



ADVERTISING RATES & MEDIA INFORMATION

2020

Getaway

Editor : Justin Fox
ABC : 41 298
Circulation CPT : R971
Readership : 505 000
Readership CPT : R79
RPP : R970
Combined reach : 1 039 516
Digital unique browsers : 329 833
Facebook fans : 144 136
Twitter followers : 390 236
Instagram : 28 080
Webletter subscribers : 87 697 (opt-in)
Promo mailer subscribers : 48 483 (opt-in)
LSM 8-10 | 64%

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 holidays and time off. Launched in 1989, *Getaway* is SA's most established travel magazine and offers a broad multi-media platform. Our well-designed print magazine has built a robust readership while our online presence is substantial: website, weekly mailers, Facebook, Instagram and Twitter.

NATIVE COMMERCIAL OPPORTUNITIES

Getaway is the South African traveller's bible, whether online or in print. If you want to engage with South Africa's adventurous travel public, this is the audience you want to reach.



Brand Feature | all issues

Book your pages, pack your bags – and let us take your product on a journey – Getaway style! Let us tailor-make a reader experience to suit your brand.

SPONSORSHIP OPPORTUNITIES



Sponsorship | all issues

505 000 passionate, travel-hungry, active, outdoor-lovers! That's a captive audience you need to reach. Talk to us about our unique food and gear sponsorship opportunities.



Ultimate Gear Buyers Guide | Dec '20

This 12 page section, set within the best-selling December issue, is the perfect showcase for your product. Book a block or own the environment. This is the Christmas gift list you want to be on.

RATES:

INSERTION RATES	FULL PAGE	DOUBLE PAGE SPREAD	1½ PAGE	1/3 PAGE	1/4 PAGE
1	R39 880	R79 760	R27 900	R23 930	R19 940
2 - 5	R36 690	R73 380	R25 690	R22 010	R18 340
6 Plus	R35 090	R70 180	R24 570	R21 050	R17 550

PRIME POSITIONS	RATE*
INSIDE FRONT-COVER SPREAD	R91 730
INSIDE FRONT-COVER	R45 860
INSIDE BACK-COVER	R44 870
OUTSIDE BACK-COVER	R47 860
FIRST DOUBLE-PAGE SPREAD	R89 760
SECOND DOUBLE-PAGE SPREAD	R87 740
FIRST RIGHT HAND PAGE	R45 860
SECOND RIGHT HAND PAGE	R44 870

- * All prices quoted exclude VAT
- * 20% loading for all guaranteed positions

BRAND FEATURE	VALUE	RATE**	DISCOUNT
2-page Feature	R87 760	R70 210	20%
3-page Feature	R129 640	R97 230	25%
4+ page Feature	R169 520	R118 660	30%

** Rate includes production costs, but excludes VAT.
Additional travel fees may be charged if necessary.

MATERIAL SPECIFICATIONS: PRINT

AD TYPE	TYPE (H X W)	TRIM (H X W)	BLEED (H X W)
Double page spread*	255 x 400 mm	275 x 420 mm	285 x 430 mm
Full page	255 x 190 mm	275 x 210 mm	285 x 220 mm
Half horizontal	125 x 190 mm	135 x 210 mm	140 x 215 mm
Half vertical	255 x 95 mm	275 x 105 mm	285 x 115 mm
Third horizontal	80 x 190 mm	90 x 210 mm	95 x 215 mm
Third vertical	260 x 60 mm	275 x 70 mm	285 x 80 mm
Quarter horizontal	60 x 190 mm	70 x 210 mm	75 x 215 mm
Quarter vertical	255 x 43 mm	275 x 53 mm	285 x 63 mm

INSERT RATES: PER 1000		
INSERTS	LOOSE	BOUND
Single page	730	810
2 - 5 pages	770	860
6 - 11 pages	860	940
12 - 16 pages	940	1 030
17+ pages	On Request	

- All sections are printed Web – 133 screen in CMYK.
- Pantone/Coates colours cannot be accepted.
- Supplied PDFs are to be pre-flighted, press-optimized and saved according to print specifications.
- In the interests of data integrity, we ask that transmission be done via an accredited clearing house.
Note: All rates quoted exclude transmission costs
- Cancellations will not be accepted after booking deadline. The publishers reserve the right to surcharge.
- DPS - to be supplied as 2 x FPFC

ADVERTORIALS

An advertorial is a sponsored feature produced by the respective editorial teams, in the tone of the magazine, with content supplied by the client. Advertorials are for use in print only. An advertorial production fee will be charged.

Production rates are as follows:

FP: space rate + R5 000 production fee

DPS: space rate + R7 500 production fee

An 'Advertisement' strap will appear

BRAND FEATURES

A Brand Feature is a sponsored feature produced by the respective editorial teams, for use in either print, or digital or both. Production of a branded feature can include additional travel or photographic costs. These are included in the discounted rates quoted on the preceding pages.

