



# *Getaway*

## **ADVERTISING RATES & MEDIA INFORMATION 2016/2017**

EFFECTIVE 1 OCTOBER 2016

**Getaway is the trusted, go-to brand for the adventurous South African traveller. From exceptional imagery to expert advice, we give readers the inspiration and tools to make discerning, affordable travel decisions so they can make the most of their time off.**



## RATES

Effective from November 2016 to June 2017 issue

INSERTIONS FULL PAGE RATES	RATE	VAT	TOTAL
1-4	38 720	5421	44 141
5-12	37 170	5204	42 374
13-24	35 620	4987	40 607
24+	34 070	4 770	38 840
DOUBLE PAGE RATES	RATE	VAT	TOTAL
1-4	77 440	10842	88 282
5-12	74 340	10408	84 748
13-24	71 240	9974	81 214
24+	68 140	9540	77 680
HALF PAGE RATES	RATE	VAT	TOTAL
1-4	27 100	3794	30 894
5-12	26 020	3643	29 663
13-24	24 940	3492	28 432
24+	23 850	3339	27 189
THIRD PAGE RATES	RATE	VAT	TOTAL
1-4	23 230	3252	26 482
5-12	22 300	3 122	25 422
13-24	21 370	2992	24 362
24+	20 440	2862	23 302
QUARTER PAGE RATES	RATE	VAT	TOTAL
1-4	19 360	2710	22 070
5-12	18 590	2603	21 193
13-24	17 810	2493	20 303
24+	17 040	2386	19 426

**Cancellations:** The publisher reserves the right to surcharge where contracts are not completed within the given period of time.

## PRIME POSITIONS

(20% loading for all other guaranteed positions)

	RATE	VAT	TOTAL
Inside front cover spread	89 060	12 468	101 528
Inside front cover full page	44 530	6 234	50 764
Inside back cover	43 560	6 098	49 658
Outside back cover	46 460	6 504	52 964
First double page spread	87 120	12 197	99 317
Second double page spread	85 180	11 925	97 105
First right hand page	44 530	6 234	50 764
Second right hand page	43 560	6 098	49 658

## INSERT RATES (PER 1000)

\*Bagging costs may apply

INSERTS	LOOSE	BOUND
Single page	710	790
2 - 5 pages	750	830
6 - 11 pages	830	910
12 - 16 pages	910	1 000
17 + pages	On application	On application

## ADVERTORIALS

(Production fees are non-commission bearing and exclude VAT)

**Additional production fees apply if Getaway is required to handle production:**

- Design and subbing (with copy and pictures supplied by client): **R2 000**
- Design and copy-writing (with pictures supplied by client): **R4 000**
- Design, copy-writing and photoshop: **R8 000**
- Please note: Above fees exclude model, licensing and travel costs.

• Production fees are non-commission bearing.

\* For special report quotes and deadlines, please contact your Getaway sales representative.

## MAGAZINE DEADLINES

ISSUE	ADVERTORIAL DEADLINE	SPACE BOOKING	COMPLETE MATERIAL AND SIGNED PROOFS	DELIVERY OF INSERTS	ON SALE
2016	MONDAY	FRIDAY	FRIDAY	MONDAY	MONDAY
November	12/09	23/09	30/09	10/10	24/10
December	10/10	21/10	28/10	07/11	21/11
2017	MONDAY	FRIDAY	FRIDAY	MONDAY	MONDAY
January	07/11	18/11	25/11	05/12	19/12
February	28/11	9/12	15/12	09/01	23/01
March	09/01	20/01	27/01	06/02	20/02
April	06/02	17/02	24/02	06/03	20/03
May	13/03	24/03	31/03	10/04	24/04
June	10/04	21/04	28/04	08/05	22/05
July	08/05	19/05	26/05	05/06	19/06
August	12/06	23/06	30/06	10/07	24/07

## MATERIAL SPECIFICATIONS

**DIGITAL:** Press-optimised PDF files which have been pre-flighted and validated to comply with our print specifications. Transmission must be done via an accredited clearing house such as Adstream (011-799-7846) or Adsend (011-712-5700).

