

# WILD & JAG GAME & HUNT

The only magazine directed at the total wildlife and outdoor industry

Private game ranches now cover more land and have more game than all the national parks and provincial reserves combined.



## TARGET MARKET:

Hunters, game ranchers, ecotourists and nature and outdoor people in South Africa and Southern African Countries.

## READERS' PROFILE:

- Language — Afrikaans 83%
- Sex — Male 95%
- Marital status — Married 85%
- 4x4 owners — 33% (2.77 vehicles per person)
- LSM — 9-10
- Age 31 to 60 years — 77%
- Tertiary training — 68%
- Average number of readers per issue — 3.42

## SATELLITE INDUSTRIES:

- Hunting outfitters
- Taxidermists
- Wildlife photography
- Game traders
- Wildlife veterinarians
- Eco-tourism
- Venison products
- Wildlife consultants

Hunters, game ranchers, ecotourists, nature & outdoor activity industries use the following categories of products and services:

Vehicles (also 4x4s)	Financial services	Hospitality & entertainment
Arms & ammunition	Farm sales	Pharmaceutical
Hunting equipment	Fences & bomas	Veld clothing & shoes
Camping & accommodation	Thatched roofs & lapas	Farming equipment
Photography, lenses	Slaughtering facilities	Wildlife destinations



30 March – 1 April 2012

# AIM WILD Expo



[www.aim-wildexpo.co.za](http://www.aim-wildexpo.co.za)

## TSHWANE EVENTS CENTRE

(Pretoria Showgrounds) GPS: South 25° 75'17" East 28° 16'76"

### EXHIBITOR'S ENQUIRIES:

#### FIREARMS, AMMUNITION & HUNTING GEAR

Pierre van der Walt Tel: 011 792 3134 082 454 3018  
adventure@aimshow.co.za

#### BOW HUNTING Weapons and Equipment

#### ANGLING Equipment and Products

#### GAME PRODUCTION and MARKETING

#### OUTDOOR Camping, 4x4- vehicles and boats

Linda van der Walt Tel: 084 515 8620

Fax: 086 612 5639 marketing@aim-wildexpo.co.za

#### CATERING

Jan van der Walt Tel: 012 348 5550  
janlouis@wildlifehunt.co.za

#### GENERAL INQUIRIES

All products and services

Wendy Greeff Tel: 012 348 5550

wendy@wildlifehunt.co.za

# Rates 2012

Advertising rates as from 1 January 2012  
Agency commission included — VAT excluded

Full colour	PER INSERTION (R)			Size (mm)	
	1	2-5	6-12	Horizontal (HxW)	Vertical (HxW)
Double page	28 000	26 600	25 200	270x390	
Full page	13 800	13 100	12 400	270x185	
1/2	8 200	7 800	7 400	125x185	270x90
1/3	6 000	5 700	5 400	90x185	270x59
1/4	4 800	4 600	4 300	65x185	125x90
1/6	3 500	3 300	3 100	125x59	
1/8	2 000	1 700	1 600	60x90	

Special positions: Back page — R15 200. Inside front page — R15 200.  
Inside back page — R14 000.

## Black & white

Full page	8 200	7 800	7 400	270x185	
1/2	5 000	4 800	4 500	125x185	270x90
1/3	3 500	3 300	3 200	90x185	270x59
1/4	2 900	2 800	2 600	65x185	125x90
1/6	2 200	2 000	2 000	125x59	
1/8	1 600	1 500	1 400	60x90	

## Smalls

R400 + VAT (30 x 44 mm) + R100 + VAT for each additional 10 mm.

For 3 or more insertions, colour is free of charge.

Classified advertisements, black & white: R140 (VAT incl) per 20 words.

Free: Second-hand hunting equipment (no vehicles)

Loose inserts: Negotiable (print order 17 600)

## Deadlines 2012

Edition	Booking	*	Complete material	Edition	Booking	*	Complete material
January	04/11/11	18/11/11	23/11/11	July	11/05/12	17/05/12	23/05/12
February	25/11/11	02/12/11	06/12/11	August	08/06/12	14/06/12	20/06/12
March	06/01/12	13/01/12	18/01/12	September	06/07/12	20/07/12	24/07/12
April	03/02/12	13/02/12	22/02/12	October	08/08/12	16/08/12	22/08/12
May	10/03/12	16/03/12	20/03/12	November	07/09/12	14/09/12	19/09/12
June	06/04/12	19/04/12	25/04/12	December	05/10/12	18/10/12	27/10/12

\* Promotion articles: copy and photos for layout by **GAME & HUNT**

## TECHNICAL DATA

Page size (trim size) — 297 x 210 mm Bleed (A4) — 305 x 215 mm

Print area — 270 x 185 mm and on double page — 270 x 390 mm

Double-page spread — 297 x 420 mm Bleed — 305 x 430 mm

Material — can be supplied on CD or e-mailed in pdf, jpg or tiff format (300 dpi, in correct size)

Publication dates — Monday closest to the 20th of the previous month.

Deadlines — Bookings: 6 Weeks prior to publication. Material: 1st of previous month.

## CONTACTS

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Payments: Jan Louis Enterprises CC, ABSA — Bank code 632 005.

Cheque account number: 16-1168-0071

Hunting

Photography

Off-road vehicles

Game ranching

Game auctions

Game lodges

Camping

Catering

Hospitality

Ecotourism