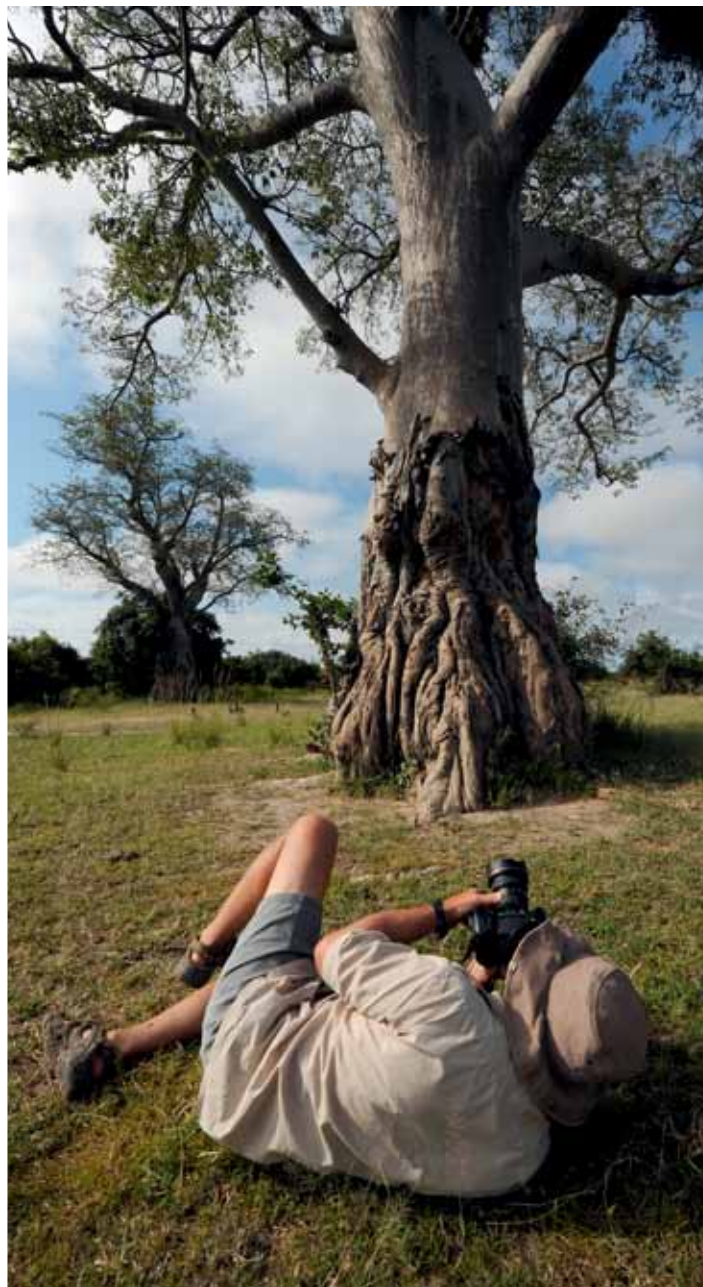


AFRICA[®]
Geographic

2012 ADVERTISING RATES

AFRICA
BIRDS
& BIRDING



EDITORIAL PROFILE

Africa Geographic strives to provide content that is entertaining and thought-provoking, combining visually stunning photography and well-written articles. Our topics are sourced from all over Africa (including its islands) and range from accounts of conservation in action and groundbreaking advances in natural history to topical controversies and light-hearted yet insightful armchair travel. Whether you're picking up the magazine for the first time or have been a loyal subscriber for years, each issue offers something that will maintain and grow reader interest in and loyalty to the brand.

INDUSTRY AWARDS

Since its launch in 1993, *Africa Geographic* has received more than 15 awards and citations of excellence, including the coveted Rossi Trophy (twice), awarded to the best South African consumer magazine at the annual SPA PICA Awards, as well as the 2010 ADvantage Ad Mag award for Best Travel Magazine.

