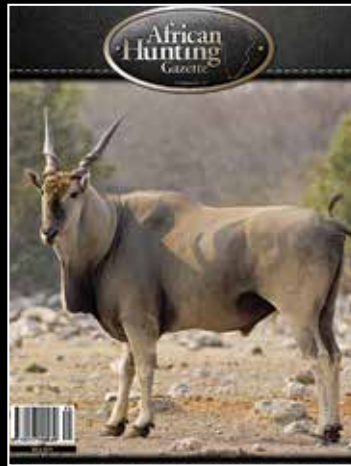




## Africa's Leading Hunting Magazine



*2016 Media Pack*



## The Magazine - In a league of its own

Our objective is simple and clear – to promote hunting in Africa. And everything we do, focuses on this central mission. We believe that for the passionate hunters they are either hunting, or spend their time wishing they were hunting. This publication helps them get through that time when they are not actually in the bush. Our reader is more committed, more passionate and has tremendous interest in just about everything to do with the African safari.

Our offices and bases are in the USA, in Canada, and in South Africa. We are the only magazine of its kind to attend international hunting EXPOs, publish and distribute both in Africa and in the USA and host our own hunting expos. Our team of dedicated staff are based in Montana, USA and Jo'burg, South Africa.”

We hope this helps paint a picture for you when you choose to invest your money with us. We take your decision seriously and want to ensure you get value for your money. So when it comes to Africa and hunting, if you are trying to reach a serious buyer be it clothing, art, guns, ammo, hunting outfit, optics, taxidermist, booking agent, charter company, insurance or any other hunting accessory – your decision to select our publication and ancillary products would be a great choice!



## What does the magazine contain?

Between the covers of this magazine are stories, profiles and features from the small specialist owner operator businesses through to the legendary and finest big brand names in the Industry.

## What differentiates the magazine in the market?

- Our coffee table publication, arguably the finest hunting title in the world, certainly the finest on Africa, delivers for readers a product that has a unique blend of content to help keep their dreams alive.
- Written by leading journalists and specialists in their field, or from the hunters themselves, our world class full color images and paper quality is unrivalled. Our letters are a testament to this fact.
- Copies are saved and collected as our audience has told us.

### Reader Survey\*

In 2014 we compiled our second International hunting survey where over 760 international hunters completed a detailed 40 point questionnaire. Two salient points were:

- 58% spent more than \$20 000 on their last safari (30% spent more than \$35 000)
- 88% said hunting in Africa is good value for money

*\*Upon request, this survey can be supplied to interested parties.*

## Letters

While there are too many to publish, we have below just one example.

I just wanted to let you know that I recently purchased my first copy of The African Hunting Gazette. You publish an absolutely fantastically well written magazine. I could not put it down until I got to the back cover. I have only made two safaris to Africa so far, both to Zimbabwe. I have never been so consumed by the total hospitality from everyone I came in contact with. There is no hunting like Africa. I learned only too well that “Nobody goes to Africa just once”. The *African Hunting Gazette* compliments the professional people of the safari business, from the PH to the hospitality staff, congratulations!

*Sincerely  
Jim Wilson  
York, Pennsylvania*

## Who does the magazine reach?

Our readers have an exceptionally high income, appreciate quality and are prepared to pay for it: Who else parts with \$12.95 to buy one copy of a magazine, or spends \$50 000 plus on a 14 day hobby? They are collectors; from guns, to books, from the trophies on their wall to each copy of *African Hunting Gazette*, our readers treasure their memories.

### Statistics

- 43% have an annual income over \$150 000
- 85% are 42 years and older
- 64% are 52 years and older
- 92% have made at least one safari to Africa
- 55% have gone on four or more safaris to Africa
- 39% hunt Africa EVERY year
- 90% hunt in Africa at least once every three years

## Distribution - Quarterly

- The worldwide subscriber base (which to put in perspective) is larger than the membership of the Dallas Safari Club
- International hunting conventions and expos – SCI, DSC, and the boutique African Hunting Expos in North America
- Directly to African hunting outfitters, where hunters in camp can read copies at their leisure
- Directly into the hands of hunters arriving at Jo'burg airport where they have a meet and greet / gun permit with Africa's leading organization Hunters Support / Air 2000.
- Printed in the USA and in South Africa (14 000 copies printed per issue depending on season)

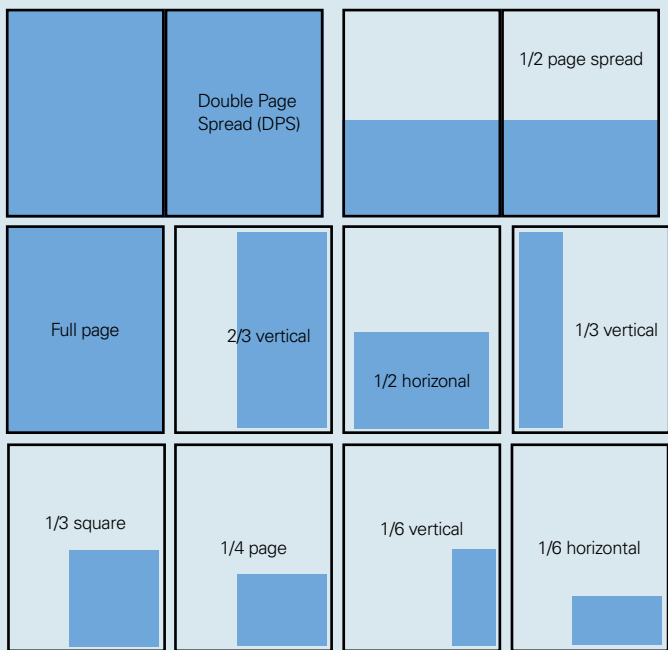
***So when it comes to Africa and hunting, if you are trying to reach a serious buyer be it clothing, art, guns, ammo, hunting outfit, optics, taxidermist, booking agent, charter company, insurance or any other hunting accessory – your decision to select our publication and the ancillary products would be a great choice!***

