



explore | conserve | enjoy

Wild is South Africa's biggest environmental and outdoor community with more than **187 918 members** representing the most active visitors to our national parks and reserves. Yearly, the Wild Card contributes more than **R92 million** to conservation.

Wild members are passionate outdoor pilgrims and the opt-in member communication enjoys superior engagement levels. Advertising opportunities are available to suitable third parties who wish to engage with this unique community.



RECENT AWARDS

2018 Winner of 4 major awards: Excellence in Communication, Best External Magazine, Best Corporate Publication, Excellence in Writing PLUS Runner-up Best Electronic Newsletter, SA Publication Forum Awards

WINNER: 2017 Best External Magazine & Best Newsletter, SA Publication Forum Awards | WINNER: 2016 Best External Magazine, SA Publication Forum Awards | WINNER: 2015 Best External Magazine, Excellence in Communication, Excellence in Design & Best Headlines, SA Publication Forum Awards | WINNER: 2014 Environmental Media Contribution to Conservation, Kudu Awards

WINNER: 2014 Best External Magazine, Best Corporate Publication & Excellence in Design, SA Publication Forum Awards

WINNER: 2013 Customer Publishing Excellence, PICA Awards | WINNER: 2013 Best External Magazine, Best Corporate Publication & Excellence in Design, SA Publication Forum Awards

THE WILD WORLD

Wild members feed their love for the natural world through our award-winning *Wild* magazine, bi-monthly newsletter, website and various social media platforms. Each channel fulfils a specific role and all work together to drive engagement around *Wild* members' passion for conservation and the outdoors.



Wild e-newsletter
Our award-winning electronic newsletter is fun and to-the-point for members with wanderlust in their hearts. It is sent to **169 847+** opt-in subscribers (and growing!).

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 **43 327** unique visitors a month.

Magazine
Wild is the off-line contact point with our members. Distributed to paid-up members and available on the newsstand, *Wild* remains the primary driver of park and reserve inventory. *Wild* is SA's biggest outdoor publication, ABC **64 623** per issue, **187 918** readership.

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. Average monthly reach: **31 512** contacts.

EDITORIAL PILLARS



TRAVEL AND PARKS

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



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.



WONDERFUL WILDLIFE

Fascinating and informative articles on the incredible diversity of our wildlife. Science, ecology, animal behaviour and conservation feature in every issue.



PEOPLE AND PARKS

We walk with rangers, sit down to talk with researchers, explore with adventurers and learn from the people who call the parks home.



WILD NEWS

First-to-market information on new park accommodation, special offers and giveaways make *Wild* an indispensable platform for outdoor and nature devotees.

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

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 720	R 800
2-5 pages	R 760	R 850
6-11 pages	R 850	R 930
12-16 pages	R 930	R 1 000
>16 pages	POA	POA



Wild is mailed only to active members, which means there is none of the <25% waste 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

e-newsletter

With more than 169 847 individual subscribers our alternate weekly mailer offers superb reach and quality – especially for last-minute tactical campaigns.

We have the following ad spaces available:

Medium rectangle 300 x 250 pixels **R275**

Banner 600 x 250 pixels **R325**

Native campaigns are available on application.

All rates exclude agency commission, and 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.

All rates exclude agency commission and VAT.

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



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 2019 / WILD 46

Booking deadline – 8 February 2019

Material deadline – 15 February 2019

Publication date – 6 March 2019

WINTER 2019 / WILD 47

Booking deadline – 25 April 2019

Material deadline – 2 May 2019

Publication date – 23 May 2019

SPRING 2019 / WILD 48

Booking deadline – 5 August 2019

Material deadline – 12 August 2019

Publication date – 2 September 2019

SUMMER 2019 / WILD 49

Booking deadline – 18 October 2019

Material deadline – 25 October 2019

Publication date – 13 November 2019

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 milenial couples
- Families with children
- Older couples
- Adventure enthusiasts
- Wildlife enthusiasts

This you must know:

Wild readers live for experiences. They 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.

Wild Card members by numbers

60% are...



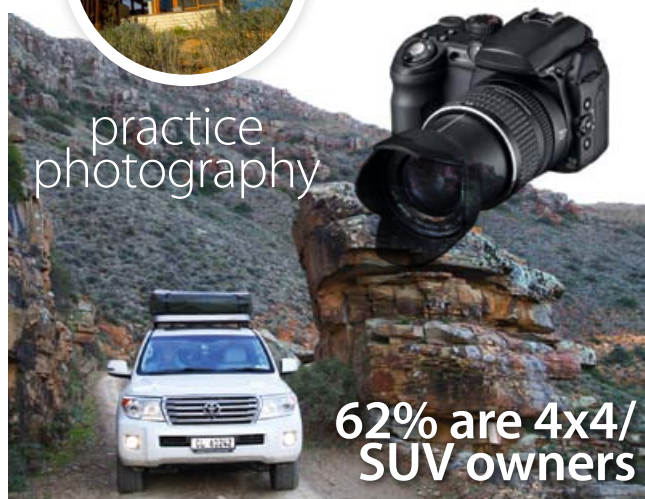
birders



enjoy camping and caravanning



practice photography



62% are 4x4/SUV owners

52% Male

48% Female

47% have kids

58%

KEEP THE MAGAZINE FOR FUTURE REFERENCE

VISIT PARKS 2 X AS FREQUENTLY, STAY 3 X LONGER THAN AVERAGE VISITOR



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