OUR REACH

Circulation

ABC	21 932	Quarter 2
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Social media

Facebook fans	17 000+
Twitter followers	2 000

Website

Unique users	4 310 (average as at end October 2011)
Page impressions	20 164 (average as at end October 2011)



ADVERTISING RATES

COVERS

Insertions	1-4	5-12
Outside back cover	35 900	31 900
Inside DPS front cover	53 800	47 000
Inside back cover	30 100	25 550
Inside front cover	30 900	27 100

BODY OF JOURNAL

Insertions	1-4	5-12	Advertorial	NGO
Double-page spread	53 600	47 100	58 800	39 700
Half double-page spread	34 100	29 900	37 500	17 100
Full page	28 400	24 800	31 300	19 900
Half page	20 000	17 500	22 100	13 300
Third page	16 900	14 900	18 600	10 700
Quarter page	12 100	10 700	13 500	7 900

Rates are VAT exclusive and include agency commission.
Advertorial rates exclude agency commission and include a 10% design fee.

DEADLINES

Issue	Advertising space booking	Complete material	On sale
February 2012	15 December 2011	21 December 2012	20 January 2012
March	25 January 2012	01 February	24 February
April	22 February	29 February	23 March
May	22 March	28 March	20 April
June	18 April	25 April	18 May
July	16 May	23 May	15 June
August	20 June	27 June	20 July
September	18 July	25 July	17 August
October	22 August	29 August	21 September
November	19 September	26 September	19 October
December	17 October	24 October	16 November
January 2013	21 November	28 November	21 December

MATERIAL DIMENSIONS

		Bleed	Trim	Type
Full page	Depth	286 mm	280 mm	250 mm
	Width	216 mm	210 mm	188 mm
Double-page spread	Depth	286 mm	280 mm	250 mm
	Width	426 mm	420 mm	398 mm
Half double-page spread	Depth	144 mm	138 mm	125 mm
	Width	426 mm	420 mm	398 mm
Half-page horizontal	Depth	144 mm	138 mm	125 mm
	Width	216 mm	210 mm	188 mm
Half-page vertical	Depth	286 mm	280 mm	250 mm
	Width	110 mm	103 mm	92 mm
Third-page horizontal	Depth	108 mm	102 mm	85 mm
	Width	216 mm	210 mm	188 mm
Third-page vertical	Depth	286 mm	280 mm	250 mm
	Width	78 mm	72 mm	60 mm
Quarter page	Depth	-	125 mm	125 mm
	Width	-	92 mm	92 mm

MATERIAL SPECIFICATIONS

- Please supply digital material in the form of press-optimised PDF files that have been preflighted and validated. Material can be sent via Adsend.
- Document bleed must be set to 5mm all around.

CONDITIONS

No advertisement will appear in the magazine without a written space order being received by the publisher. All copy for advertisements is subject to the approval of the publisher, who reserves the right to cancel or suspend any advertisement or series of advertisements. Cancellations made after the booking deadline are subject to a 50% cancellation fee. All clients will be invoiced on the date of publication and terms are strictly 45 days from the date of invoice.

SPECIAL PLACES PORTFOLIO

LODGES • SPAS • VILLAS • RESORTS • KIDS

Special Places is a unique marketing package that offers lodges and hotels access to a monthly audience of some 150 000 readers who are devoted to an African experience, using Africa Geographic's marketing platforms: *Africa Geographic* magazine, *Africa – Birds & Birding* magazine and *Safari* interactive magazine.

What does a year's membership offer you?

- A half-page advertorial in *Africa Geographic* magazine
- A half-page advertorial in *Safari* interactive magazine
www.africageographic.com/safari
- A 1/9-page advertisement on the Special Places pages in all 12 issues
- One quarter-page advert in *Africa – Birds & Birding*
- A full web page on our travel website
www.africageographic.com/expeditions/special-places
- One week's worth of exposure on the Africa Geographic home page as 'Lodge of the Week'
- 10 FREE copies of 12 issues of *Africa Geographic* and 10 FREE copies of 6 issues of *Africa – Birds & Birding* magazines
- A three-month free subscription to *Safari* interactive magazine for all your clients

COST PER YEAR: R27 500 (excl.VAT*)

*No VAT for properties registered outside South Africa

PAYMENT OPTIONS

1. Upfront payment within 7 days of booking (5% discount)
2. 50% payment upfront and 50% after 6 months
3. Quarterly payments, first instalment due upfront to secure membership



