



Market leader

Editor Albertus Van Wyk
Frequency Monthly
Circulation 41 037 (ABC Jan-Jun 2010)
Readership 182 000 (AMPS 2010A)

Brand essence

WegRy/Drive Out is an off-road destinations and adventure magazine that takes readers to where the tar road ends and the real fun begins. It's gravel travel at its best.

Editorial strategy

WegRy/Drive Out's content is based on what's important to our readers – in their language, within their budget, and with a healthy dose of humour. We voice opinions fearlessly and we share our readers' passion for the great outdoors and the road less driven.

Our readers

- 69% of our readers are LSM 8-10 *
- Our readers are 10 times more likely than the average person to own a 4x4 *
- Subscribers make up 12% (almost 5 100) of our circulation **
- Our readers are 6 times more likely than the average person to have bought their motor vehicle new *
- Our readers are active, outdoors people and twice as likely than the average person to go camping regularly *

Sources: * AMPS 2010A **ABC Jan-Jun 2010

BESTEMMING | NAMIBWOESTYN

Verdwyn in 'n duinewêreld

'n Afgeleë en pragtige gedeelte van die Namib-Naukluft Nasionale Park in Namibië is vir die eerste keer vir begeleide 4x4-toere oopgestel. Dale Morris was in die eerste groep wat 'n paar dae deurgebring het op van die hoogste duine op aarde.

On staan almal in 'n ry op die rand van die duin en verag my om ons Land Cruiser wat 200m ver en byna loodreg na onder ghy, soos hy op 'n branderplank ry. Dit die eerste keer dat ek so 'n duin sien – en hoor.

Dis 'n kolos. Dis meer Egiptiese piramide as duin. En dis nie net groot nie, dis ook steil – in dreigend en intimiderend. En dit grom... "Nie een die slim mensse wat die woestyn bestuurder, is seker wat die duine laat dreun nie," het Volker Jabuke, ons gids, vroeger gesê toe ons soos eendies in 'n ry deur die Namib-Naukluft Nasionale Park gery het. "Dis of lug wat tussen die sandkorrels vasgevang is of statiese elektrisiteit." Wat dit ook al is – as jy 'n reussduin hoor brul, is dit omtrent soos Moederarde self met jou gesels. So 'n iessgrimmige geselsie. "Goede bome!" wonder iemand terwyl Volker se voertuig al kleiner word teen die duin af in die rigting van die Atlantiese Oseaan onder ons. "Was hy ernstig? Moet >

To the MOUNTAIN OF GOD ... and beyond

Matt Covarr loaded up his Landy and took the road less travelled to the heart of the Rift Valley, where he discovered a moody mountain, a life-giving lake and all the remote and rugged Africa his heart desired.

Transformed. After good rains the otherwise dry area near the mountain Lengai is covered with a light green blanket.

The sudden eruption the previous day of Old Diving Lengai, one of Africa's few active volcanoes, is dominating every conversation at the popular ex-pat watering hole outside Arusha, safari capital of Tanzania. "Aah everywhere, man. I couldn't even see Lake Natron through all the smoke," says a sun-beaten bush pilot, taking a swig of Kilil Lager. As the African sun pushes its orange glow through the dust and smog of the Arusha skyline, my mind is galloping. The chance to see what the Maasai call the "Mountain of God" in a fit of geological rage is too good to pass up. "Er... how does one get there?" I eventually bluck up the courage to ask. "In a Land Cruiser," laughs a safari guide, gesturing in the direction of my old Defender, which is surrounded by a mob of dusty, mean-looking Toyota bakkies in the car park. "It's a pretty remote place, between the Ngwongoro Highlands and the Serengeti, but hauntingly beautiful," the guide adds. "I'd give it a few months though; you won't get near it now... and all you'll see is smoke and ash."

