

2012 rates



Getaway
Going places, doing things in Africa

'Dream merchants of adventure, purveyors of the world's natural beauty, trackers of magical destinations...'

Getaway Gear

The perfect place to advertise your outdoor gear in all categories, from boots, tents and cooler bags to 4x4s and off-road trailers. Members of our audience are lovers of the great outdoors, keen campers and 4x4 enthusiasts and love all the gear that goes with this lifestyle.

Getaway Gear rates

All rates excl. agency settlement discount and excl.VAT

Insertions	Cost per issue					
	1 – 5		6 – 11		12+	
COLOUR	RATES excl. VAT	RATES incl. VAT	RATES excl. VAT	RATES incl. VAT	RATES excl. VAT	RATES incl. VAT
8 cm single column	R2 530	R2 884	R2 280	R2 599	R2 030	R2 314
8 cm double column	R4 960	R5 654	R4 470	R5 096	R3 970	R4 526
8 cm triple column	R7 390	R8 425	R6 650	R7 581	R5 910	R6 737
16.2 cm single column	R4 960	R5 654	R4 470	R5 096	R3 970	R4 526
16.2 cm double column	R9 810	R11 183	R8 830	R10 066	R7 840	R8 938
16.2 cm triple column	R14 640	R16 690	R13 170	R15 014	R11 710	R13 349
24.5 cm single column	R7 390	R8 425	R6 650	R7 581	R5 910	R6 737
24.5 cm double column	R14 640	R16 690	R13 170	R15 014	R11 710	R13 349
24.5 cm triple column	R21 900	R24 966	R19 710	R22 469	R17 520	R19 973

Material specifications

Getaway Gear dimensions	Width x height
8 cm single column	60 mm x 80 mm
8 cm double column	122 mm x 80 mm
8 cm triple column	185 mm x 80 mm
16.2 cm single column	60 mm x 162 mm
16.2 cm double column	122 mm x 162 mm
16.2 cm triple column	185 mm x 162 mm
24.5 cm single column	60 mm x 245 mm
24.5 cm double column	122 mm x 245 mm
24.5 cm triple column	185 mm x 245 mm

We're dream merchants of adventure, purveyors of the world's natural beauty, trackers of magical destinations and we make it all possible month after month.



Getaway Gear deadlines

Deadlines				
ISSUE	MATERIAL TO BE MADE BY PUBLISHER	SPACE BOOKINGS	COMPLETE MATERIAL	ON SALE
2012	Friday	Wednesday	Friday	Monday
January	11/11	16/11	18/11	19/12
February	02/12	07/12	09/12	23/01
March	13/01	18/01	20/01	20/02
April	10/02	15/02	17/02	19/03
May	09/03	14/03	16/03	23/04
June	13/04	18/04	20/04	21/05
July	18/05	23/05	25/05	25/06
August	15/06	20/06	22/06	23/07
September	13/07	18/07	20/07	20/08
October	10/08	15/08	17/08	24/09
November	07/09	12/09	14/09	22/10
December	05/10	10/10	12/10	19/11
2013	Friday	Wednesday	Friday	Monday
January	02/11	07/11	09/11	17/12
February	30/11	05/12	07/12	21/01

Contact

RamsayMedia head office Cape Town

Uitvlugt, 3 Howard Drive, Pinelands
 PO Box 180, Howard Place 7450
 Tel: +2721-530-3100, Fax: +2721-21-531-3846
 Email: getadv@ramsaymedia.co.za
 Website: www.getaway.co.za
 Website: www.ramsaymedia.co.za

Cape Town

Ingrid Versfeld – Main body advertising, tel +2721-530-3113, email ingridv@ramsaymedia.co.za
 Erika Pienaar – Places to Stay advertising, tel +2721-530-3114, email erikap@ramsaymedia.co.za
 Debbie Tapson – Getaway Show, tel +2721-530-3192, email debbie@ramsaymedia.co.za, www.getawayshow.co.za

Johannesburg

Lani Rheeder – National sales manager, tel +2711-301-4434, email lanir@ramsaymedia.co.za
 Adele Rhodes – Main body advertising, tel +2711-301-4430, email adeler@ramsaymedia.co.za
 Ian Pepler – Main body advertising, tel +2711-301-4470, email ianp@ramsaymedia.co.za
 Yasmeen Adams – Places to Stay advertising, tel +2711-301-4432, email yasmeena@ramsaymedia.co.za
 Michael Parr – Getaway Gear advertising, tel +2711-301-4431, email michaelp@ramsaymedia.co.za

Getaway

All our sales executives are able to provide you with a tailor-made 360° multimedia solution to a high net-wealth common-interest community focused on travel.



Getaway online

Sponsorships Site section and webletter sponsorships POA
Monthly webletters Travel and wildlife photography, competitions, specials, food and recipes

Getaway.co.za rates

All rates excl. agency settlement discount and VAT.

Website banners				
STANDARD BANNERS	RATE/IMPRESSION	DIMENSIONS	MAX FILE SIZE	
Leaderboard/masthead	35 c	728 x 90	40 kb	
Banner	25 c	468 x 60	40 kb	
Double banner	25c	468 x 120	40 kb	
Medium rectangle/island	30 c	300 x 250	40 kb	
EXPANDING BANNERS	RATE/IMPRESSION	MAX EXPANDING DIRECTIONS	MAX FILE SIZE	EXPANDING DIRECTIONS
Leaderboard/masthead	35 c	728 x 360	40 kb	Down
Medium rectangle	30 c	600 x 250	40 kb	Left
Medium rectangle	30 c	300 x 600	40 kb	Down
Banner	25 c	468 x 240	40 kb	Down

Webletter banners				
STANDARD BANNERS	RATE/IMPRESSION	DIMENSIONS	MAX FILE SIZE	FREQUENCY
Double banner	25 c per subscriber	468 x 120	40 kb	Delivered weekly on Tuesdays
Mini skyscraper	25 c per subscriber	120 x 240	40 kb	to almost 35 000 subscribers per week

Getaway mobile

mobile.getaway.co.za rates

All rates excl. agency settlement discount and VAT.

Mobile rate		
BANNERS	RATE	DIMENSIONS
Home page top banner	R5 000 pm	
Display banner ad and text link combination (under masthead)	25 c/impression	Static gif 72 dpi 120 x 20, 168 x 28, 260 x 36, 300 x 50 Text link: 32 characters including spaces