CLASSIFIED PORTFOLIOS

GREAT AFRICAN EXPERIENCES & TRAVEL SERVICES

Iconic African experiences

PHOTOGRAPHIC AFRICA

Photographic destinations, workshops, courses and product suppliers

GUIDE TRAINING & JOB PLACEMENT

Guiding and lodge management courses and jobs in Africa

GAME LODGE SERVICES & PRODUCTS

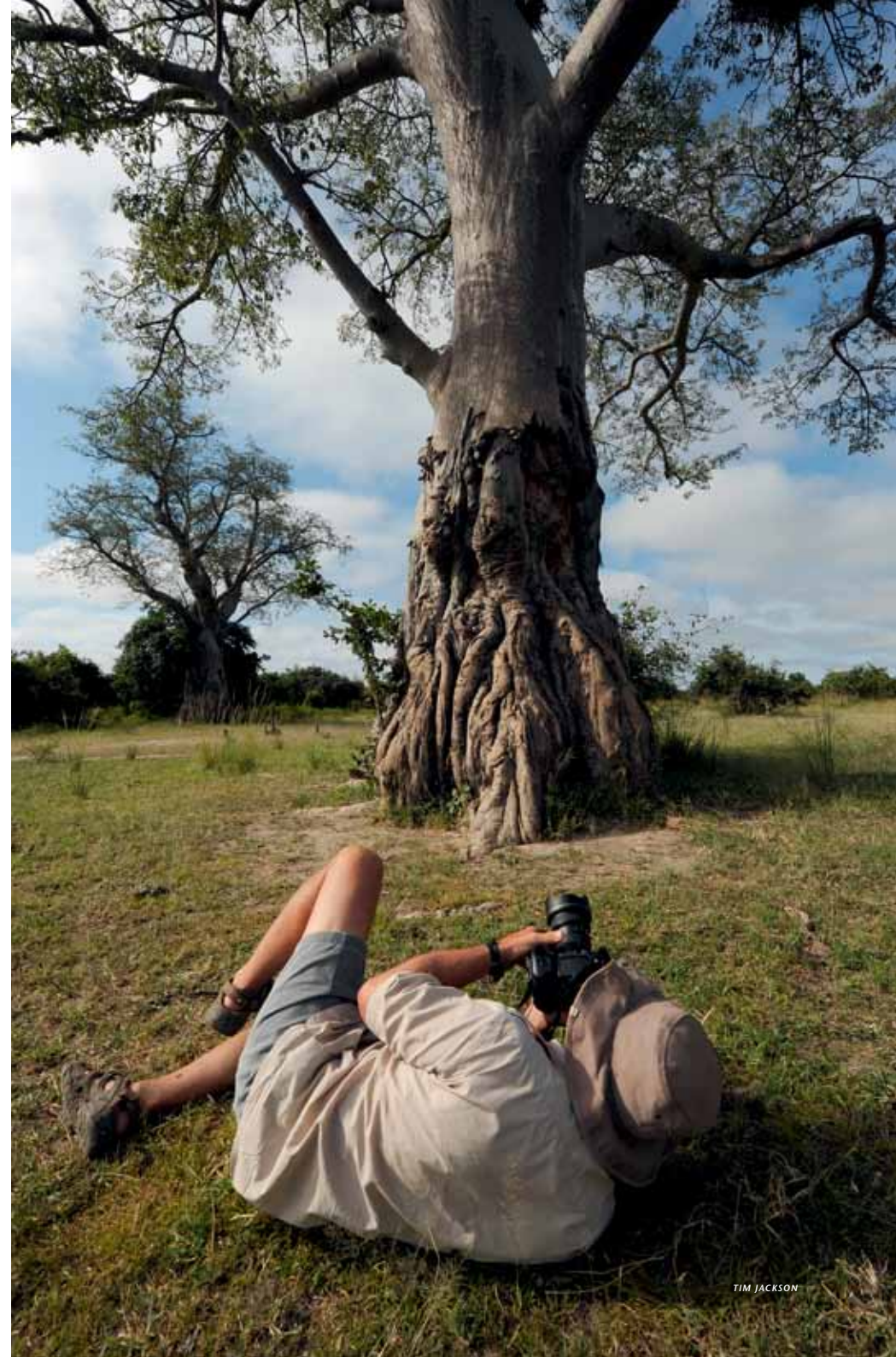
Products and services supporting the safari industry

