2025/2026 MEDIA KIT

Achieving “Confirmation of Authenticity”



Prepared

November 2025

Prepared by

Hennie van der Walt

Prepared for

WILD&JAG / GAME&HUNT Advertisers

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Overview



HENNIE VAN DER WALT

Editor-in-chief / Publisher

Since our first publication in December 1994, ***WILD&JAG/GAME&HUNT*** has grown to be South Africa's largest hunting, sport shooting, game breeding and outdoor platform and boasts a huge audience to target your marketing campaigns.

Focusing primarily on hunting, firearms, equipment and accessories, we also cover game breeding and conservation, that is the renewable source of what we hunt, and the rest of the value chain from game meat to tourism and the outdoors.

WILD&JAG/GAME&HUNT has a production team, journalists and marketing staff who are passionate about ensuring that they serve the needs of the South African hunting and wildlife community.

As a well known and respected name in the industry, we are ideally positioned to connect you on a daily basis to South Africa's active hunters, sport shooters, game breeders and outdoor enthusiasts through our vibrant digital and online presence, including our ***WILDLIFE HUNT App***, the only App in our industry ensuring every edition of ***WILD&JAG/GAME&HUNT*** is with you in your pocket every day, where we share many wild adventures around the digital campfire!

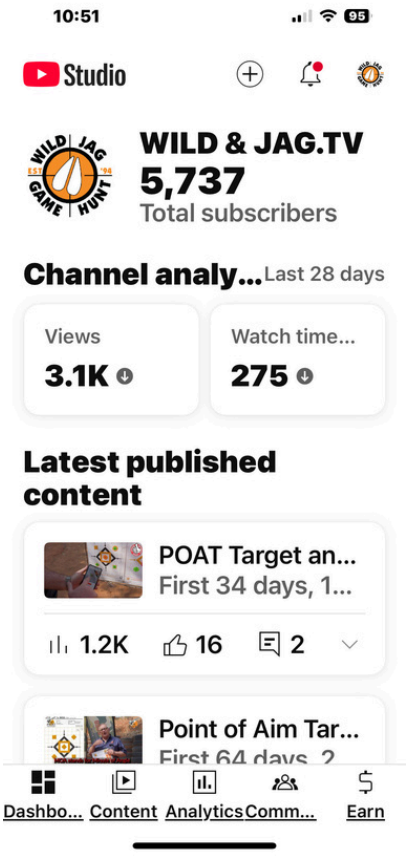
10 762 925
1 Nov 2024 - 31 Oct 2025
Social Media Reach

1 050 368
1 Oct 2024 - 30 Sep 2025
Magazine Distribution

Sosial Media







Vision

To not only achieve growth in reaches, but to achieve “Confirmation of Authenticity” for our advertisers, and our ***WILD&JAG/GAME&HUNT*** brand and those associated with our brand.

Insights - Facebook

1 Nov 2024 - 31 Oct 2025

- STATS
- 54 542 Followers
- 8 600 New followers
- 8.1 Million views

- ANALYSIS
- Video content works
- 3 x more video views than image views
- Better content leads to more followers

- CONCLUSION
- Authenticity and original content, especially video content leads to interaction
- A series of videos (day by day) leads to more interaction
- Even a viral video (ostrich shot with bow, 1.6 million views), and a image of tracks in the road with a question in the text (148 000 reach), confirms the diverse intrests of Facebook users, thus do not post the same repetitive content

Insights - Instagram
1 Nov 2024 - 31 Oct 2025

- STATS
- 10 000 Followers
- 54 300 Accounts reached
- 333 000 Views

- ANALYSIS
- 50% of reaches from non followers
- Reels outperforms image posts

- CONCLUSION
- Authenticity and original content, especially video content leads to non followers viewing our content
- In 2025, our focus was not on Instagram
- In 2026, an increased frequency of video content will be posted

Insights - YouTube
1 Jan 2025 - 31 Oct 2025

- STATS
- 5 737 Subscribers
- 1 400 New subscribers
- 79 923 Views

- ANALYSIS
- 74 % less views
- 24 % growth in subscribers

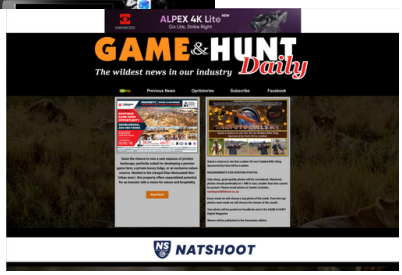
- CONCLUSION
- YouTube is used to archive our videos that was first poted on FB and Instagram
- As with Facebook, our content reach gets restricted by the algorithms due to hunting and firearm content
- In addition, our account was reported several times by Animal Rights Groups and Anti Hunters
- In 2026, we will utilize more functions to “please” the algorithms