Digital Brand Feature rates appear overleaf. If you are interested in a combination package of both print and digital, simply combine the respective rates specified. The discounted rate quoted applies. A 'Brand Feature' strap will appear on the top right hand corner of all sponsored features

MATERIAL SPECIFICATIONS: DIGITAL

WEBSITE RATES:

STANDARD BANNERS	CPM RATE	DIMENSIONS	MAX FILE SIZE	REQUIRED SPECIFICATIONS
Masthead / Leader board	R290	728x90	40KB	GIF, JPG or SWF files accepted (flash specifications available on request). URL's must be supplied separately.
Medium rectangle / Island	R320	300x250	40KB	
Sponsorship / Companion Ads	POA	728x90, 300x250	40KB PER AD	
Mobile Web	R210	300x75, 320x75	40KB PER AD	

RICH MEDIA:

EXPANDING BANNERS	CPM Rate	EXPANDED DIMENSIONS	MAX FILE SIZE	DIRECTION	
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	CPM Rate	EXPANDED DIMENSIONS	MAX FILE SIZE	DIRECTION	
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, 468x120, 300x250 300x600 (Getaway)	40KB PER BANNER (WALLPAPER 140KB)	TAKE OVER	Combination of GIF, PNG, JPG files accepted. (Specifications available on request.)

MATERIAL SPECIFICATIONS: MAILERS

MAILERS:						
WEB LETTERS	CPM RATE	DIMENSIONS	MAX FILE SIZE	SUBSCRIBER BASE	SEND DAY	REQUIRED SPECS
Carmag.co.za	R250	468 x 120, 300 x 250	40KB	11 211	THURSDAY	GIF OR JPEG FILES ONLY
Leisurewheels.co.za	R250	468 x 120, 300 x 250	40KB	3 913	TUESDAY	
Popularmechanics.co.za	R250	468 x 120, 300 x 250	40KB	23 332	WEDNESDAY	
Getaway.co.za	R250	468 x 120, 300 x 250	40KB	87 697	THURSDAY	

MAILERS:						
PROMO MAILERS	RATE	DIMENSIONS	MAX FILE SIZE	SUBSCRIBER BASE	SEND DAY	REQUIRED SPECS
Carmag.co.za	R8 300	800 x 1 000	1MB	6 975	WEDNESDAY	JPEG WITH URL'S SUPPLIED SEPARATELY
Leisurewheels.co.za	R2 900	800 x 1 000	1MB	2 497	FRIDAY	
Popularmechanics.co.za	R9 250	800 x 1 000	1MB	30 223	MONDAY	
Getaway.co.za	R16 800	800 x 1 000	1MB	48 483	TUESDAY	

MATERIAL DEADLINES

Material Deadlines for Getaway, Leisure Wheels and CAR Magazine:

2020:		
ISSUE	MATERIAL DEADLINE:	ON SALE DATES:
January	20 November 2019	17 December 2019
February	11 December 2019	21 January 2020
March	22 January 2020	17 February 2020
April	19 February 2020	16 March 2020
May	25 March 2020	20 April 2020
June	22 April 2020	18 May 2020
July	20 May 2020	15 June 2020
August	24 June 2020	20 July 2020
September	22 July 2020	17 August 2020
October	19 August 2020	14 September 2020
November	16 September 2020	12 October 2020
December	21 October 2020	16 November 2020

Material Deadlines for Popular Mechanics Magazine:

2020:		
ISSUE	MATERIAL DEADLINE:	ON SALE DATES:
Jan / Feb	27 November 2019	6 January 2020
March	29 January 2020	24 February 2020
April	26 February 2020	23 March 2020
May	1 April 2020	28 April 2020
June	29 April 2020	25 May 2020
July	27 May 2020	22 June 2020
August	1 July 2020	27 July 2020
September	29 July 2020	24 August 2020
October	26 August 2020	21 September 2020
November	23 September 2020	19 October 2020
December	28 October 2020	23 November 2020

BRAND FEATURE

DIGITAL:

BRAND	RATE	VALUE	DETAILS
Carmag.co.za	R 19 950	R 28 500	The featured content will receive a dedicated position on the Home page of the website for a month, and featured in one edition of the weekly newsletter. All banner positions on the special advertising feature will serve dedicated advertiser creative. This comprises of no less than five advertising positions where only the advertisers banners will appear. Brand Features are subject to editorial approval.
Leisurewheels.co.za	R 5 600	R 8 000	
Popularmechanics.co.za	R 9 000	R 12 870	
Getaway.co.za	R 19 500	R 27 860	

VIDEOS:

BRAND	RATE	VALUE	DETAILS
carmag.co.za	R 65 500	R 82 000	These 2-minute long professional video features include AV production, script, voice overs, editing and compilation. Presented on the home pages as the lead video featured for a week and thereafter permanently archived in the video section. Featured in one edition of the weekly web letter. Available on mobile web, YouTube and all social media channels.
carmag.co.za & leisurewheels.co.za	R 79 800	R 100 000	

Brand Features can be supplied in three different formats:

Supplied copy of approximately 1000 words and up to 5 images

- Reproduced from a Brand Feature published in the magazine

- Written and prepared by the publishers in consultation with and using the images and information supplied by the client. If the publisher is involved in the production, a production fee will be added to the space rate.

* Please note: The option for shorter video clips is also available within the Print Brand Feature package. Please contact your Account Manager for more information.