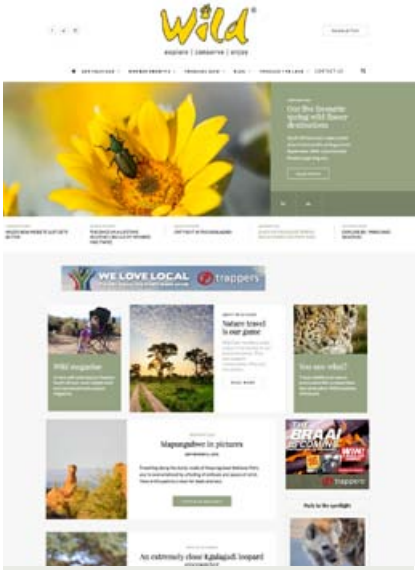
WINNER: 2015 Best External Magazine, SA Publication Forum Awards | WINNER: 2015 Excellence in Design, SA Publication Forum Awards WINNER: 2015 Publication with the Best Headlines, SA Publication Forum Awards | WINNER: 2015 Excellence in Communication, SA Publication Forum Awards | WINNER: 2014 Environmental Media Contribution to Conservation, Kudu Awards | WINNER: 2014 Best External Magazine, SA Publication Forum Awards | WINNER: 2014 Best Corporate Publication, SA Publication Forum Awards WINNER: 2013 Customer Publishing Excellence, PICA Awards | WINNER: 2013 Best External Magazine, SA Publication Forum Awards

Average circulation per issue: 63 535 **(ABC for the period July 2015 – June 2016).**

www.wildcard.co.za



Digital offering

Wild Card website
Updated regularly with news, blogs, trip reports, wildlife pictures and events, the Wild Card website is the ultimate information centre. The website draws close to **36 000** unique visitors a month.

***Wild* e-newsletter**
Our monthly electronic newsletter is fun and to-the-point for members with wanderlust in their hearts. It is sent to **147 136+** opt-in subscribers.

Social media
From dawn to dusk, and after dark, the *Wild* Facebook, Twitter and instagram accounts keep members up to date with the natural world. Followers can share sightings, enter competitions and ask questions. Reach more than 27 000 individuals.

THE WILD WORLD

A rich editorial mix makes *Wild* a must-read,
A MAGAZINE TO SAVOUR
and a source of reference to keep.

TRAVEL AND PARKS

The beauty and diversity of the park network is featured in strikingly presented articles.

PEOPLE AND PARKS

We walk with rangers, sit down to talk with researchers, explore the dunes with the San, marvel with the locals at the Karoo's own "Jurassic Park" fossils and listen to the wisdom of the indigenous people living in and near the parks.

WONDERFUL WILDLIFE

Fascinating and informative articles on the incredible diversity of our wildlife, from frogs to fynbos, hoopoes to hippos. Science, ecology, animal behaviour and conservation feature in every issue – not to forget those stunning wildlife photos.

WILD KIDS

A special fun-in-learning section for younger children to encourage an interest in wildlife and nature conservation from an early age.

WILD ADVENTURE

Here's where the action is: hiking, mountain biking, kayaking, diving, fishing – the Wild Parks offer a great variety of activities for the adventurous.

ADVERTISING RATES

Inside front cover DPS	**R100 500**
Inside back cover	**R 49 500**
Outside back cover	**R 52 800**
Double page spread, full colour	**R 87 000**
Full page, full colour	**R 43 500**
Half page, full colour (vertical only)	**R 29 950**

All rates exclude agency commission and VAT.

A 10% loading fee will be added to guaranteed position bookings.

MULTIPLE BOOKINGS DISCOUNT:
2 ISSUES: 5% DISCOUNT | 3 – 4 ISSUES: 7.5% DISCOUNT

Insertion rates

Costs for a preprinted insert per 1 000.

	RANDOM	SPECIFIED
SINGLE	R 1040	R 1140
4 PAGES	R 1150	R 1265
6 – 8 PAGES	R 1235	R 1360
12 PAGES	R 1365	R 1500
16 – 24 PAGES	R 1555	R 1710
24+ PAGES	POA	POA

***Wild* is mailed only to active members, which means there is none of the waste (minimum <25%) from unsold newsstand copies.**

Strategic partnership rates

- Strategic partnerships are tailored to each partner's specific needs.
- Annual partnership costs are negotiable and start at R200 000 inclusive of agency commission.

Advertorial rates

FPFC, with copy and pictures supplied: R48 500. Less multiple booking discount.

DPSFC, with copy and pictures supplied: R90 000. Less multiple booking discount.

Should it be necessary for Tip Africa Publishing to commission a photographer and/or journalist, or arrange a shoot, quotes will be supplied to client up-front and they will only be required to pay real costs. This will of course vary from project to project, but will be done as cost-effectively as possible.

Web rates

Web campaigns are dynamic in nature and we will offer tailor-made solutions to fit your budget, calculated on a base rate starting at R290 per thousand. Monthly sponsorship for website and e-newsletter available from R25 000.

