

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 Guide

Advertise your establishment, adventure activity or place of interest in our guide and expose your company to our audience of more than half-a-million Getaway readers, all of whom are seeking accommodation, new places to visit and things to do and who love exploring the outdoors.

## Getaway Guide rates

All rates excl. agency settlement discount and 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
1/24	R1 090	R1 243	R930	R1 060	R820	R935
2/24	R1 980	R2 257	R1 680	R1 915	R1 480	R1 687
3/24	R3 000	R3 420	R2 550	R2 907	R2 250	R2 565
4/24	R3 960	R4 514	R3 360	R3 830	R2 970	R3 386
5/24	R4 930	R5 620	R4 190	R4 777	R3 690	R4 207
6/24	R5 900	R6 726	R5 010	R5 711	R4 420	R5 039
8/24	R7 820	R8 915	R6 650	R7 581	R5 870	R6 692
9/24	R8 780	R10 009	R7 460	R8 504	R6 590	R7 513
10/24	R9 750	R11 115	R8 290	R9 451	R7 310	R8 333
12/24	R11 670	R13 304	R9 920	R11 309	R8 750	R9 975
15/24	R14 570	R16 610	R12 380	R14 113	R10 920	R12 449
16/24	R15 530	R17 704	R13 200	R15 048	R11 650	R13 281
18/24	R17 460	R19 904	R14 840	R16 918	R13 100	R14 934
24/24	R23 240	R26 494	R19 750	R22 515	R17 430	R19 870

## Material specifications

Getaway Guide dimensions	Width x height
<b>HORIZONTAL</b>	
2/24:	91 mm x 39 mm
3/24:	138 mm x 39 mm
4/24:	185 mm x 39 mm
6/24:	138 mm x 80 mm
8/24:	185 mm x 80 mm
12/24:	185 mm x 121 mm
<b>VERTICAL</b>	
2/24:	44 mm x 80 mm
3/24:	44 mm x 121 mm
4/24:	44 mm x 163 mm
5/24:	44 mm x 204 mm
6/24:	44 mm x 245 mm
8/24:	91 mm x 163 mm
12/24:	91 mm x 245 mm
<b>SQUARE</b>	
4/24:	91 mm x 80 mm
6/24:	91 mm x 121 mm
12/24:	138 mm x 163 mm
<b>OTHER</b>	
1/24:	44 mm x 39 mm
9/24:	138 mm x 121 mm
10/24:	91 mm x 204 mm
15/24:	138 mm x 204 mm
16/24:	185 mm x 163 mm
18/24:	138 mm x 245 mm
24/24:	185 mm x 245 mm



# Getaway Guide deadlines

Deadlines				
ISSUE	MATERIAL TO BE MADE BY PUBLISHER	SPACE BOOKINGS	COMPLETE MATERIAL	ON SALE
<b>2012</b>	<b>Friday</b>	<b>Wednesday</b>	<b>Friday</b>	<b>Monday</b>
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
<b>2013</b>	<b>Friday</b>	<b>Wednesday</b>	<b>Friday</b>	<b>Monday</b>
January	02/11	07/11	09/11	17/12
February	30/11	05/12	07/12	21/01

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# 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