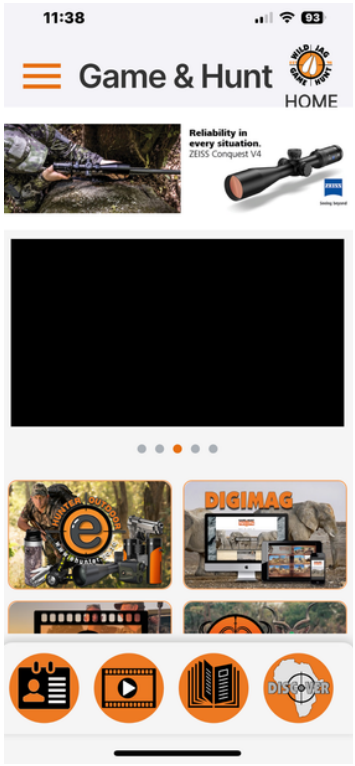


Digital Media









Vision

Digital Media is the platform where we publish and distribute the magazine, maintain the brand via our Newsletter and our website for SEO to access our content and other platforms by the public including the ***WILDLIFE HUNT APP***

Insights - Digital Magazine

1 Oct 2024 - 30 Sept 2025

WILD & JAG GAME & HUNT TYDSKRIF / MAGAZINE

- STATS
- 12 Editions published
- 66 020 Q4 2024 OCT-DEC per edition
- 65 766 Q1 2025 JAN-MAR per edition
- 65 358 Q2 2025 APR-JUN per edition
- 65 448 Q3 2025 JUL-SEP per edition

- ANALYSIS
- Constant distribution
- Direct e-mail distribution 35%
- Website distribution including links from FB 59%
- Wildlife Hunt App distribution 6%

Audit Bureau of Circulations of South Africa

- CONCLUSION
- Loyal readership
- Website log in and FB links are the preferred method of reading the magazine
- 35% e-mail distribution is for the readers who are not on social media, or prefer to read the magazine on a tablet or PC

Insights - Newsletter
1 Nov 2024 - 31 Oct 2025

- STATS
- e-mailed to a 40 000+ database
- Posted on our 54 000 FB platform

- ANALYSIS
- 21.76 % read rate

- CONCLUSION
- Good “Read Rate” of 21.76% (18% industry standard) confirms daily intrest in our content

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Insights - Website
1 Nov 2024 - 29 September 2025

- STATS
- 460 357 Visits

- CONCLUSION
- A website is an important result for any Google search, and must contain the nessesary information and links to the visitor

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Insights - App
1 Jul 2025 - 31 Oct 2025

- STATS
- 1 824 Downloads

- CONCLUSION
- Although the App download is free, people leave the “Store” when they see “In App Purchases” to read the digital magazine

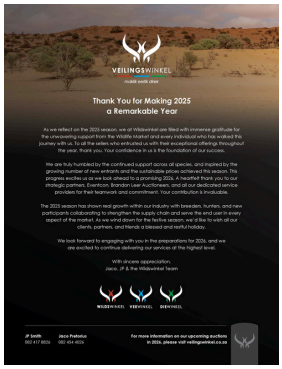
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Get top-tier visibility and reach by levering your brand across all of our platforms

FULL PAGE Magazine and Social&Digital Package





12 Months	R 11 000 p/m
6 Months	R 14 000 p/m
*Less frequent elements	
3 Months	R 16 000 p/m
*Less frequent elements	

- 12 Full page ads to run in consecutive editions
- 6 x Free full page additional ads
- 2 x Double page promotional article during the 12 months - supplied by advertiser
- 1 x Rotating banner on the WILDLIFE HUNT App for 12 months - supplied by advertiser
- 1 x Rotating banner on the WILDLIFE HUNT App for 12 months - supplied by advertiser
- 1 x Promotional video on the WILDLIFE HUNT App per month - supplied by advertiser
- 1 x Listing including links under advertisers on the WILDLIFE HUNT App for 12 months
- 4 x Facebook posts on the Wild&Jag/Game&Hunt FB Page per month
- 2 x Promotional video post on the Wild&Jag/Game&Hunt FB Page per month
- 2 x Promotional video post on the Wild&Jag/Game&Hunt Instagram Page per month
- 2 x Game&Hunt Daily Newsletter articles per month - supplied by advertiser
- 1 x Weekly banner every 3 months on the Game&Hunt Daily Newsletter
- Your product and promotional videos on our YouTube Channel

