

# SANParks Times increases print order

The quarterly publication of SANParks Times, a Caxton CSI joint venture with SANParks, has increased from 120,000 to 150,000 copies due to its popularity. First published in September 2012, the third edition (March 2013) has been published on a richer 52 gsm gloss paper as opposed to newsprint.



The publication focuses on the latest issues, research projects and happenings in South Africa's 19 national parks, which play a crucial role in conserving our natural heritage. The vexatious issue of rhino poaching has become one of the foremost conservation challenges of our time and the publication plays a crucial role in highlighting the work done by SANParks and various other role players, to meet this scourge head on.

It aims to foster a closer relationship between SANParks and as broad a spectrum of the South African public as possible, as well as an international audience that has conservation issues close at heart. It also has great appeal amongst the longstanding and loyal supporter base of our national parks.

This initiative relies on advertising in order to be sustainable and businesses should see the value in associating their brand with this cause, while exposing their brand to a wide and relevant audience.

## Distribution

The magazine is sent to 162 distribution points including all 19 parks, selected tourism offices in South Africa and abroad, filling stations along many of South Africa's major arterials, international airport lounges, specified national and international flights, car rental companies and other strategic outlet points. The publication also now boasts a subscription service both locally and abroad.

This product in turn offers advertisers the opportunity of maximum exposure in a national product that aligns itself with all issues green, tourist-friendly and proudly South African.

"As it's a quarterly publication, it has a much longer shelf life than daily and weekly papers," says Gill Randall, joint MD of NAB. "It's the type of product that is absorbed at leisure with easily digestible articles and beautifully crafted advertising relevant to the tourism, outdoor, vehicles and accessories markets amongst others."

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