Leaderboard	728 x 90 pixels	**R290**
Half page	300 x 600 pixels	**R375**
Medium rectangle	300 x 250 pixels	**R320**
Double banner	468 x 120 pixels	**R220**

e-newsletter

With more than 135 000 individual subscribers our alternate weekly mailer offers superb reach and quality – espcially for last minute tactical campaigns. We have the following ad spaces available:
Medium rectangle 300 x 250 pixels **R320**
Native campaigns are available on application.

All rates include agency commission, but exclude VAT.
Cancellations will be accepted prior to the booking deadline, provided that the advertiser accepts liability for any costs already incurred before the cancellation or where unavoidable after cancellation.

MAGAZINE SPECIFICATIONS

FULL PAGE

Trim size 176mm wide x 250mm deep
Bleed size 186mm wide x 260mm deep
Max. type size 166mm wide x 230mm deep

DPS

Trim size 352mm wide x 250mm deep
Bleed size 362mm wide x 260mm deep
Max. type size 332mm wide x 230mm deep

HALF PAGE

Trim size 88mm wide x 250mm deep
Bleed size 98mm wide x 260mm deep
Max. type size 70mm wide x 230mm deep

AUTUMN 2017 / WILD 38

Booking deadline – 8 February 2017
Material deadline – 15 February 2017
Publication date – 6 March 2017

WINTER 2017 / WILD 39

Booking deadline – 10 May 2017
Material deadline – 17 May 2017
Publication date – 5 June 2017

SPRING 2017 / WILD 40

Booking deadline – 2 August 2017
Material deadline – 8 August 2017
Publication date – 28 August 2017

SUMMER 2017/18 / WILD 41

Booking deadline – 18 October 2017
Material deadline – 25 October 2017
Publication date – 13 November 2017

- All rates exclude agency commission and VAT.
- Advertising space is subject to availability of booking.

MATERIAL GUIDELINES

Ads to be supplied digitally as PDFX-1a files via Websend, email, dropbox or wetransfer to riaan@tipafrica.co.za

READER COMMENTS:

The photography is excellent, the articles entice me to visit the parks and I love discussing the articles with my kids. – Mike Townshend

We really enjoy *Wild* magazine and use our back copies extensively in planning our trips around the country. – Peter Hahn

It is the most awesome website – so helpful and attractive. Easy to get around and everything included. – Pauline Smith

WHO ARE THE WILD PEOPLE?

You know them well. In fact, you might even be one of them:

- Young couples
- Families with children
- Older couples
- Majority of visitors are between 35 and 55 years old
- All of them wildlife enthusiasts
- Mostly upper LSMs

This you must know:

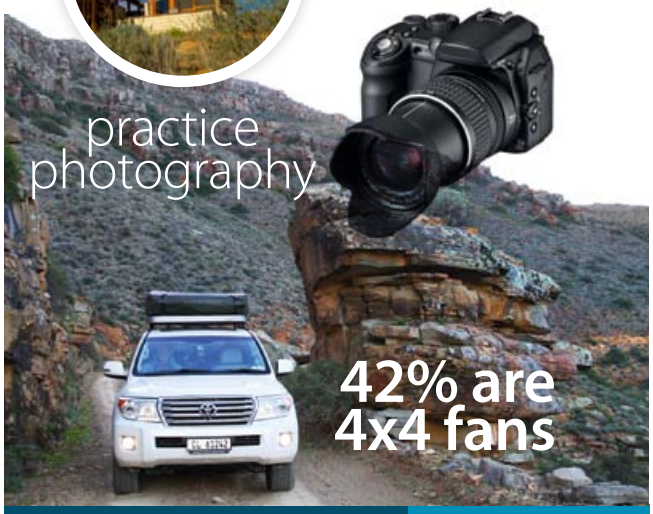
Wild readers are passionate about wildlife and conservation, proud of our natural heritage, knowledgeable and have established emotional links to protected areas. They are independent wildlife pilgrims and expect quality and depth in communication.

Demographics of Wild Card members

60% are...

birders

enjoy camping and caravanning



practice photography

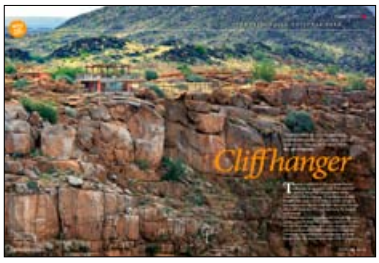
42% are 4x4 fans

60% Male | 40% Female

47% have kids

58% KEEP THE MAGAZINE FOR FUTURE REFERENCE

STAY MORE THAN FIVE NIGHTS **23%**



CONTACT:

Jaco Scholtz
jaco@tipafrica.co.za
Cell 083 303 0453
Tel 021 447 6094
PO BOX 13022,
Woodstock 7915

***Wild* magazine is published by Tip Africa Publishing**

5th Floor, The Silo, The Old Biscuit Mill,
373 Albert Road, Salt River 7925
PO BOX 13022, Woodstock 7915
Tel 021 447 6094 | Fax 021 447 0312
www.tipafrica.co.za

tip africa publishing