WILD & JAG GAME & HUNT
TYDSKRIF / MAGAZINE

WILDLIFE HUNT APP

GAME & HUNT Daily
The wildest news in the game industry

YouTube

HALF PAGE Magazine and Social&Digital Package



12 Months — **R 6 500 p/m**

6 Months — **R 8 500 p/m**

*Less frequent elements

3 Months — **R 10 500 p/m**

*Less frequent elements

- **12 Half page ads to run in consecutive editions**
- 3 x Free half page additional ads
- 1 x Double page promotional article during the 12 months - supplied by advertiser
- 1 x Promotional video on the WILDLIFE HUNT App per month - supplied by advertiser
- 1 x Listing including links under advertisers on the WILDLIFE HUNT App for 12 months
- 2 x Facebook posts on the Wild&Jag/Game&Hunt FB Page per month
- 2 x Promotional video post on the Wild&Jag/Game&Hunt FB Page per month
- 2 x Promotional video post on the Wild&Jag/Game&Hunt Instagram Page per month
- 1 x Game&Hunt Daily Newsletter articles per month - supplied by advertiser
- 1 x Weekly banner every 6 months on the Game&Hunt Daily Newsletter
- Your product and promotional videos on our YouTube Channel

Specifications and requirements

Unit Sizes:	mm (wxh)
Full Page	210 x 275
Half Page	210 x 137,5
1/4 Page horizontal	210 x 68,75
1/8 Page	52,5 x 68,75



Full Page | Half Page | 1/4 Page horisontal | 1/8 Page Classified

1/4 PAGE Magazine and Social&Digital Package



12 Months	R 4 000 p/m
6 Months	R 6 000 p/m
*Less frequent elements	
3 Months	R 8 000 p/m
*Less frequent elements	

- **12 x 1/4 page ads to run in consecutive editions**
- 3 x Free 1/4 page additional ads
- 1 x Full page promotional article during the 12 months - supplied by advertiser
- 1 x Promotional video on the WILDLIFE HUNT App per month - supplied by advertiser
- 1 x Listing including links under advertisers on the WILDLIFE HUNT App for 12 months
- 2x Facebook posts on the Wild&Jag/Game&Hunt FB Page per month
- 2 x Promotional video post on the Wild&Jag/Game&Hunt FB Page per month
- 2 x Promotional video post on the Wild&Jag/Game&Hunt Instagram Page per month
- 1 x Game&Hunt Daily Newsletter articles per month - supplied by advertiser
- 1 x Weekly banner every 6 months on the Game&Hunt Daily Newsletter
- Your product and promotional videos on our YouTube Channel

Specifications and requirements

Unit Sizes:	mm (wxh)
Full Page	210 x 275
Half Page	210 x 137,5
1/4 Page horizontal	210 x 68,75
1/8 Page	52,5 x 68,75



Full Page | Half Page | 1/4 Page horisontal | 1/8 Page Classified

⅛ Classified Magazine and Social&Digital Package



12 Months — **R 1 500 p/m**

6 Months — **R 2 000 p/m**

*Less frequent elements

3 Months — **R 3 000 p/m**

*Less frequent elements

- **12 x 1/8 page ads to run in consecutive editions**
- 3 x Free 1/4 page additional ads
- 1 x Half page promotional article during the 12 months - supplied by advertiser
- 1 x Promotional video on the WILDLIFE HUNT App per month - supplied by advertiser
- 1 x Listing including links under advertisers on the WILDLIFE HUNT App for 12 months
- 2x Facebook posts on the Wild&Jag/Game&Hunt FB Page per month
- 2 x Promotional video post on the Wild&Jag/Game&Hunt FB Page per month
- 2 x Promotional video post on the Wild&Jag/Game&Hunt Instagram Page per month
- 1 x Game&Hunt Daily Newsletter articles per month - supplied by advertiser
- 1 x Weekly banner every 6 months on the Game&Hunt Daily Newsletter
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Specifications and requirements

Unit Sizes:	mm (wxh)
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1/4 Page horizontal	210 x 68,75
1/8 Page	52,5 x 68,75



Full Page | Half Page | 1/4 Page horisontal | 1/8 Page Classified

Procedure

Contact **santie@wildlifehunt.co.za** for a booking form, complete and return.
Cut-off dates for adverts are the 10th of each month, for publication in the next monthly edition.
In the absence of material instructions prior to the cut-off date, ad will be picked up from the previous issue.
For promotional articles, Santie will supply you with cut-off dates that are generally due by the 1st of each month, for publication in the next monthly edition.
All Game&Hunt Daly Newsletter material must be sent to **wendy@wildlifehunt.co.za** ,5 working days before publication.
All Facebook posts and videos must be sent to **wendy@wildlifehunt.co.za**, 5 working days before publication. If no material is received, your magazine advert with accompanying text will be published.
Invoices will be sent out by the 20th of each month for payment in advance by the end of the month.

Advertising & Marketing
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WILD & JAG
GAME & HUNT
TYDSKRIF / MAGAZINE

WILDLIFE HUNT APP

GAME & HUNT Daily
The wildest news in our industry