

The Leading South African Transport Magazine



SAFE TRAVEL

2017 MEDIA KIT

PROMOTING
**ROAD, RAIL,
AVIATION, MARITIME**
SAFETY
& SAVING LIVES

DON'T DRINK AND DRIVE.



AVIATION - FREIGHT - MARITIME - ROAD - RAIL

Every mode of transport –

One Transport Magazine

For more than 8 years Safe Travel magazine has been the only periodical reporting on every mode in the transport and logistics industry and appearing Bi-Monthly.

Maritime and inland shipping, aviation, forwarding & logistics, intermodal activities, railway and road haulage– you name it, we cover it.

Our sole mission is to address the specific informational needs of transport operators, commuters and influencers responsible for the success in the transport industry.

Through the crisp, informative writing and eye-catching stories that have become our hallmark, we attract and hold the interest of today's logistics professionals better than any other media brand in the market.

Make Safe Travel Magazine your platform. We're ready

As a publication bridging the gap between public and private sector we offer competitive advertising placement rates and attractive corporate profile options to reach your target market effectively.

- Safe Travel is the only magazine that reports positive stuff taking place in the Transport industry
- Safe Travel works closely with the public & private sector bringing them together to work for a common cause of improving the Transport industry in South Africa.
- Safe Travel is the only magazine that reports on issues taking place in all transport sectors ,Road, Rail, Air and Sea
- Safe Travel works very close with the National and Provincial Departments of Transport in promoting key important issues informing our readers on issues, policies which they need to be aware of and things that affect them.

READERS PROFILE

Our readers include decision makers in the transport industry mainly the Government Departments, Government Agencies, Private companies, Logistic companies, Aviation, Rail , Road and Maritime.

- Safe Travel is distributed through these main key channels and some distributed to our subscribers:

- National & Provincial Departments of Transport
- Railway Sector
- Government Agencies
- Toll Gates
- Aviation Companies
- Road Users
- Logistic Companies
- Selected Transport Associations

- Safe Travel has a close working relationship with: National to Provincial Department of Transport and its agencies, Leading private players in the transport industry, Railway companies (eg Transnet, PRASA, Railway Safety, Regulator) and many other leading industry organization in the transport industry

DISTRIBUTION

60% newsstand, bookstores, airports
 30% targeted affluent subscribers
 10% privated jet terminals, luxury hotels

EDITORIAL

Safe Travel is a magazine that keeps our readers up to date on the latest developments affecting and improving the transport industry in South Africa.

We report key issues to improve both public and private sector and bringing them together for a common cause of improving the transport industry. Safe Travel informs and reminds our readers on issues that can save lives in the transport industry, and gives a reader an insight in new places they are visiting.

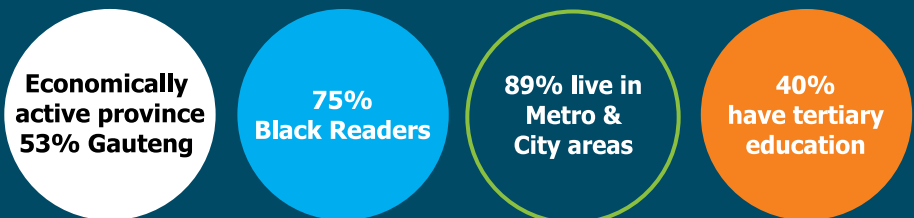
SECTIONS

Safe Travel has 5 sections reporting on Transport industry

- Road
- Rail
- Maritime
- Aviation
- Motoring



AUDIENCE



Editorial Calendar

Feb/Mar	Apr/May	Jun/Jul	Aug/Sep	Oct/Nov	Dec/Jan
Back to School	Easter issue	Youth Month	Women in Transport	Transport Month	Festive Season

AD Solutions

- Interactive experiences
- Promotion and Implication
- Sponsored content
- High impact AD units

