

Online subscriptions, show for *Getaway*

Two leading titles of Ramsay Media, *Getaway* and *Car*, used the new portal MyCityDeal.co.za to garner 700 new subscribers last week and, in further marketing efforts, will see a campaign worth more than R2.5 million focusing on TV, print, radio, outdoor and digital exposure and interactive PR activities for the [Getaway Show](#) Western Cape.

Getaway

The subscription offer was part of the first national offer launched by international company Groupon South Africa, following its purchase of Twangoo, which offers a mix of discounts and special deals countrywide, as well as for the specific cities it focuses on (currently Johannesburg, Pretoria, Cape Town and Durban).

The Getaway Show, on at the Lourensford Wine Estate in Somerset West, 25- 27 March 2011, has the *Cape Times*, *Cape Argus*, Cape community newspapers, BBC Knowledge, Discovery Channel and National Geographic as media partners.

Go to www.getawayshow.co.za for more details on the show.

For more, visit: <https://www.bizcommunity.com>