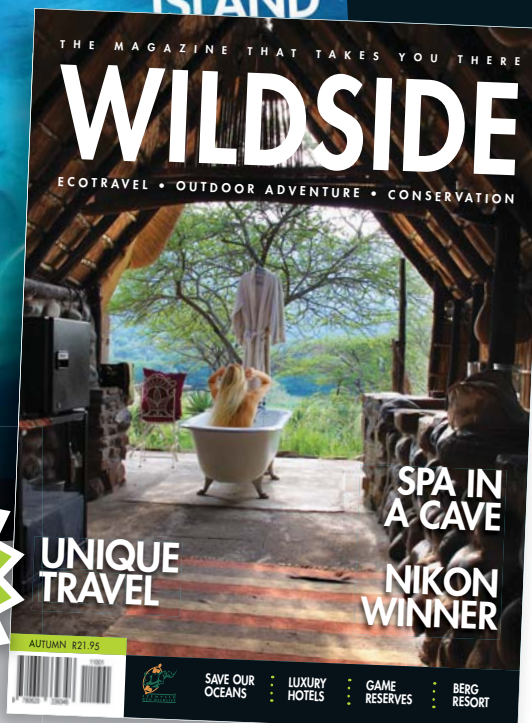


**WILDSIDE**  
is now available online as  
a searchable digital flip  
book magazine optimised  
for the web and  
iPad



# RATE CARD 2012

## THE LARGEST DISTRIBUTED ECOTRAVEL, OUTDOOR ADVENTURE, AND CONSERVATION MAGAZINE ON THE EAST AFRICAN SEABOARD

Wildside is a quality, exciting, quarterly lifestyle magazine about ecotourism, 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	– Ecotourism - 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	– R24.95
Print Run	– 17 000

### 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 2012

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

Booking deadline: **24 February** 2012  
Material deadline: **6 March** 2012  
On sale nationwide: **7 May** 2012

#### WINTER EDITION June 2012

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

Booking deadline: **18 May** 2012  
Material deadline: **25 May** 2012  
On sale nationwide: **2 July** 2012

#### SPRING EDITION September 2012

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

Booking deadline: **6 August** 2012  
Material deadline: **13 August** 2012  
On sale nationwide: **17 September** 2012

#### SUMMER EDITION December 2012

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

Booking deadline: **24 October** 2012  
Material deadline: **31 October** 2012  
On sale nationwide: **10 December** 2012

# WILDSIDE **RATES** 2012

All rates exclude agency commission

## MAIN BODY RATE CARD – 2012

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	R16 500
Half Page	190mm	130mm	R8 350
Third Page Horizontal	190mm	85mm	R5 950
Third Page Vertical	61mm	265mm	R5 950
Quarter Page	92mm	130mm	R4 500
Eighth Page	92mm	63mm	R2 000
Insertion Rate			POR

## 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:*

**Tora Roberts**

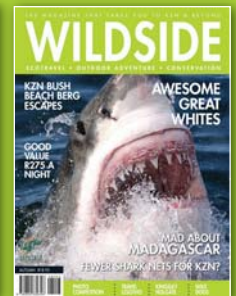
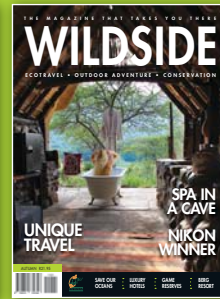
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