COST PER YEAR: R15 500 (excl.VAT*)

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PAYMENT OPTIONS

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EDITORIAL PROFILE

Birders are passionate people. They care about birds and their conservation. They seek and demand perfection, and are ceaseless in their thirst for knowledge about birds, whether that be a new identification guide, finding the best locality for seeing a particular species, knowing what equipment will give them the edge over their fellow birders – or how best to feed the birds in their own gardens. *Africa - Birds & Birding* attracts and nurtures those readers. It caters to all levels of interest, with each issue feeding readers' needs for articles about conservation, interesting behaviour, travel and the latest news and research in the birding world, all packaged with spectacular photography.

INDUSTRY AWARDS

Since its launch in 1996, the magazine has received more than 17 awards and citations for excellence, including the best environment and travel consumer magazine at the 2005 annual SPA Pica Awards. In 2007, the magazine received a Kudu Award from South African National Parks for the most significant media contribution to conservation.

OUR REACH

Circulation

ABC	13 828	Quarter 2
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Social media

Facebook fans	4 000
Twitter followers	258



ADVERTISING RATES

COVERS

Insertions	1-3	4-6
Outside back cover	24 300	21 400
Inside DPS front cover	38 000	33 400
Inside back cover	20 400	17 900
Inside front cover	20 800	18 400

BODY OF JOURNAL

Insertions	1-3	4-6	Advertorial	NGO
Double-page spread	36 100	31 800	39 800	18 500
Half double-page spread	23 300	20 600	25 700	12 400
Full page	19 700	17 100	21 700	11 100
Half page	13 800	12 100	15 200	9 600
Third page	11 900	10 400	13 000	8 400
Quarter page	7 100	6 100	7 800	5 800

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Advertorial rates exclude agency commission and include a 10% design fee.

DEADLINES

Issue	Advertising space booking	Complete material	On sale
Feb/Mar 2012	14 December 2011	21 December 2011	27 January 2012
April/May	29 February 2012	07 March	30 March
June/July	25 April	02 May	25 May
Aug/Sep	27 June	04 July	27 July
Oct/Nov	29 August	05 September	28 September
Dec 2012/Jan 2013	24 October	31 October	23 November

MATERIAL DIMENSIONS

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'BIRDING ON THE GO' PORTFOLIO

'Birding on the Go' is *Africa - Birds & Birding's* classified section, which readers use as a reference tool when looking to book holidays, accommodation, birding tours, purchasing books and products etc. This is a superb section in which to showcase your product and offers excellent value for money.

Size (full colour)	Cost for 1 issue	Cost for full year (6 issues)	Width	Height
1/12 page	1 300	7 400	43 mm 80 mm	80 mm 43 mm
1/6 page	2 500	12 800	90 mm	80 mm
Quarter page	3 750	19 500	90 mm	126 mm
Half page	7 500	42 000	186 mm	126 mm

Rates are VAT exclusive and exclude agency commission.

PAYMENT OPTIONS

1. Upfront payment within 7 days of booking (5% discount)
2. 50% payment upfront and 50% after 6 months
3. Bi-monthly payments, first instalment due upfront to secure membership



READER PROFILE

Gender	Male	60%
	Female	40%
Age	Under 35	11%
	35-49	62%
	55+	26%
Employment	Working full-time	47%
	Self-employed	28%
	Retired	15%
Career	Professionals	40%
	Directors	12%
	CEOs	6%
	Managerial	14%
Income	Over R720 000/annum	48%
	LSM	9+
Leisure travel	1 or more international trips	94%
	1 or more domestic trips	98%
Corporate social/environmental responsibility	If aware of brands' programmes to protect the environment and support local conservation initiatives, would be influenced accordingly to support the companies by buying their brands	98%

SALES & MARKETING TEAM

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To see back issues to help with your decisions, please contact Simon for print or digital copies.

For advertising sales, please e-mail tracy@africageographic.com

