



Escapes

AFFORDABLE TRAVEL EXPERIENCES

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OUTLETS



The Escapes brand



Escapes is a monthly travel magazine filled with hot tips, deals and information-packed features on getaways for every taste. With a strong focus on local destinations, **Escapes** is the perfect read for budget-conscious South African travellers.

Escapes also seeks to inspire your adventurous side with features on adventures of every kind, from game safaris, hiking, biking and diving to kloofing, climbing and everything in between. **Escapes** also caters for the avid camper, with information-packed stories on the best campsites around the country, tips, gear and more.

Escapes will also take you further afield. With our personal travel experiences of Africa and abroad, we'll share our knowledge on how to do it all on a South African budget.

If you're a foodie always on the hunt for the best new eateries, we've got you covered there too. We explore the best new eateries and hip hangouts in every major city in each edition, plus provide a calendar of all the can't-miss events of every month.

Escape the rat race and come and live the adventure with **Escapes!**



The Escapes fact sheet

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Exclusive Books
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Monthly
58
pages

Key pillars

Budget travel
Adventure
Camping
Exploring
Leisure
Eateries



Brand & Platforms



2019

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PRINT CIRCULATION

48697 COPIES PER MONTH (ABC)

AGE

25-60

LSM

6-10

DISCOUNTS

5% for 3 issues booked
10% for 6 issues booked
15% for 9 issues booked
20% for 12 issues booked

DISTRIBUTION Monthly: 12 issues per year to subscribers on a name-and-address basis. Now available at selected retail outlets.

DELIVERY Mailed to subscribers on a name-and-address basis.

ADVERT SPECIFICATIONS

Full Page spread

BLEED
5 mm all around (NB)

TRIM
275 mm (h) x 210 mm (w)

TYPE
255 mm (h) x 190 mm (w)

Double Page Spread

BLEED
5 mm all around (NB)

TRIM
275 mm (h) x 420 mm (w)

TYPE
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ADVERTISING RATES

Print (full colour)

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Double page spread _____	R29 950
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Inside front cover _____	R32 950
Outside back cover _____	R34 950
Advertorials _____	R19 950

Digital

Per month (Facebook, Instagram, Twitter) ____ R1 000

ISSUE MATERIAL DEADLINES

ISSUE	MATERIAL DEADLINES
Jan 2019	23 Nov 2018
Feb 2019	14 Dec 2018
March 2019	25 Jan 2019
April 2019	22 Feb 2019
May 2019	22 March 2019
June 2019	23 April 2019

All rates exclude VAT. Full technical specifications will be provided by the HM Ad Traffic Department. Cancellation policy or T&C on the HSM website.



SOCIAL MEDIA

FACEBOOK
Likes: 23 217

INSTAGRAM
Followers: 2 803

TWITTER
Followers: 226

ADVERTISING SALES ENQUIRIES

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Reader Comments



'I can't wait for my copy of Escapes every month. I'm a hiker, and Escapes always inspires me to try a new trail. The hiking stories are excellent, and I also like the "Campsite of the Month" section. Keep it up!'

- Marie Swiegers



'My wife and I were convinced to do a Mauritius package holiday, and it was all down to the comprehensive advice offered in Escapes Magazine. We had a fantastic time and it didn't cost an arm and a leg! Thanks, Escapes team!'

- Ivor Abrahams



'A great travel publication. We never miss an edition!'

- Sibs Makoena



country we live in and the stories on overseas places are also very interesting. We just read the story on Pilanesberg in the latest edition, and me and my family will be travelling there next month from Johannesburg. Thanks Escapes team for inspiring us to travel in this beautiful country!

- Zolani Madikazi



'The discounts offered in Escapes are really helpful. And I really enjoy the features on game lodges and animals, as I would like to become a game ranger. Please do more stories on the Kruger!'

- Alfred Zihle