

***Wegbreek* - SA's first Afrikaans outdoor and travel magazine - is here**

At last it's arrived! *Wegbreek*, South Africa's first Afrikaans outdoor and travel magazine published by Media24 & New Media is ready to take you to far away and not-so-far away places.

Issued by [Paula Wilson Media Consulting](#) ^{30 Mar 2004}

From Wednesday 31 March, hiking, jogging, climbing, camping, biking, off-roading, 4x4-ing - and just driving - enthusiasts can buy this get-up-and-go 160 page publication for only R17,50 from stores countrywide.

Exhausted Gautengers can take off for a weekend at Kaapsche hoop in Mpumalanga, where even the streets are privately owned and you might encounter a ghost or two between the bar and the bed at night... Or how about a boat trip to the bird paradise at Dyer Island? Or you can revel in the Wild Coast at a gallop, dawdle over the Whale Route in the Overberg, or popular travel writer Dana Snyman show you the true Bushveld and its people.

But *Wegbreek* takes you further than the hills and vales of South Africa: veteran photographer Jéan du Plessis showcases his superb photos taken in Namibia over the years, and Bernie Louw and Mouton van Zyl brave the wilderness of Angola that only recently became accessible to South Africans.

To further enhance the entire breakaway experience, every issue of *Wegbreek* includes a comprehensive guide to the best equipment and cars, tasty and easy veld food, the best travel books and, also important, it relates the experience of its readers.

According to Bun Booyens, experienced outdoor campaigner and editor of *Wegbreek*, the magazine is a practical guide focusing on affordable places throughout Southern Africa. "We search out destinations for ordinary people, with a strong emphasis on affordability. We will also include articles on interesting people who do interesting things, and recommend places to go for a quick weekend away, a long weekend or a holiday."

Patricia Scholtemeyer, executive head of Media24 Magazines, is equally excited, particularly over the reaction of readers. "More than a thousand people have already subscribed to the magazine without even having seen it. We will definitely achieve our circulation targets.

"The market is also reacting extremely positively. A range of local and international companies have chosen to advertise the brands in *Wegbreek* - from Jeep to Santam, from Toyota to Cape Nature Conservation. We have already closed no fewer than 12 contracts for the year. These companies have recognised *Wegbreek* as the ideal medium for marketing not only travel and tourism products and activities but also food and beverages, financial services and vehicles. Response to the classifieds has also been very positive, almost overwhelming.

"From the beginning our policy has been to have 60% editorial and 40% advertising content. In this way we will ensure that the magazine is first and foremost a source of travel and outdoor information and entertainment, while also offering advertisers value for money. We will not compromise this balance," says Scholtemeyer.

Wegbreek will appear every second month and will be officially launched at the Klein Karoo Arts Festival at Oudtshoorn. The magazine will be available countrywide at Spar, CNA, Pick 'n Pay, Shoprite/Checkers and Exclusive Books. Anyone buying the magazine will be eligible to win a Toyota Condor worth R180 000. For any queries call Gina on 021 417 1153 or send an e-mail to .

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