

Getaway International

rate card
2012

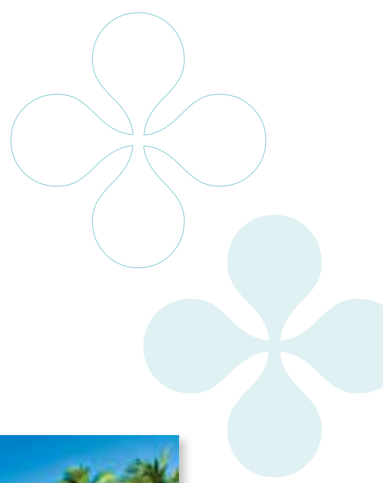


Getaway International is written by South Africans for South Africans, and tailored towards the kind of travel our readers enjoy or aspire to. Getaway International started life as an annual in 2011. After an enthusiastic response from readers, we will now publish editions bi-annually from 2012, in April and September. This travel magazine is aimed at Southern African readers and will appeal to both armchair travelers who dream of foreign destinations and regular travelers who include overseas countries in their holiday plans. Providing travel inspiration with good information and the best photographs available, each issue will aim to cover destinations and things to do on a number of different continents and across a range of budgets, providing the perfect platform to market to a travel-loving, affluent audience.



- ❖ *79% of Getaway readers fantasize about travelling to interesting places*
- ❖ *38.4% of Getaway readers mostly travel overseas for leisure purposes (as opposed to business)*
- ❖ *30.4% of Getaway readers travel overseas at least once a year (whilst 11% travel overseas twice or more times per year)*

Source: TopEnder Survey 2011



Content line-up - April 2012

- ❖ Australian West Coast ❖ Brussels (Tintin) ❖ Thai cuisine
- ❖ Nepal ❖ 48 hrs in Hong Kong ❖ Gladiators of Jordan
- ❖ More to follow...

Rates

All rates are ex VAT, including agency settlement discount.

Insertions	RATES excl. VAT	RATES incl. VAT
DPS	R40 000	R45 600
FPFC	R20 000	R22 800
OBC FP	R25 000	R28 500
IFC FP	R23 000	R26 220
IBC FP	R22 000	R25 080
1/2 page	R12 000	R13 680
1/4 page	R 7 000	R 7 980

*For booking in both the April 2012 AND September 2012 issues, there is a 10% discount offered

April 2012

- Booking deadline:** 2 March 2012
- Material deadline:** 9 March 2012
- On sale date:** 2 April 2012

September 2012

- Booking deadline:** 3 August 2012
- Material deadline:** 10 August 2012
- On sale date:** 3 September 2012

Print Order:

- Total print order:** 25 000.
- This will be distributed as follows:
 - 15 000 will be distributed to selected newsstand agents such as CNA, Exclusive Books, airport agents, Spar, Woolworths and certain other top-end newsagents.
 - 10 000 will be distributed via subscription channels

Retail Price

R39.95

Shelf Life

Three months (with a redistribution plan if necessary)



'A journey of a thousand miles must begin with a single step.' – philosopher Lao Tzu

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