Road to adventure Over the next few months I enthusiastically gather info. Besides learning that not many people venture to this rugged outpost on Tanzania's northeastern extremity, close to the Kenyan border, I also learn the following: • Lengai, in the heart of Tanzania's Maasailand, rises up from the Rift Valley floor to 2 886 m and forms the backdrop to a shimmering body of hostile, shallow water known as Lake Natron. • The extremely high salinity of Natron means that only the most adapted of water life survive there. But it's the algae found in the lake's shallow water (its maximum depth is just 3 metres) that makes it the only known breeding area for lesser flamingos in East Africa. Over 2 million flamingos congregate on its salty shores every year between August and October to breed. • A rarely-used track leads north from Natron up the Rift Valley escarpment to the Serengeti's lesser-used Klein's Gate, offering an opportunity to enter the Serengeti via one of its distant back doors. • Migratory corridors for large herds of zebra and wildebeest from Tarangire National Park pass through Maasailand, so you will often find wildlife dotting the open plains below a scattering of Maasai maunjanis (fenced homesteads, or kraals). • The region is a window into authentic Maasai culture, since its remoteness kept it off the mainstream tourist routes. • Oh, and Natron was used as a backdrop for the movie *The Constant Gardener*. This was all the motivation we needed to get ourselves onto the gravel track to Lengai and Natron through Maasailand. From the village of Mto wa Mbu (Place of Mosquitoes) on the shores of Lake Maryara, a five-hour journey covering some 130km will take us to the settlement of Engare Sero on Natron's southern lakeshore. **Village by the volcano** The track bounces through a softer-looking landscape than I'd anticipated – recent rains have produced a blanket of new grass on the normally barren terrain. But the land is still parched. "Maji, maji!" (water, water!), two young Maasai herdsmen in signature red shukas (blankets) shout as our dust-smothered Landy rattles up alongside them. They tap their dry calabashes for us to see, and lean their >

Demographic profile AMPS 2010A

LSM breakdown	LSM 8-10 LSM 6-7 LSM 1-5	126 000 (69%) 30 000 (17%) 25 000 (14%)	<ul style="list-style-type: none"> LSM 8-10 LSM 6-7 LSM 1-5
Gender	Male Female	119 000 (65%) 63 000 (35%)	<ul style="list-style-type: none"> Male Female
Age	15-24 25-34 35-49 50+	42 000 (23%) 42 000 (23%) 60 000 (33%) 38 000 (21%)	<ul style="list-style-type: none"> 15-24 25-34 35-49 50+
Race	Black Coloured Indian White	50 000 (27%) 7 000 (4%) 4 000 (2%) 121 000 (67%)	<ul style="list-style-type: none"> Black Coloured Indian White



Full colour rates

Size	Rate (excl)	VAT	Total (incl)	Special positioning	Rate (excl)	VAT	Total (incl)
Full page	R24 380,00	R3 413,20	R27 793,20	Inside front cover DPS	R58 510,00	R8 191,40	R66 701,40
Double-page spread	R48 760,00	R6 826,40	R55 586,40	Inside front cover	R29 255,00	R4 095,70	R33 350,70
1/2 page	R18 195,00	R2 547,30	R20 742,30	Outside back cover	R29 255,00	R4 095,70	R33 350,70
1/4 page	R14 630,00	R2 048,20	R16 678,20	Inside back cover	R26 820,00	R3 754,80	R30 574,80
2 columns	R20 725,00	R2 901,50	R23 626,50	Specific position	R26 820,00	R3 754,80	R30 574,80
1 column	R17 065,00	R2 389,10	R19 454,10	Advertorial (DPS)	R58 760,00	R8 226,40	R66 986,40
				Advertorial (full page)	R29 380,00	R4 113,20	R33 493,20

Main body specifications

Size	Type (h x w)	Trim (h x w)	Bleed (h x w)
Double-page spread	255 x 400 mm	275 x 420 mm	285 x 430 mm
Full page	255 x 190 mm	275 x 210 mm	285 x 220 mm
1/2 page horizontal	117 x 190 mm	137 x 210 mm	147 x 220 mm
1/2 page vertical	255 x 85 mm	275 x 105 mm	285 x 115 mm
1/4 page block	117 x 85 mm	137 x 105 mm	147 x 115 mm
2/3 page horizontal	163 x 190 mm	183 x 210 mm	193 x 220 mm
2/3 page vertical	255 x 120 mm	275 x 140 mm	285 x 150 mm
1/3 page horizontal	72 x 190 mm	92 x 210 mm	102 x 220 mm
1/3 page vertical	255 x 50 mm	275 x 70 mm	285 x 80 mm

Inserts

Pre-printed loose inserts	Rate (excl)	VAT	Total (incl)*
Single page	R400,00	R56,00	R456,00
4 pages	R555,00	R77,70	R632,70
6-8 pages	R660,00	R92,40	R752,40
12 pages	R740,00	R103,60	R843,60
16-20 pages	R835,00	R116,90	R951,90
24 pages	R965,00	R135,10	R1 100,10
32 pages	R1 135,00	R158,90	R1 293,90
48 pages	R1 370,00	R191,80	R1 561,80
52 pages	R1 475,00	R206,50	R1 681,50
Subscribers	R2 400,00	R336,00	R2 736,00