**PROOFS:** A 100% high-res colour proof generated from the PDF file must be dispatched simultaneously to the publisher for checking.

**PRINTING:** All sections of Getaway are printed in CMYK at 133 screen ruling using the web process. No spot or pantone colours will be accepted.

## SPECIFICATIONS

DIMENSIONS	DEPTH	WIDTH
Trim size of magazine	275 mm	210 mm
Full page bleed	285 mm	215 mm
Full page type area	250 mm	185 mm
Double page trim*	275 mm	420 mm
Double page bleed*	285 mm	430 mm
Double page type area*	250 mm	400 mm
Half page, vertical trim	275 mm	105 mm
Half page, vertical bleed	285 mm	110 mm
Half page, vertical type area	250 mm	90 mm
Half page, horizontal trim	135 mm	210 mm
Half page, horizontal bleed	140 mm	215 mm
Half page, horizontal type area	120 mm	185 mm
Third page, verticle trim	275 mm	70 mm
Third page, verticle bleed	285 mm	80 mm
Third page, verticle type area	260 mm	60 mm
Quarter page, vertical trim size	275 mm	56 mm
Quarter page, vertical type area	255 mm	46 mm
Quarter page, vertical bleed	285 mm	66 mm

\* DPS to be supplied as 2x FPFC



All advertising rates quoted in this document are net rates, excluding VAT. No media agency fee or settlement discount apply.



## WEBSITE RATES Effective from October 2016 to June 2017

STANDARD BANNERS	CPM RATE	DIMENSIONS	MAX FILE SIZE	SPECIFICATIONS
Masthead/Leaderboard	R290	980x60, 728x90	40kb	GIF, JPG or SWF files accepted (flash specifications available on request). URLs must be supplied separately.
Medium Rectangle/Island	R320	300x250	40kb	
Half Page	R375	300x600	50kb	
Double Banner	R320	468x120	40kb	
Sponsorship/Companion Ads	POA	980x60/728x90, 300x250, 468x120	40kb per ad	
Mobile Web	R210	300x75, 320x75	40kb per ad	

## RICH MEDIA

EXPANDING BANNERS	CPM RATE	EXPANDED DIMENSIONS	MAX FILE SIZE	DIRECTION	SPECIFICATIONS
Masthead/Leaderboard	R375	980x360, 728x360	50kb	Down	Banners can only expand on click, not mouse over.
Medium Rectangle/Island	R375	300x600	50kb	Left	
VIDEO AND WALLPAPERS					
Video in-banner ads	R375	300x250	50kb	Non-expanding	Rich media videos to adhere to our flash specifications (available on request). Videos to play on click and not load automatically.
Expanding banner with video	R420	300x600	60kb	Left	
Wallpaper/Page Take Over	R375	980x60/728x90, 300x600, 300x250	40kb per banner Wallpaper 140kb	Take over	Combination of GIF, PNG, JPG files accepted. Specifications available on request.

## MAILERS

WEBLETTERS	CPM RATE	DIMENSIONS	MAX FILE SIZE	SUBSCRIBER BASE	SEND DAY	SPECIFICATIONS
Getaway.co.za	R250	468x120, 300x250	40kb	80 000	Thursday	GIF or JPG.
PROMOTIONAL MAILERS						
Getaway.co.za	R16800	800x1000	1Mb	50000	Tuesday	JPG with URLs supplied separately.

## SPONSORED FEATURES

BRAND	RATE	VALUE	DETAILS
Getaway.co.za	R17000	R40450	The featured content will receive a dedicated position on the home page of the website for a month and included in one edition of the weekly webletter. All banner positions on the sponsored feature will serve dedicated advertiser material. This comprises no less than five advertising positions where only the advertisers banners will appear. *Sponsored features are subject to editorial approval