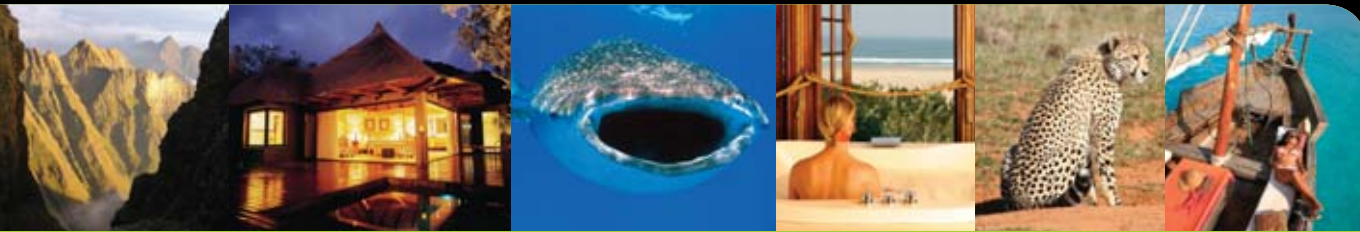


WILDSIDE 2010



THE LARGEST DISTRIBUTED ECOTRAVEL • OUTDOOR ADVENTURE • CONSERVATION MAGAZINE ON KWAZULU-NATAL & THE EAST AFRICAN SEABOARD

Wildside is a quality, exciting, quarterly lifestyle magazine about ecotravel, adventure and conservation. Its editorial focus is the East African Seaboard including KwaZulu-Natal and the Eastern Cape, with select options in Southern Africa.

Wildside is read by people who love to travel, care about the environment, enjoy outdoor activities like snorkelling, fishing, bird watching, walking, horse riding, abseiling, or just relaxing at a mountain retreat or a quiet bush lodge.

Wildside seeks unique travel destinations, exciting adventure, and brings readers seriously great stuff to do for all ages, including families.

There is always a significant amount of content in Wildside, and often more content than in other magazines in this genre.



FAST FACTS

Readership	- 100 000 readers per edition
Demographics	- LSM 7-10
Frequency	- Quarterly - Summer, Autumn, Winter, Spring
Contents	- Ecotravel - Outdoor Adventure - Conservation
Distribution	- CNA, Exclusive Books and SPAR Group nationwide 6 500 Gold Rhino Club subscribers 500 Wildlands Conservation Trust subscribers Top Camps and reserves in KwaZulu-Natal Doctors' rooms nationally
Retail Price	- R21.95
Print Run	- 20 000

2010 BOOKING DEADLINES

Autumn/Indaba edition 1 of 4 - April 2010
This is the annual Indaba edition, widely distributed at the Indaba from the successful Wildside stand and to tour operators and visitors. Edition will include a soccer 2010 travel guide.
Booking deadline: 26 February 2010
Material deadline: 2 March 2010
On sale nationwide: 12 April 2010

Winter 2 of 4 - June 2010
The features in this snug edition include the uKhahlamba Drakensberg, the Midlands, the Free State and a feature on fun weekends.
Booking deadline: 11 May 2010
Material deadline: 18 May 2010
On sale nationwide: 14 June 2010

Spring 3 of 4 - September 2010
Affordable family destinations will be featured, along with the well established spa feature, and a new section on Limpopo.
Booking deadline: 6 August 2010
Material deadline: 13 August 2010
On sale nationwide: 20 September 2010

Summer 4 of 4 - December 2010
Selected places will be featured in this edition which will also showcases the Elephant Coast and the Eastern Cape. A feature on Kruger will also be published.
Booking deadline: 25 October 2010
Material deadline: 1 November 2010
On sale nationwide: 6 December 2010

READERSHIP

- Eco-minded traveller looking for accommodation combined with outdoor activities, adventure and cultural interests
- Game reserve visitors
- Conservation minded traveller
- Leading conservation organisations and corporates
- Mountain and bush trailists
- Mountain bikers
- Birdwatchers
- Scuba Divers
- Horse riders
- Whale watchers
- Saltwater and Fly Fishermen
- Kayakers and canoeists
- Weekend meanderers
- Beach and marine enthusiasts
- Caravan and Campers
- Overlanders
- Explorers
- Photographers
- Spa and wellness seekers
- Triathletes
- Nature lovers

FAST FACTS

2010 RATE CARD

WILDSIDE RATES 2010

All rates exclude agency commission

2010 MAIN BODY RATE CARD

Name	Width	Height	Cost Ex Vat
Double Page Spread	420mm	285mm	R 26 290
Inside Front Cover	210mm	285mm	R 16 900
Back Cover	210mm	285mm	Booked
Full Page	210mm	285mm	R 14 900
Half Page	190mm	130mm	R 7 480
Third Page Horizontal	190mm	85mm	R 5 300
Third Page Vertical	61mm	265mm	R 5 300
Quarter Page	92mm	130mm	R 4 250
Eighth Page	92mm	63mm	R 1 925

INSERTION RATES

Name	Max Width	Max Height	Cost Ex Vat
RANDOM – Single Page or DL(A4 folded)	200mm	280mm	R330 per 1000
4 pages	200mm	280mm	R395 per 1000
16 pages	200mm	280mm	R550 per 1000
+ 16 pages	200mm	280mm	R680 per 1000
BAGGED – Single Page or DL (A4 folded)	210mm	297mm	R625 per 1000
4 or more pages	210mm	297mm	R745 per 1000
8 or more pages	210mm	297mm	R795 per 1000
16 or more pages	210mm	297mm	R910 per 1000

HOW TO BOOK AN ADVERT IN WILDSIDE

Please Contact:

Tora Roberts
Sales Executive
tel: +27 31 767 1512
fax: 0866711505
cell: 082 376 9115
Email: tora@wildsidesa.co.za

Please send your advert to your sales executive's email address

HOW TO PREPARE AN ADVERT FOR WILDSIDE

Adverts need to be a digital file.
The digital file can either be a high res PDF or high res Jpeg.
Minimum resolution of 300 dpi is required.



TRAVEL & ADVENTURE DIRECTORY

PER EDITION IN RANDS

Block	Cost Ex Vat
1	631
2	1263
3	1881
4	2454
5	3053
6	3645
8	4843
9	5410
10	5990
12	7304
24	14615

DIMENSIONS

SINGLE BLOCK

Block	Width X Height
1	46mm x 42mm

VERTICAL BLOCK

2	46mm x 86mm
3	46mm x 130mm
4	46mm x 174mm
5	46mm x 218mm
6	46mm x 262mm

PORTRAIT BLOCKS

4	94mm x 86mm
6	94mm x 130mm
9	142mm x 130mm

HORIZONTAL BLOCK

2	94mm x 42mm
3	142mm x 42mm
4	190mm x 42mm
6	142mm x 86mm
8	190mm x 86mm
12	190mm x 130mm

PLEASE NOTE:

Any number of Travel and Adventure Directory advert size combinations can be made using the dimensions to the left.

Placement of block advert on a specific part of the Travel & Adventure Directory page cannot be guaranteed.