></td>
<td>Trim Size</td>
<td>200mm</td>
<td>140mm</td>
</tr>
<tr>
<td></td>
<td>Type Area</td>
<td>196mm</td>
<td>136mm</td>
</tr>
<tr>
<td></td>
<td>Bleed Size</td>
<td>204mm</td>
<td>144mm</td>
</tr>
<tr>
<td><strong>Quarter page</strong></td>
<td>Trim Size</td>
<td>100mm</td>
<td>140mm</td>
</tr>
<tr>
<td></td>
<td>Type Area</td>
<td>96mm</td>
<td>136mm</td>
</tr>
<tr>
<td></td>
<td>Bleed Size</td>
<td>104mm</td>
<td>144mm</td>
</tr>
</tbody>
</table>
HALF PAGE AD

KLDC, the Official Host to God’s Own Country, brings you comprehensive packages and services at the most enchanting destinations. Sparkling backwaters, sun-kissed beaches, captivating architecture and much more - KLDC offers a dream holiday for the discerning traveler. Experience Ayurveda. So set off on an unforgettable journey with KLDC and experience...
Authentic organic farmstay

WEEKEND GETAWAY

LONGSTAYS

FAMILY HOLIDAYS

- 15 mins drive from Thekkady
- Delicious local cuisine
- Organic farming experience
- Bullock cart ride

Also available FARMVISIT & DAYTRIP

Sales Office: Deepa Building, Santo Gopalan Road, Chullikal, Cochin – 682005, Kerala, India.
Ph: +91 484 2227241, 2223703, 2220802, 07558867799

Farm: Lowercamp, Melagudalur, Theni Dist, Tamilnadu, India | Ph: +91 9578072722, 9842865724

info@harvestfresh.in / info@meron.com
www.harvestfresh.in

Also available FARMVISIT & DAYTRIP

Serenity Amidst Scenery

30,000 Year Old Spectacle

The Mahadevi Temple located amidst a picturesque valley in the pristine Nilgiri hills is one of the most revered and oldest temple complexes in India, which is believed to be over 30,000 years old. It is a true reflection of the rich cultural and religious heritage of the region. The temple is enclosed by a wall of stones, and the interior is adorned with exquisite carvings and frescoes. The temple is a UNESCO World Heritage Site, and a visit to this ancient temple is a must for anyone interested in history and architecture.

Sergle: Seek it in the spirit of the temple city.
DYO—THE ORGANIC VILLAGE RESORT

Girdled by lush green fields and a forest reserve for wildlife, Dyo is much more than a luxury resort. Perched amidst the picturesque hills of Uttarakhand in Mukteshwar, on the foothills of the mighty Himalayas, is Dyo—The Organic Village Resort. Led by two young sisters, Kanika and Kushika Sharma, this luxury resort embodies a unique experience indeed.

Located about 350 kms away from the capital city Delhi, Dyo presents an opportunity for everyone to experience the joy and bliss of organic and natural farming. The name Dyo is derived from Sanskrit term that translates to ‘heaven’, and perfectly sums up the idyllic ambience of the resort that stands proud on the hill top of Amravati Estate, surrounded by apple, peach, plum, pear, apricot, walnut trees, local berries and various other vegetables’ plantation with spectacular views of the Greater Himalayan peaks like Nandadevi, Trishul and Panchchuli for company.

Apart from a vast variety of organic fruits and vegetables and a delectable farm to table menu, Dyo also offers vacationers luxury rooms which have been designed to lend themselves to countryside feel, but arrive with state-of-the-art amenities in place.

The rooms are named after five universal elements—Urvi (Earth), Ira (Water), Viha (Air), Ark (Fire) and Vyoman (Ether). One can opt for luxury rooms or luxury suites; both designed using elegant country décor. With average space of 300 square feet, the rooms come with a sprawling comfortable bed, an en-suite bathroom and luxurious interiors. The space is perfect for experiencing the imposing mountains and the gorgeous valleys outside.

Steps for eco-friendly practices:

• Mountains have scarcity of water therefore at Dyo, rainwater is harvested using gravity based system and water supply drainage pipe.
• Fallen leaves, farm and kitchen waste are recycled for the preparation of manure using compost pits.
• Cow dung used for farm manure.
• Focus on energy conservation by installation of solar roof panels.
• Homemade pastries, breads and cookies are baked fresh daily and served along with yogurt, jam and marmalade at Dyo’s house cafe. Taste the blooming freshness of the farm produce at the Dyo café. The in-house garden ensures a steady supply of a large variety of fruits and berries, organic vegetables and herbs to the kitchen.

There’s plenty to indulge in for the avid nature enthusiast at the Dyo Resort. One can go for immensely soothing morning walks and bicycling in the farms and nearby region or just simply sit back and sip a cup of tea while taking in the captivating view of the Himalayan range. Bonfires are arranged for the guests in the evening.

It is an exhilarating experience to take in the cool fresh breeze that completely rejuvenates one’s senses.

The farm also offers an opportunity to the visitors to witness the act of sowing and other organic farming techniques, which are considered distinctively therapeutic and help reduce stress and increase concentration.

Guests here can also learn methods of water and energy conservation and recycling techniques.

Other nearby attractions worth a visit includes places like the Mukteshwar Temple, an ancient temple dedicated to Lord Shiva, Chauthi Jali and the striking Nanda Devi peak.

The Sharma sisters not only wanted to share the stunning experience of natural beauty through the Dyo, but also help uplift the locals. By choosing to take under their wings school drop-outs, whom they have taught hospitality skills, the dynamic duo have turned their initiative into an avenue that provides employment and helps reduce hill migration.

The tourists can enjoy the rich local heritage and ambience without having to compromise on comfort.