Pre-printed bind-in inserts	Rate (excl)	VAT	Total (incl)*
Single page	R495,00	R69,30	R564,30
4 pages	R685,00	R95,90	R780,90
6-8 pages	R805,00	R112,70	R917,70
12 pages	R930,00	R130,20	R1 060,20
16-20 pages	R1 035,00	R144,90	R1 179,90

Other inserts	Rate (excl)	VAT	Total (incl)*
Carrying fee#	R400,00	R56,00	R456,00
Machine/hand insert (random)	R270,00	R37,80	R307,80
Machine/hand insert (specific)	R360,00	R50,40	R410,40
Paste/glue on specific page	R640,00	R89,60	R729,60
Bagging (contribution)	R220,00	R30,80	R250,80
Bagging (with hand insert and sample)	R820,00	R114,80	R934,80

* Cost per thousand

Carrying fee must be added to glueing/bagging cost

Insert specifications
Loose inserts: Minimum 150 mm deep (spine) x 120 mm wide. Maximum 270 mm deep (spine) x 200 mm wide.
Bind-in inserts: Single sheet – minimum 100 gsm; maximum 200 gsm. 4 pages – minimum 80 gsm.

Packaging of inserts
 1. Supplement inserts must be properly packed and delivered in a firm cardboard container or box on a pallet.
 2. Individual stacks must be uniformly packed, facing the same direction.
 3. Supplements/inserts must be delivered face up.
 4. The container must be clearly marked with the name of the insert, number of inserts per box, weight per box, name and issue date of the publication concerned. Print orders given of our magazines are guidelines only and they can fluctuate at any time with every issue.
 5. Inserts cannot be physically counted on delivery. Quantity checks are carried out for correctness on arrival. It remains the supplier's responsibility to ensure that the correct quantity is delivered.
 6. In the event of our printers not being able to handle an insert due to incorrect specifications or packaging, no liability will be accepted for any losses arising from the omission of the insert. Deviation from packing specifications may result in additional handling charges.
 7. Contents of pre-printed inserts must be in the same language as the magazine.
 8. Three percent (3%) shrinkage should be allowed for all printed inserts and five percent (5%) for all samples.

Delivery: All inserts or supplements to be delivered during office hours (Mon-Thurs 8am-3pm, Fri 8am-12pm) on or before date supplied by Media24 Travel and Motoring Magazines to: The Finishing Manager, Paarl Media Cape, 10 Freedom Way, Marconi Beam, Montague Gardens, 7441.

All inserts/samples must be approved by factory, for machine compatibility, and by the editor, before insertion can take place. Should inserts/samples not be machine compatible, or a specified positioning requested, an additional "hand action" cost will be confirmed once a sample has been shown to Media24 Magazines.

Classified rates: Accommodation

Tours & accommodation

Size	Rate (excl)	VAT	Total (incl)
1 x 1/24	R670,00	R93,80	R763,80
2 x 1/24	R1 420,00	R198,80	R1 618,80
3 x 1/24	R2 130,00	R298,20	R2 428,20
4 x 1/24	R2 840,00	R397,60	R3 237,60
6 x 1/24	R4 255,00	R595,70	R4 850,70
8 x 1/24	R5 680,00	R795,20	R6 475,20
10 x 1/24	R6 390,00	R894,60	R7 284,60
12 x 1/24	R8 520,00	R1 192,80	R9 712,80
Full page	R16 030,00	R2 244,20	R18 274,20

Classified specifications

Tours & accommodation

Size	Vertical (h x w)	Horizontal (h x w)	Quadrangle (h x w)
1 x 1/24			35 x 41,25 mm
2 x 1/24	75 x 41,25 mm	35 x 87,5 mm	
3 x 1/24	115 x 41,25 mm	35 x 133,75 mm	
4 x 1/24	155 x 41,25 mm	35 x 180 mm	75 x 87,5 mm
6 x 1/24	235 x 41,25 mm	75 x 133,75 mm	115 x 87,5 mm
8 x 1/24	155 x 87,5 mm	75 x 180 mm	
10 x 1/24	198,5 x 87,5 mm		
12 x 1/24	235 x 87,5 mm	115 x 180 mm	
Full page			235 x 180 mm

