



# 2011 RATE CARD

## THE LARGEST DISTRIBUTED ECOTRAVEL, OUTDOOR ADVENTURE, AND CONSERVATION MAGAZINE ON KWAZULU-NATAL & THE EAST AFRICAN SEABOARD

Wildside is a quality, exciting, quarterly lifestyle magazine about ecotravel, adventure and conservation. Its editorial focus is the East African Seaboard including KwaZulu-Natal and the Eastern Cape, with select options in Southern Africa. Wildside is read by people who love to travel, care about the environment, enjoy outdoor activities like snorkelling, fishing, bird watching, walking, horse riding, abseiling, or just relaxing at a mountain retreat or a quiet bush lodge.

Wildside seeks unique travel destinations, exciting adventure, and brings readers seriously great stuff to do for all ages, including families.

There is always a significant amount of content in Wildside, and often more content than in other magazines in this genre.

### FAST FACTS

- |              |   |
|--------------|---|
| Readership   | - 100 000 readers per edition                                     |
|              | - up to 12 month shelf life in reserves, lodges and doctors rooms |
| Demographics | - LSM 7-10  |
| Frequency    | - Quarterly - Summer, Autumn, Winter, Spring                      |
| Contents     | - Ecotravel - Outdoor Adventure - Conservation                    |
| Distribution | - CNA, Exclusive Books and SPAR Group nationwide                  |
|              | 6 500 Gold Rhino Club subscribers                                 |
|              | 500 Wildlands Conservation Trust subscribers                      |
|              | Top Camps and reserves in KwaZulu-Natal                           |
|              | Doctors' rooms nationally   |
| Retail Price | - R21.95  |
| Print Run    | - 18 000  |

### READERSHIP

- Eco-minded traveller looking for accommodation combined with outdoor activities, adventure and cultural interests
- Game reserve visitors
- Conservation minded traveller
- Leading conservation organisations and corporates
- Mountain and bush trailists
- Mountain bikers
- Birdwatchers
- Scuba Divers
- Horse riders
- Whale watchers
- Saltwater and Fly Fishermen
- Kayakers and canoeists
- Weekend meanderers
- Beach and marine enthusiasts
- Caravan and Campers
- Overlanders
- Explorers
- Photographers
- Spa and wellness seekers
- Triathletes

## WILDSIDE MAGAZINE BOOKING DEADLINES

### AUTUMN/INDABA EDITION

April 2011

This is the annual Indaba edition, widely distributed at the Indaba from the successful Wildside stand and to tour operators and visitors.

Booking deadline: **25 February** 2011

Material deadline: **4 March** 2011

On sale nationwide: **11 April** 2011

### WINTER EDITION

June 2011

The features in this snug edition include the uKhahlamba Drakensberg, the Midlands, and a feature on fun weekends.

Booking deadline: **11 May** 2011

Material deadline: **18 May** 2011

On sale nationwide: **13 June** 2011

### SPRING EDITION

September 2011

Affordable family destinations will be featured, along with the well established spa feature.

Booking deadline: **5 August** 2011

Material deadline: **12 August** 2011

On sale nationwide: **19 September** 2011

### SUMMER EDITION

December 2011

Selected places will be featured in this edition which will also showcases the Elephant Coast and the Eastern Cape.

Booking deadline: **24 October** 2011

Material deadline: **31 October** 2011

On sale nationwide: **5 December** 2011

# WILDSIDE RATES 2011

All rates exclude agency commission

## MAIN BODY RATE CARD – 2011

| Name                  | Width | Height | Cost Ex Vat |
|-----------------------|-------|--------|-------------|
| Double Page Spread    | 420mm | 285mm  | R27 500     |
| Inside Front Cover    | 210mm | 285mm  | R17 500     |
| Back Cover            | 210mm | 285mm  | R17 500     |
| Full Page             | 210mm | 285mm  | R15 500     |
| Half Page             | 190mm | 130mm  | R7 800      |
| Third Page Horizontal | 190mm | 85mm   | R5 500      |
| Third Page Vertical   | 61mm  | 265mm  | R5 500      |
| Quarter Page          | 92mm  | 130mm  | R4 350      |
| Eighth Page           | 92mm  | 63mm   | R2 000      |
| Insertion Rate        |       |        | POR         |

## TRAVEL AND ADVENTURE DIARY 2011

| Block Size          | Width | Height | Cost Ex Vat |
|---------------------|-------|--------|-------------|
| 1 Block             | 46    | 42     | R650        |
| 2 Blocks horizontal | 94    | 42     | R1300       |
| 2 Blocks vertical   | 46    | 86     | R1300       |
| 4 Blocks square     | 94    | 86     | R2600       |

## GEAR GADGETS AND GIZZMO'S 2011

| Block Size   | Width | Height | Cost Ex Vat |
|--------------|-------|--------|-------------|
| Eighth page  | 46    | 42     | R1925       |
| Quarter page | 94    | 42     | R4250       |
| Half page    | 46    | 86     | R7480       |



### HOW TO PREPARE AN ADVERT FOR WILDSIDE

Adverts need to be a digital file.

The digital file can either be a high res PDF or high res .jpeg.  
Minimum resolution of 300 dpi is required.

*Please send your advert to your sales executive's email address*

### HOW TO BOOK AN ADVERT IN WILDSIDE

Please Contact:

**Tora Roberts**  
Sales Executive

Tel: +27 31 767 1512 • fax: 086 671 1505

Cell: 082 376 9115

Email: [tora@wildsidesa.co.za](mailto:tora@wildsidesa.co.za)

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