

Intrepid
Explorer

Embark on a voyage of a lifetime

Intrepid Explorer magazine presents premium travel-focused content that seeks to create new perspectives on innovation, people and lifestyle — inspiring avid travellers to embark on amazing adventures.

The content found in Intrepid Explorer is timeless and, by introducing the tales of thrill-seekers from across the globe, offers a fascinating view of adventure and luxury travel.



Intrepid Explorer is distributed via MDA to:

- Select retail outlets, including Pick n Pay, Spar and Engen
- Select airport lounges, hotels, lodges, and guest houses, restaurants, beauty parlours and hair salons, doctors' rooms and hospitals
- Media Support (Pty) Ltd with complimentary qualified distribution

Also distributed in Botswana, Lesotho, Mozambique and Swaziland via independent channels

FREQUENCY
Quarterly

Issue 1-2019
The International Travel Issue
PRINT DATE 1 March 2019
RUN DATE March – April 2019

Issue 2-2019
The Luxury Travel Issue
PRINT DATE 17 April 2019
RUN DATE May – June 2019

Issue 3-2019
The Urban Adventures Issue
PRINT DATE 12 June 2019
RUN DATE July – September 2019

Issue 4-2019
The Connected Travel Issue
PRINT DATE 11 September 2019
RUN DATE September – December 2019

READERSHIP*
24 750

DEMOGRAPHICS
25 – 50 AGE **2+ LANGUAGES**
LSM6+ INCOME **60% MALE**



IN EVERY ISSUE

Hot spot Spotlight on one amazing getaway destination

What's on Calendar listings for big events in travel

Bushwhackers Short feature on a wildlife escape

In focus Profile feature on an individual, group or company that focuses on a specific aspect in the travel and tourism industry

Gear A travel fashion editorial featuring the latest styles from select retailers

Top tips Travel tips focused on one aspect of travelling

Travel hacker Easy travel hacks to try on your next getaway

The list A top 10 compilation of destinations, lodges, campsites or other travel destinations.

**Based on figures supplied by the Audit Bureau of Circulations of South Africa and TargetMedia*



Advertising rates

Full Page	R21 950
Special Position	R23 000
Double Page Spread (DPS)	R33 500
Inside Front Cover DPS	R46 500
Inside Front Cover Single	R28 000
Inside Back Cover DPS	R34 000
Inside Back Cover Single	R26 000
Outside Back Cover	R31 000
Half Page	R13 500

The quoted costs exclude value-added tax (VAT) and agency commission.

CUSTOM CONTENT PACKAGES AND SOCIAL MEDIA RATES ARE AVAILABLE ON REQUEST.

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AD MATERIAL REQUIREMENTS

Magazine advert sizes (width × height)

	Type area	Bleed
Full page	277 × 190 mm	5 mm
DPS	277 × 400 mm	5 mm

Please note

- 1 ANA Publishing only accepts high-resolution CMYK formatted artwork. Artwork must be supplied with bleed and crop marks, where required, in either JPG or PDF format
- 2 Black text must comprise 100% K (black) and *not* four colours (CMYK), and white text must be set to knock-out
- 3 Please ensure all overprint is switched off
- 4 If a colour-correct proof (chromalin or matchprint) is not supplied, colour quality cannot be guaranteed
- 5 All advertising material must be sent via email, Dropbox or Wetransfer to the relevant brand development representative with the publication name and advertisement name as the subject line.

Terms and conditions

- 1 All ad placement positions are at the publisher's discretion. ANA Publishing will endeavour to place the advertisement in the best possible position, where available, or as per the stipulated brief where a special position has been purchased
- 2 Under no circumstances will adjustments, reinstatements or refunds be made if the position of the advertisement is deemed unsatisfactory
- 3 All advertisement sales are subject to the standard terms and conditions of sale and credit approval procedures.

