THE OFFICIAL KWAZULU-NATAL ACCOMMODATION GUIDE Media Pack

www.zulu.org.za | www.accommodationguidekzn.co.za



ABOUT US

LOGO GRAPHICS in association with Tourism KwaZulu-Natal produces the official KZN Accommodation Guide. This niche guide, available in both print and digital format, showcases accommodation facilities in the province.

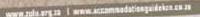
Each advertiser gets the best of both worlds, from a visual brochure distributed free of charge, to an expanded digital version with additional pics, info, location map and booking enquiry option.

Distributed at all the major national and international Tourism Shows attended by TKZN such as Indaba, World Travel Market and ITB.

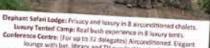
VISIT THE EXCITING INTERACTIVE WEBSITE: www.accommodationguidekzn.co.za



THE OFFICIAL KWAZULU-NATAL ACCOMMODATION GUIDE 2017/18







Lowery Tented Camp: Real bush expensions in 8 Joury tests. Conference Centre: (For up to 32 disegates) Anconstitutioned. Except Jourge with Sur, library and TV overkloking the bush. Only 2 hours from Durban, 40 min from Richards Bay

+ Elephant, Rhino, Buffala and Leopard tracking from open LandRow · Day visitors welcome for game drive and funch

end made famous in the book "The Elepto · Mont the l



Visit our website www.ths.tstbula.com for special packages on offer. Call 087 945 5352 or 082 259 9732. Email: info@thulathula.com, Website: www.thulathula.com



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DESIGNATION CALLED





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Lot 36, Mar Dailer Strend, Hugeline our the particular 45

Divibari, recent recipient of a number of international accolation, is a suphisticated, commopolitan city and the country's most popular bisare touries dectination. With mild winters, hot summers and golden heaches strutching as far as the eye can see, the city is a melting pot of cultural diversity year mund sampline and scenic beauty.

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ton in Ourbain is of a high standard, sanging from 4-5 star beachford hotels and trancy boutique botels, to welcoming B&Is, backpocker tootels and self-serving spartneers

Visiting a title an diverse as Darban and managing to see all it offers is no easy tesk, but not to be rescard attractives include a writt to official Marine World, a tribup the Sky Car at the stories Woeles Makhala Scattury, a rote on a head-brant rickshaw, and a visit to the KwaZula Nata' Sharks Board, the crite one of its kind in the world, truty world case diving at Adeel (Food or Prettis Barels, if that's your thing, or take a sincerty struß through the beautiful latteric Gattlers, Hay a round of got at a very consol world. classicity courses.

Modern shapping content, art and cruft markets, muss mu and art galleries make up a shift tapestry of options available to visitors. Dimmisia Som a tartable global of subment fold restaurants and the Reest current subset of sales.

Disclose's sightlife offers elegant loanges, funks takens and local theater and low music at theory clubs and polic.

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For more information, please visit our writeles at evers durban kan ore as

MEDIA PACK 2018

THE OFFICIAL KWAZULU-NATAL ACCOMMODATION GUIDE

ADVERTISING

Our quarter page and half page adverts are created to a standard format, whereas a FULL Page can be designed by you or by our studio at no extra cost.

FULL PAGE *Type:* 210mm (h) x 99mm (w), *Bleed:* 220mm(h) x 109mm(w)

HOTELS & LODGES





QUATER PAGE: 98mm (h) x 85mm (w)

3mm (h) x 85mm (w)

HALF PAGE: 98mm (h) x 85mm (w)

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with print ready artwork for your full page, please comply with the following guidelines:

All digital artwork to be supplied in CMYK in one of the following formats: • High Resolution PDF with flattened images and embedded fonts. • 300 dpi JPEG or TIFF

SUPPLYING YOUR OWN

If you intend to supply us

FULL PAGE ADVERT

Any queries contact: Lyn Grandemange, Production Manager lyn@azalea.co.za Elephant Safari Lodge: Privacy and luxury in 8 airconditioned chalets. Luxury Tented Camp: Real bush experience in 8 luxury tents. Conference Centre: (For up to 32 delegates) Airconditioned. Elegant lounge with bar, library and TV overlooking the bush.

- · Only 2 hours from Durban, 40 min from Richards Bay
- · Elephant, Rhino, Buffalo and Leopard tracking from open LandRover
- · Day visitors welcome for game drive and lunch
- · Meet the herd made famous in the book "The Elephant Whisperer"



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DIGITAL

All of our advertisers in our printed product, gets an annual listing on our online platform for FREE. Your listing on *accommodationguidekzn.co.za* will include:

LISTING

- A rolling Gallery of your accommodation
- A full description of your accommodation
- Lists all avaliable rooms that you offer, with room facilities
- Your Geographical location
- Your Contact details
- An enquiry form which sends directly to your bookings / enquiries email address





POSITIONING

Your listing will feature in its respective region in KwaZulu-Natal. Your lisitng will also feature in its respective category, ie. B&B; Hotels & Lodges; Camping & Caravaning.

FULL PAGE LISTINGS

Full page listings get the benefits of having their listings on the first slider category of the home page, as well as featuring on a featured listing on all right side bars.



MEDIA PACK 2018

THE OFFICIAL KWAZULU-NATAL ACCOMMODATION GUIDE

THE REACH

PRINT & DISTRIBUTION

With a circulation of 10 000 per annum, and a readership of 25 000 and growing, The KwaZulu-Natal Accommodation Guide is distributed at all major national and International Tourism Shows attended by TKZN such as Indaba, World Travel Market, ITB.

It is also distributed to all tourism offices throughout the province as well as to TKZN offices in Cape Town and Jo'burg. All advertisers are supplied with an allocated quantity.

ONLINE

Our online platforms gets annual visits of 13 400, with more the 50% being Unique Visitors. We receive an average of 277 662 annual page impressions.

67% of visits come from South Africa (Mainly Gauteng, KwaZulu Natal, and Western Cape).
23% of Visitors come from Northern America (USA, Canada, Mexico)
10% of Visitors are coming from European Countries

(Germany, France, Netherlands).

INTERESTED IN ADVERTISING

Contact your sales representative for a full price list.