Classified rates: Classified directory

Outdoor accessories & camping gear

Size	Rate (excl)	VAT	Total (incl)
1 x 1/12	R1 440,00	R201,60	R1 641,60
2 x 1/12	R2 885,00	R403,90	R3 288,90
3 x 1/12	R4 325,00	R605,50	R4 930,50
4 x 1/12	R5 770,00	R807,80	R6 577,80
6 x 1/12	R11 970,00	R1 675,80	R13 645,80
Full page	R17 315,00	R2 424,10	R19 739,10

Shop window – Outdoor accessories and camping gear

Size	Vertical (h x w)	Horizontal (h x w)	Quadrangle (h x w)
1 x 1/12			55 x 57 mm
2 x 1/12	115 x 57 mm	55 x 118 mm	
3 x 1/12	175 x 57 mm	55 x 180 mm	
4 x 1/12	235 x 57 mm		117,5 x 118 mm
6 x 1/12	175 x 118 mm	115 x 180 mm	
Full page			235 x 180 mm

Publishing schedule and deadlines

Issue	Advertorial booking deadline	Advertorial material deadline	Classified booking deadline	Classified material deadline	Main book booking deadline	Main book material deadline	Insert deadline	On-street date
Jan-Feb 2011	3 Nov 2010	10 Nov 2010	11 Nov 2010	15 Nov 2010	19 Nov 2010	03 Dec 2010	7 Dec 2010	05 Jan 2011
Mar 2011	08 Dec 2010	15 Dec 2010	20 Jan 2011	24 Jan 2011	21 Jan 2011	04 Feb 2011	08 Feb 2011	02 Mar 2011
Apr 2011	09 Feb 2011	16 Feb 2011	24 Feb 2011	28 Feb 2011	25 Feb 2011	11 Mar 2011	15 Mar 2011	06 Apr 2011
May 2011	09 Mar 2011	16 Mar 2011	24 Mar 2011	28 Mar 2011	25 Mar 2011	08 Apr 2011	12 Apr 2011	04 May 2011
Jun 2011	05 Apr 2011	12 Apr 2011	18 Apr 2011	21 Apr 2011	21 Apr 2011	06 May 2011	10 May 2011	01 Jun 2011
Jul 2011	11 May 2011	18 May 2011	26 May 2011	30 May 2011	27 May 2011	10 Jun 2011	14 Jun 2011	06 Jul 2011
Aug 2011	08 Jun 2011	15 Jun 2011	23 Jun 2011	27 Jun 2011	24 Jun 2011	08 Jul 2011	12 Jul 2011	03 Aug 2011
Sep 2011	13 Jul 2011	20 Jul 2011	28 Jul 2011	01 Aug 2011	29 Jul 2011	12 Aug 2011	16 Aug 2011	07 Sep 2011
Oct 2011	10 Aug 2011	17 Aug 2011	25 Aug 2011	29 Aug 2011	26 Aug 2011	09 Sep 2011	13 Sep 2011	05 Oct 2011
Nov 2011	07 Sep 2011	14 Sep 2011	22 Sep 2011	26 Sep 2011	23 Sep 2011	07 Oct 2011	11 Oct 2011	02 Nov 2011
Dec 2011	12 Oct 2011	19 Oct 2011	27 Oct 2011	31 Oct 2011	28 Oct 2011	11 Nov 2011	15 Nov 2011	07 Dec 2011
Jan 11-Feb 12	2 Nov 2011	09 Nov 2011	17 Nov 2011	21 Nov 2011	18 Nov 2011	02 Dec 2011	06 Dec 2011	04 Jan 2012

Nou te koop

In die uitgawe

Teken in en WEN!

Vorige uitgawes



Banner 468 x 60 pixels 39 Kb max

Teken aan by ons nuusbrief

Volle Naam

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1,539 people like WegRY.

My weer

Voorspelling | Huidig | Ligging

Location: Johannesburg

Updated: 08 Nov 11:30 SAST

Temp: 22.78 C

Pressure: 1015.90 mb

Dewpoint: 15 C

Humidity: 41%

Wind: North @ 23.8 km/h

English | Afrikaans

Wat dink jy?

Behoort jy aan 'n 4x4-voertuig?

