

Escapes

Rate card 2016



Escapes is a monthly travel & holiday magazine filled with fantastic deals and discounts, plus information-packed features on getaways for every taste. The magazine is for readers who enjoy local holidays and travel with their family or friends, and aspire to and are interested in international travel destinations

Cover price
R21.50 monthly

READER AGE

25-45

ABC
65010

CONTACT US

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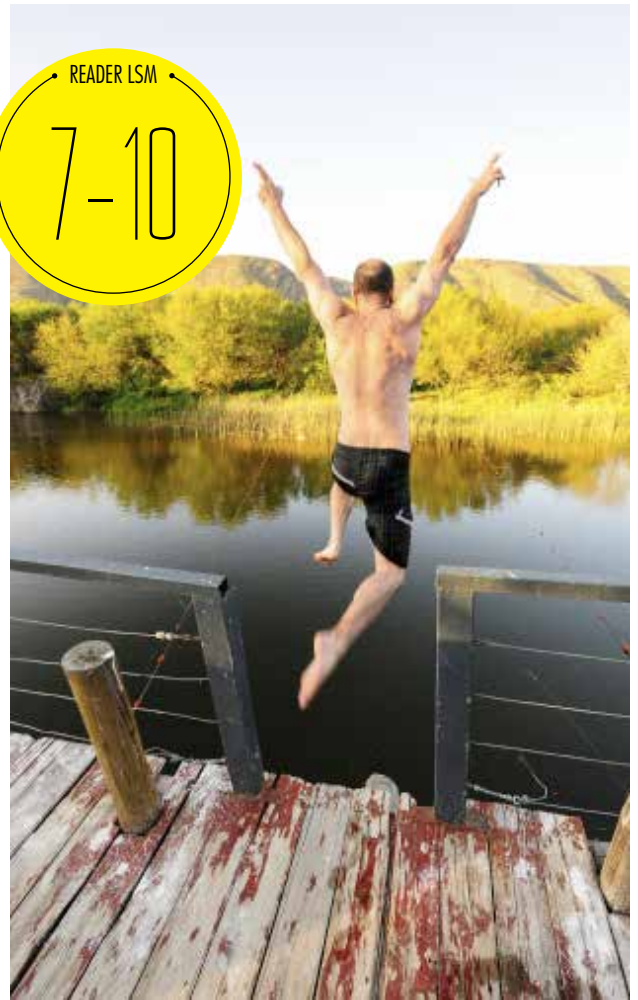
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ADVERTISING RATES

FULL COLOUR	EXCLUDING AGENCY	INCLUDING AGENCY
Full Page	R13 950	R16 706
Double Page Spread	R23 950	R28 682
Outside Back Cover	R21 950	R26 287
Inside Front Cover	R17 950	R21 497
Inside Back Cover	R15 950	R19 100
Advertorial	R15 950	R19 100

- * Advertorial Rates exclude production costs
- * All rates excluding VAT
- * Advertisement rates applicable June 2015 – December 2015
- * Discounts will be given for series bookings
- * Cancellation charge of 50% will apply if cancellation two weeks prior to material deadline



DEADLINES TO DIARISE

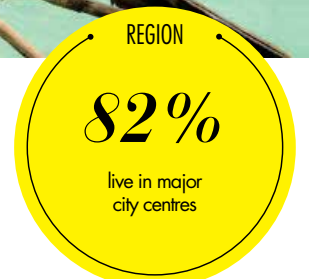
COVER ISSUE	PRINT DEADLINE
	We work on a first come, first serve basis
July 2016	16 May 2016
August 2016	13 June 2016
September 2016	11 July 2016
October 2016	15 August 2016
November 2016	12 September 2016
December 2016	10 October 2016

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M E D I A



ADVERT SPECIFICATIONS

SIZE	BLEED	TRIM	TYPE
Full Page	5 mm all around (NB)	275 mm (h) x 210 mm (w)	255 mm (h) x 190 mm (w)
Double Page Spread	5 mm all around (NB)	275 mm (h) x 420 mm (w)	255 mm (h) x 400 mm (w)



Full technical specifications will be provided by the ad traffic controller on confirmation of booking