Distribution

Maponya Mall Eastrand Mall Eastgate Mall Menlyn Mall Birchacres Mall Sammy Marks Square

Bosman taxi rank Noord Taxi rank Bree Taxi Rank Sangweni Taxi rank Alexandra Taxi rank

Mabopane/Soshanguve Nelspruit All major Toll Gates

Subscriptions

Imperial Logistics Road Traffic Infringement Agency Transnet Rail Freight Cross Border Road Transport Agency

Road Traffic Management Corporation PRASA RSR

Provincial Government Offices

KwaZulu Natal Mpumalanga Western Cape

Northern Cape Eastern Cape North West

Limpopo Free State Gauteng



Terms and Conditions

1. All copy for advertisements / advertorials is subject to the approval of the publisher, who also reserves the right to decline or cancel any advertisements / advertorials or series of advertisements / advertorials.
2. No responsibility will be accepted by the publishers for loss arising from typographical or other errors. The publisher's responsibility is limited to industry standard scanning and printing quality. No responsibility is taken for picture selection, enhancement or layout. The publisher is not responsible for any apparent discrepancy in this regard and clients are not exempt from liability for the full insertion price reflected on orders and or copy instructions, should an error have occurred.
3. It is a client's responsibility to supply material suitable for space bookings by the publisher's copy deadlines. If copy is not forthcoming, the publisher has the right to make up copy for space booked. Furthermore, the cost of making up the material will be debited to the client.
4. The publisher accepts no responsibility for incorrect material supplied. All material supplied is assumed to be correctly sized, marked and appropriate in screen.
5. The proprietors and publisher shall not be liable for any loss occasioned by the failure of an advertisement to appear on any special day, or at all, for any cause whatsoever.
6. The publisher will use their best endeavours to place the advertisement correctly under this agreement, but will not be liable for any loss of profits or damages suffered by the client as a result of their failure to do so and the account rendered in any respect. The publisher shall be exempt from any liability arising from force majeure or where performance of their obligations is prevented by circumstances outside their control.
7. While an enquiry service number may be supplied, this in no way forms part of the contract. The publisher is not responsible for an omission of an enquiry number nor the failure to supply the client with enquiries. The client may not, in any way, hold back payment or part thereof should the enquiry number service, for whatever reason, not be supplied.
8. No cancellation of space can be accepted less than (1) one month before publication date. Verbal cancellation will not be valid, only a written cancellation confirmed by the publisher will serve as notice.
9. All production costs will be for the account of the client as per the publisher's client service rates. This includes all photography, layout expenses, and correction costs.
10. Nothing herein contained shall be interpreted as obliging the publisher to afford the client any indulgence to effect payment after due date.
11. By placing his/her signature in the face hereof the client agrees to the terms and conditions as set out above, agrees that this order constitutes a valid contract with the publisher and certifies that the information given herein by him to the representative of the publisher is true and correct.
12. Ownership in all material handed to the publisher and subsequently published shall remain vested in the publisher until the full publishing price in respect thereof has been paid, in the event of a breach of contract by the client after material was handed back to him, the publisher shall be entitled, forthwith, to take possession of the material without prejudice to any further rights vested in it and is hereby irrevocably authorised to enter upon the client's premises to take delivery of such material without Court order. Where material was published and not claimed by the client within a period of 12 (twelve) months from date of publication, such material may be destroyed at the discretion of the publisher without prior notice to the client.
13. All terms and conditions relating to the services are set out herein. All other terms and conditions are excluded unless agreed to in writing by the publisher and no other conditions, warranties or representations, whether oral or written, express or implied by statute or otherwise, shall apply hereto.
14. No concession, latitude or indulgence allowed by the publisher to the client shall be construed as a waiver or abandonment of any of its rights hereunder.
15. Each of the terms herein, excluding liability on the part of the publisher, shall be a separate and divisible term and if any such term becomes unenforceable for any reason whatsoever, that term shall be severable and shall not affect the validity of the other terms.