



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 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	– 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

www.wildsidesa.co.za