

# explore

Incorporating Explore Namibia

## south africa

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**NOW**  
Incorporating  
Explore Namibia

### Promoting South Africa as a unique and quality destination

Explore magazine showcases Southern African tourism products and services for the international travel trade, offering you direct exposure to upmarket business and leisure travellers as well as foreign investors travelling in and out of South Africa. A well regarded and prestigious travel trade magazine, Explore has grown in prominence, caliber and diversity, fast becoming one of the leading travel and tourism magazines in South Africa.

### CONTENT:

- Travel • Tourism • Destinations • Responsible Travel • Accommodation • Ecotourism • Business of Tourism • Government • Heritage & Culture • Conferencing • Events • Cuisine • African Travel • Hunting Safaris

### DISTRIBUTION:

- United Kingdom: over 130 ABTA Travel Agencies
- Saudi Arabia, Bahrain & Yemen: tourism associations & promotional events
- Western Europe: "The Best Of" Travel Agencies
- SA Embassies Worldwide / Foreign embassies in SA
- In-flight on Phoebe Apollo
- SANParks / Arabella Golf Estate / Shosholozza Premier Classe
- Local Government and Local Retail outlets

- (CEOs, CFOs, decision makers and owners)
- UK & European Tour Operators
- JSE & NSX Listed Companies
- Top 300 Companies (CEOs, CFOs, decision makers and owners)
- Chambers of Commerce
- BidVest Executive Lounges

### INTERNATIONAL EXPOS:

- INDABA (Durban, South Africa): Mar-May issue
- World Travel Market (London): Sep-Nov issue
- ITB (Berlin) & Meetings Africa (Sandton) : Dec- Feb issue



### SPECIFICATIONS:

275mm x 210mm, full colour throughout, secure bound / square backed  
 Material Requirements: PDF (with crop marks);  
 300 dpi, high resolution & CMYK

### ADVERTISERS:

- Tourism Authorities • Tourist Sites • Heritage Sites
- Accommodation • Game Reserves • Corporate Services • Travel Services • Government Services
- District Municipalities • Property Corporations • Tour Operators

### FREQUENCY / PRINT RUN

Autumn (March-May) - 15 000 copies • Winter (June-August) - 10 000 copies • Spring (September-November) - 12 000 copies • Summer (December-February) - 10 000 copies

### MATERIAL DEADLINES:

Autumn: 23 February • Winter: 22 May • Spring: 25 August • Summer: 18 November

### RATES:

Sponsorship: (8 pages editorial, logo, front cover)	R165 000
Full Page:	R23 950
Special Position:	R26 000
Double Page Spread:	R36 950
Inside Front Cover (DPS):	R40 000
Inside Back Cover (DPS):	R38 000
Outside Back Cover:	R33 950
1/2 Page:	R15 000
1/3 Page:	R 9 000

(ALL PRICES ARE EXCLUSIVE OF VAT)

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### ACCOLADES

- Official Media Partner to the Amarula Best Retreats Awards and Boundless Southern Africa TFCA 2010
- Winner of the SAPPI Pica Award for Best Business-to-Business magazine in the Travel and Tourism category – November 2005



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