

# ROVE SA • MEDIA KIT 2024



Rove SA, a distinguished South African travel and lifestyle magazine, captures the attention of both local and international readers. Working closely with key players in the travel and tourism industry, Rove SA not only serves as an invaluable travel guide for promoting South Africa as a preferred destination but also caters to a global audience.

The magazine's diverse features include outdoor and indoor adventures, thrill-seeking activities, leisure, lifestyle, and comprehensive reviews on accommodation, dining, and wine. Designed to accommodate every budget, age group, and activity level, Rove SA ensures broad appeal to its readership, both locally and internationally.

**PRINT FREQUENCY -  
15 000 PER QUARTER**

**EDITIONS:**

SEPTEMBER 2024 - NOVEMBER 2024 **SPRING**  
 DECEMBER 2024 - FEBRUARY 2025 **SUMMER**  
 MARCH 2025 - MAY 2025 **AUTUMN**  
 JUNE 2025 - AUGUST 2025 **WINTER**

**DIGITAL STATS PER  
LAST QUARTER**

**SOCIAL MEDIA REACH 80K+**  
**SOCIAL MEDIA FOLLOWERS 13K+**  
**LIFETIME DIGITAL READERS 894K+**  
**ONLINE PUBLICATION IMPRESSIONS 4K+**  
**NEWSLETTER REACH 79K+**

[visit rovesa.co.za](http://visit rovesa.co.za)

**READERSHIP**

**AGE GROUP: 25 - 60**

**80% LIVE IN METROPOLITAN AREAS**

**SOUTH AFRICAN AND INTERNATIONAL TRAVELLERS**

**DISTRIBUTION**

**MEDIA SUPPORT - 40% - AIRPORTS: CHECK-IN COUNTERS (27%), TRAVEL AGENCIES (4%), TOURISM INFORMATION CENTRES (5%), CAR RENTAL COMPANIES (2%), HOTELS AND GUEST HOUSES (5%), RESTAURANTS (3%), WINE ESTATES (4%)**

**RETAILS SHOPS - 60%**

**ONBOARD ALL SAA FLIGHTS - 5% (PRINT & DIGITAL)**



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BANNER SIZE - 195 W X 25 H

**ADVERTISE YOUR BRAND HERE**