

explore

2019

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'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

Hospitality & Travel

- Luxury accommodation establishments throughout Southern Africa, including the 'Five Star Alliance' 151 Best Luxury Hotels in Africa
- Provincial tourism offices
- South African National Parks
- Domestic & International executive airport lounges (Bidvest, SAA, BA etc) at JHB, CT, DBN, PE and Bloem Airports
- In-flight on Phoebus Apollo, Africa Charter & Skyclass Aviation charter airlines
- Management of 40 SA based charter airline companies
- Conference facilities
- Foreign embassies within SA

Corporate & Government Sectors

- Members of Parliament
- Decision-makers in:-
 - Local & national government departments & municipalities
 - Top 200 South African companies
- SACCI members

National Tourism & Travel Trade

- Trade & Industry organisations
- National tourism bodies & provincial tourism offices
- Tourism marketing associations & agencies

International Tourism & Travel Trade

- Travel agents & tour operators in the UK/Europe, incl:-
 - United Kingdom: 130 ABTA Travel Agencies
 - Western Europe: "The Best Of" Travel Agencies
- Namibia & Southern African Tourism offices
- SA Embassies worldwide
- Media Carrier's more than 1200 media boxes in 40 countries, 5-Star Hotels, Airlines, Cruise Ships, etc

Retail & Public

- Selected CNA & Exclusive Books retail outlets throughout SA
- Distribution through DLT Media to a variety of high traffic business outlets, waiting rooms & reception areas throughout SA
- Automotion

Additional Trade Show Distribution & Media Partnerships

- Mar-May: Indaba Durban & Africa Travel Week/WTM Africa as an official media partner
- June-Aug: KZN Travel & Adventure Show
- Sep-Nov: World Travel Market London & ITB Asia as an official media partner to both
- Dec-Feb: Meetings Africa in Sandton & ITB Berlin as an official media partner

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 • Luxury Brands

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

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