**Rates** (Discount per issue for longer contracts)

Ad Size	1 Issue	2 Issues	4 Issues (1yr)
1/6 page	-	-	\$400
1/4 page	\$725	\$645	\$625
1/3 page	\$1,050	\$875	\$850
1/2 page	\$1,400	\$1,275	\$1,225
Full page	\$2,250	\$2,150	\$2,000
Double page	\$3,350	\$3,185	\$3,000
Inner Front DPS	\$4,210	\$4,050	\$3,865
Inner Back Cover	\$3,755	\$3,560	\$3,365
Outer Back Cover	-	-	\$4,000

**V & V** Annual rate \$500

**Digital Media:**  
 Website - Company profile posted (highlighted in the 'news'/home page)  
 4 x separate postings onto Africa's business Facebook page –  
 Hosting Video upload on Facebook  
 Annual exposure - \$1000



**Technical Data**

	inches	(width x height)	mm	(width x height)
DPS		16½ x 10¾		420 x 276
Full page		8¼ x 10¾		210 x 276
1/2 page spread		16½ x 5		420 x 127
2/3 vertical		4¾ x 10¾		118 x 259
1/2 horizontal		7 x 5		178 x 127
1/3 vertical		2¼ x 10¾		57 x 259
1/3 square		4¾ x 5		118 x 127
1/4 page		4¾ x 3¾		118 x 95
1/6 vertical		2¼ x 5		57 x 127
1/6 horizontal		4¾ x 2½		118 x 64

All material is to be supplied with 5mm bleed, crop marks, 14mm margin for live text and as high-resolution (300dpi) pdfs and to be sent directly to your sales representative.

**Booking & Material Deadline**

Issue	Booking	Material
22#1 Fall issue	18 May 2016	31 May 2016
22#2 Winter issue	2 August 2016	16 August 2016
22#3 Spring issue	31 October 2016	15 November 2016
22#4 Summer issue	29 February 2017	14 March 2017

**Update on the Chiredzi River African Wildlife Trust (Zimbabwe)**  
 By NIA Okonkwa  
 For the last year, AHG readers have been following news from the CRESCT – currently renamed CRESAT.

Right: Many thanks to the supporters who helped fund the new CRESAT staff members for the last year. Photo: Andy Sharp/John Sharp Safaris

**'Hunters Do Good'**  
 Page – \$1000

**Splitting Image Taxidermy**

Logo, contact details and trophy pictures - set format

**Company Profile**  
 – \$1760 DPS  
 – \$1100 Single page  
 Taxidermist or Outfitter

**BUBYE VALLEY CONSERVANCY**

John Sharp Safaris

**Sporting People Page**  
 – \$1100  
 Logo, contact details and trophy pictures - set format

**Linda Lemon – Capturing the Wildlife of the Continent of her Birth**

Logo, contact details and trophy pictures - set format

**Artist profile DPS - \$1750**  
 only 1 artist per issue unless it is an Artists' Issue



**V & V membership - \$500**  
 Join our outfitter verification program, an industry first, & have this logo for your brochures and website. With this you have exposure in every issue of AHG as well as on the AHG website



# Ancillary products and services



## Visited & Verified Program

- To help international clients make a better decision when selecting their outfitter
- To offer clients greater peace of mind when actually booking their safari
- To help professional hunters and outfitters save money and get more clients

## The Africa Show

Orlando: 13,14, 15 January • Toronto: 18 January • Saskatoon: 20, 21, 22 January • Bozeman: 25 January • Calgary: 27, 28, 29 January



These boutique, all Africa expos are professional, intimate environments, allowing outfitters the unique opportunity to showcase their services to a new market with limited competition. We assure you quality buyers with serious intentions and means to travel and hunt in Africa. Your wastage factor is zero. All you need to do is arrive with your brochures, we will take care of the rest. Become part of this exclusive group who exhibit at our events in the USA and Canada. For further information, please contact our host partner African Events Inc – birgit@africanevents.ca



## www.africanhuntinggazette.com

This is the busiest African hunting site and opportunities to advertise on the website include, banner advertising, editorial feature promotions, hunting specials and links to your site.



## Facebook - Social Media

An opportunity to position you and your company and enjoy exposure on the 'most liked' African hunting social media page. More 'likes' than any other African hunting magazine, club, or Facebook page.



## Marketing Consulting

Over the years we have consulted to and worked with more than 50 companies, where aside from giving advice, have helped produce brochures, newsletters, photo galleries, business cards, expo banners, websites and general marketing material. Our experience is your guarantee.

## Contact Details

**Advertising Enquiries:** Kim Gattone | Tel: +1 406 925 2466 | kim@africanhuntinggazette.com | kimgattone@hotmail.com  
**Advertising Enquiries (SA) and V & V:** Esther Sibanda | Tel: 078 973 2236 or 079 833 0787 | esther@africanhuntinggazette.co.za  
**Subscriptions (Africa):** Esther Sibanda | esther@africanhuntinggazette.com  
**Publisher & Editor-in-Chief:** Richard Lendrum | richard@thefuture.co.za  
**Managing Editor:** Esther Sibanda | esther@africanhuntinggazette.co.za