

# explore

south africa

www.exploreonline.co.za  
2015

**'Explore' Publication promotes Southern Africa as a destination of choice for travel, business and investment; and showcases luxury Southern African products and services, destinations and experiences. The Publication provides a quality vehicle for clients to address those travelling to and throughout Southern Africa as well as a key audience from the local and international tourism, hospitality and travel trade, not to mention MICE, corporate and government sectors, providing entertaining content on topics and trends pertinent to these industries. The Publication also focuses on the business of tourism, news and developments, destinations, different types of travel, heritage and culture, health & wellness, sustainable/eco tourism etc 'Explore' therefore enjoys a readership comprised of upmarket corporate and leisure travellers as well as influential decision makers, government, buyers and potential investors.**



## DISTRIBUTION

- Decision-makers in Local & National Government
- CEOs, MDs, decision-makers and owners of:
- Top 300 Companies
- JSE & NSX Listed Companies
- Chambers of Commerce
- Selected Premium Boutique Hotels & Guesthouses
- Selected CNA & Exclusive Books retail outlets
- United Kingdom: 130 ABTA Travel Agencies

- Western Europe: "The Best Of" Travel Agencies
- UK & European Tour Operators
- SA Embassies Worldwide / Foreign Embassies in SA
- All members of Parliament
- Domestic & International Executive Lounges
- (Bidvest, SAA, BA) at JHB, CT & DNB Airports
- Phoebus Apollo & Africa Charter Airlines
- Tourism offices of BRIC Countries
- 'Five Star Alliance' - 136 Luxury Hotels in Africa
- SA Tourism Info Offices
- South African National Parks

## INTERNATIONAL EXPOS

- Mar-May: Indaba (Durban, SA)
- An official Media Partner for Africa Travel Week/ WTM Africa (CTICC - Cape Town, SA)
- Jun-Aug: Relevant World Heritage Tourism Expo
- Sep-Nov: World Travel Market (London, UK)/ITB Asia
- Dec-Feb: ITB Berlin (Germany) & Meetings Africa (JHB, SA)

## 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 Attractions • Heritage Sites • Accommodation • Game Reserves • Corporate Services • Travel Services • District Municipalities • Tour Operators • Airports Companies • Transport Services

## FREQUENCY

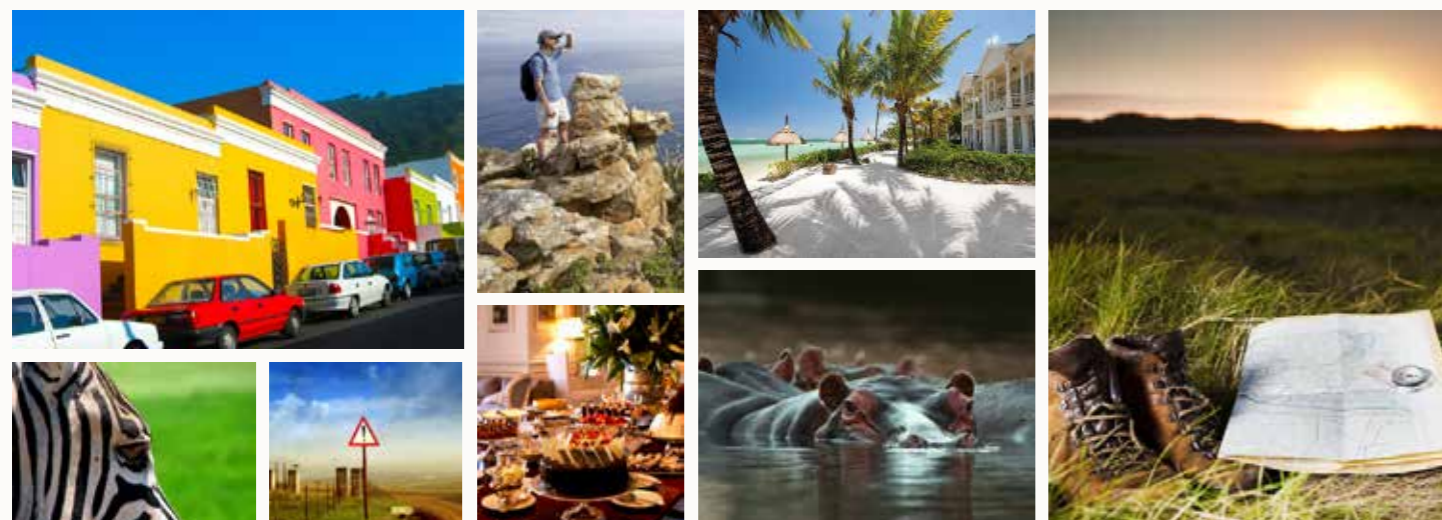
- March-May (Autumn)
- June-August (Winter)
- September-November (Spring)
- December-February (Summer)

## RATES

Focus Package (5 pages, contents page listing)	R80 000
Inside Front Cover (DPS):	R40 000
Inside Back Cover (DPS):	R38 000
Double Page Spread:	R36 950
Outside Back Cover:	R33 950
Special Position:	R26 000
Full Page:	R23 950
1/2 Page:	R15 000
1/3 Page:	R 9 000

(ALL PRICES ARE EXCLUSIVE OF VAT)

*If you would like to advertise in Explore South Africa please contact Illana Dillon:  
Tel: 021 681 7000 (ext 271)  
Email: illana.dillon@capemedia.co.za*



Cape Media Corporation, Cape Media House, 28 Main Road, Rondebosch, Cape Town 7700  
Tel (021) 681 7000 · Fax (021) 685 4202 · E-mail: explore@capemedia.co.za ·  
Property: Kaqala Media Ltd. · Reg # 99/23655/06 · Directors: Andrew Fehrsen, Royston Lamond

Adelaide · Amsterdam · Birmingham · Boston · Brooklyn · Cairo · Canada · Channel Islands · Cheshire · Chester · Chicago, IL  
Cologne · Copenhagen · Dakar · Dar es Salaam · Dublin · East Sussex · Ebenhausen · Essex · Frankfurt · Gaborone · Gloucestershire  
Greater London · Greater Manchester · Hamburg · Hampshire · Harare · Hertfordshire · Istanbul · Kampala · Lagos · Lancashire

Leeds, West Yorkshire · Lima · Livingstone · Lusaka · Manchester · Maseru · Maun · Mbabane · Mechelen · Milan · Mombasa  
Montreal · Muenchen · Nairobi · New York · Oxford · Paris · Prague · Preston, Lancashire · Rendsburg · Rio de Janeiro · Rome  
São Paulo · Suffolk · Surrey · Sydney · Tasmania · Toronto · Vienna · Warsaw · Wimbledon · Windhoek · Worcestershire · Zurich