

explore

Incorporating Explore Namibia

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NOW
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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

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 Cathay Pacific, Phoebe Apollo
- Africa Charter Airlines
- SANParks / Arabella Golf Estate / Shosholozza Premier Classe



- Local Government and Local Retail outlets
- UK & European Tour Operators
- JSE & NSX Listed Companies
- Top 300 Companies
- Chambers of Commerce
- OR Tambo International Airport

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: Quarterly

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

MATERIAL DEADLINES:

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

RATES:

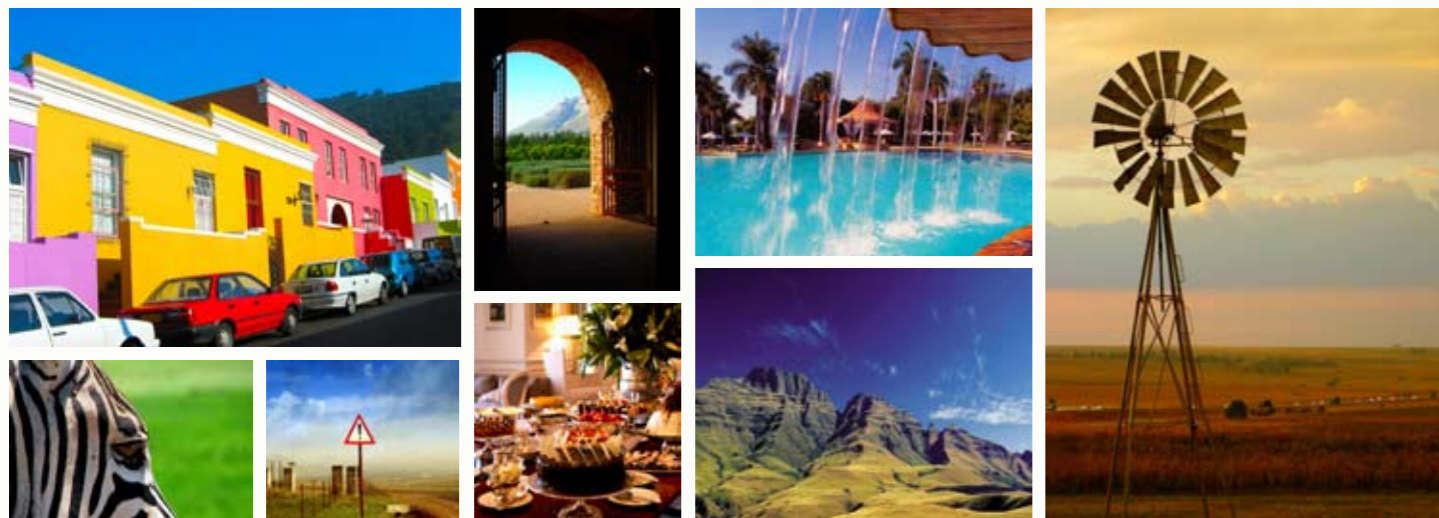
Full Page:	R23 950
Special Position:	R26 000
Double Page Spread:	R36 950
Inside Front Cover (DPS):	R40 000
Inside Back Cover (DPS):	R38 000
Outside Back Cover:	R33 950
1/2 Page:	R15 000

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ACCOLADES

- Official Media Partner to the Amarula Best Retreats Awards
- Media Partner to 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
- Official Magazine for "Explore South Africa" in South America - September 2005/2006 and UNESCO World Heritage Committee Meeting - July 2005
- In Welcome Bags at INDABA, South Africa 2006, 2007, 2008 and 2009



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