Ja, smag moet

Nee, die groepsreis is nie vir my nie

Dis eendag, wie weet?

Stem | Stem uitsteek

Island

300 x 250 pixels

39 Kb max

Photo journeys

Die kampvuurgids: Hoe om nie te 4x4 nie

Twee karre van Botswana

Wittebrood in Namibië

Mandi: Noot weer deselfde nie...

Bestemmings

Kilimandjaro na Kairo | W...

Die Voetspore-span se reis na Kairo was net meer as 19 000 km lank. Hulle was altesaam 52 dae op pad...

4x4-roetes

Google Maps

Kyk na opwindende 4x4-roetes op die Afrika-vasteland in GoogleMaps.

Gonarezhou | Edsen, Koos...

Die fotograaf Koos van der Lende werk verlieslik stoksielaleen, soms maande aanen, om die perle...

Mac Mac Summit-roete

Sonya & Sharon

013 764 2376

013 764 3018

macmacsummit.co.za

- Namibië | Namibië se wêreld...
- Namibiëwoestyn | Verdiep in 'n...
- Waterberge | Marakele Eco-4x4...

- Masunga-roete
- Damon-4x4-roete
- Biedouw-4x4

Rygoed

2010 | Lexus LX570

Die 'n behoudlike 4x4. En ja, die ook 'n Lexus. Verhoop aan die LX570, die knapste verkry-Lexus nóg...

Toerusting

Veerhoogssekerheid | Slaap...

As jy jou voertuig deeglik beveilig, het jy nie veel waarvoor jy bang hoef te wees nie. Hier's 'n paar...

- Suzuki Jimmy en Daikatsu...
- 2007 Toyota Land Cruiser 79

- Werkswinkel | Stropensie
- Muskiet | Muskiete, ohoert!

Boskos

Hawaiïse hoenderpizzas

Pizzadeeg is eintlik niks anders as pot-brooddeeg nie. As jy dus die vorige aand 'n broodjie bak, maak 'n...

Wegry-toere

Ry saam Kalahari toe

VOLGENDE TOER: 10-20 Februarie 2011

ROETES WAT ROEP

Skyscraper 160 x 600 pixels 39 Kb max

What is www.wegry.co.za / www.driveout.co.za?

An off-road travel website loaded with info on travel in Africa, 4x4 trails, vehicles, gear, food, and 4x4 travel and industry news.

Content

- Archived reviews – with interactive Google maps – of more than 250 4x4 trails in Southern Africa
- Interactive tool to compare vehicle specifications
- Downloadable PDFs of all archived articles and features
- Downloadable map series on top 4x4 destinations
- Off-road travel forum and blog
- Comprehensive database of off-road clubs in Southern Africa
- Functionality for readers to upload trip reports, recipes and comment on articles and features
- Comprehensive, easy-to-use drop-down menu and keyword search functionality

Traffic (October 2010)

Page impressions	60 940 (WegRy)	19 550 (Drive Out)
Unique users	12 262 (WegRy)	5 107 (Drive Out)

(Speak to your sales executive for the latest web stats.)

Source: Online Publishers Association



Banner ads & sponsorships

Banner ads (rates supplied are per website)

Leaderboard 728 x 90 pixels 39 Kb max	Skyscraper 160 x 600 pixels 39 Kb max	Island 300 x 250 pixels 39 Kb max	Banner 468 x 60 pixels 39 Kb max
R350	R350	R350	R350

Sponsorships (rates supplied are for both websites)

Monthly sponsorship includes: Homepage exposure, fully branded section and digitalorial – R15 500

Sections available for sponsorship

- Bestemmings/Destinations
- 4x4-roetes/4x4 trails
- Rygoed/Wheels
- Boskos/Food
- Toerusting/Gear
- Sê jou sê/Say your say
- Multimedia

All rates are CPM (cost per thousand impressions), include agency commission and exclude VAT. All rates applicable to standard "in-page" advertising only, i.e. JPEG, animated GIF or Flash. Advanced Rich Media executions are subject to % loadings, which are to be confirmed at the time of proposal. Speak to your sales executive about customised packages, such as competitions, and for creative assistance.

Newsletter

- **Frequency:** Monthly
- **Cost per insert:** R5 500

m.wegry.co.za / m.driveout.co.za

WegRy & Drive Out also has a mobi site. Speak to your sales executive about opportunities.

- **CPM:** R220
- **Sponsorship:** R15 000