Whether you choose to spend the day reading your favourite book and gazing the Himalayan peaks or get more active enjoy bicycling, you are sure to fall in love with the Dyo Organic Resort.

http://www.dyoorganicresort.com
West Bengal, stretching from the Himalayas to the seas, offers a remarkable range of destinations and experiences within a single state. It is a land of contrasts—in climate, vegetation, scenery and landscape. It has always been a traveler’s delight as there are fantastic trips set around the misty and romantic hill stations of Kalimpong and Mirik, diverse wildlife and verdant tea gardens of the Dooars, historical monuments and temples of Murshidabad and Bishnupur, wide and splendid beaches of Digha and Mandarmoni and the lush forested islands and meandering rivers of Sunderbans—destinations that are great revelations.

The Government of West Bengal is aiming at making tourism more sustainable by offering an authentic travel experience that is conscious of conservation values and reflects community conscience.

In order to promote rural tourism, ecotourism and cultural tourism, the Government of West Bengal has created a Homestay policy to promote the rich culture and ethnic diversity of the state through community based tourism, ensuring equitable sharing of benefits to the local communities.

As an implementation of this policy, the Village Eco Tourism project has developed 12 Blue Homestays in the Dooars area, including Alipurduar, essentially for tribal families for augmentation of alternative livelihood.

Cultural Tourism is helping Bengal go global. Several destination-specific cultural events like the Bishnupur Music Festival are being created to familiarise tourists with local traditional music and culture, promote local crafts and increase visibility of local artisans. In order to promote local craftsmanship, a Rural Craft Hub has been established in Panchmura where tourists can see the local terracotta artisans at work, participate in terracotta workshops and learn the history of the craft and associated rituals.

The biggest delta of the world—Sunderbans is a UNESCO World Heritage Site. Its mangrove forests showcase highest mangrove diversity and are the only mangrove tiger land of the planet. The Sunderbans Tiger Reserve Management and the WWF India West Bengal State Office has taken special steps to find out ways and means for sustainable development of several villages with the help of local dynamic young men. The positive effects of ecotourism have earned Sundarban the status of Biosphere Reserve and World Heritage Site and attract a good number of domestic and foreign tourists.

West Bengal is a treasure chest of indigenous handicrafts. Visiting the looms in Bankura where the Saris are created is a treat and helps tourists delve deep into the roots of world famous Baluchari Saris. This experience based trip to the weavers colony is giving that exposure to the tourists and is helping the weavers to reap benefits from the increasing footfall and global exposure.

The tea gardens in Jalpaiguri and Darjeeling is promoting tea tourism. Staying in a heritage bungalow, at a home-stay feeling in a tea-village is a really pleasant experience. Trekking in the natural beauty of a lush tea garden, undertaking a tea-testing session, visiting a modern tea factory and even trying one’s hand at plucking tea leaves, an experience one cannot miss.

For more information:
http://www.wbtourism.gov.in/
Chhattisgarh in central part of India is blessed with abundance of nature, wildlife, arts, culture, handicraft and a plethora of resources. Its virgin beauty is still untouched and unexplored by the common man, thus the land being a sure treat to visitors and tourists.

Chhattisgarh is densely forested with 44% of the land area. The state is among the top five in the country with the highest national forest cover. It can boast of having 3 national parks, 11 wildlife sanctuaries and 30 plus significant waterfalls and abundant caves.

Indrawati National Park, Kangerghati National Park, Barnawapur Sanctuary, Sita Nadi Sanctuary and Udanti Sanctuary are the prominent eco tourism destinations in Chhattisgarh. The Achanakmar Wildlife Sanctuary is a tiger reserve and eco resort.

Besides its stunning bio-diversity, Chhattisgarh is also replete with ancient monuments and temple sites, Buddhist stupas, palaces, waterfalls and lakes, hill plateaus and rock art. The state also boasts of caves with oldest stalagmite and stalactite formations in India.

The state is the home of the oldest communities of the Indian subcontinent. The tribal population is 31% of the state’s population. This figure is nearly 10% of the national population. The tribal cultural arts are encouraged by giving performance to the tourist at the Chhattisgarh Tourism resorts.

Chhattisgarh is blessed with many indigenous performing arts of unique dance style, melodious folk songs and colorful folk dramas and it is in all the tourist places of Chhattisgarh one can also experience the uniqueness of the region.

Chhattisgarh nurtures some unique kind of handicrafts that are fundamental aspect of the state. The well known varieties are traditional bell metal, bamboo craft and craft items made of wood. Chhattisgarh is also well known for the metal crafts, clay artifacts, jewellery and paintings.

The Chhattisgarh Tourism resorts are polythene or plastic free zones, where it is encouraged to avoid the use of plastics.

Some of the important units of Chhattisgarh Tourism uses solar modules for generation of power which is consumed in the various activities at the resort. In fact the unit located at Barnawapara, Distt. Baloda Bazaar runs only on off grid power as it is located in a highly sensitive area where it is not possible to install powerlines.

The state government has taken steps for the participation of the local population in the tourism sector of which many of the locals are now employed in the units of Chhattisgarh Tourism. The resorts are managed by people from the local population who have been trained in the reputed and international hotel chains for various hotel related activities F&B, Room Service, Housekeeping, etc.

In some of the tourist spots the local governance body has formed a cooperative such that the professionals provide services to the visitors and this also forms as an additional source of income to these people, while the administration oversees the various rules and regulations.

Chhattisgarh is the perfect place for sustainable tourism. To explore the yet to be widely documented treasure troves of intriguing cultures and relief features at a cost that won’t strain your budget, it is a best place and this chance you should not miss.

http://cgtourism.choice.gov.in/