

## Travel mags swap tarmac for dirt

Gravel travel is the theme of *Drive Out* and *WegRy*, two new travel magazines from the Media24 stable that debut this month, targeting English and Afrikaans-speaking adventure seekers. *Drive Out*, formerly published by New Media, will together with Afrikaans brother *WegRy* in future explore and discover outback and dirt road destinations on behalf of travel lovers in their 4x4s, 4x2s and even farm bakkies.



“An additional bonus for readers is that the previous cover price of R34.95 has been greatly reduced to or R22.50 to increase opportunities for readers to join us on our adventures,” adds Egbert de Waal, assistar publisher for Media24 Travel Magazines.

Initially 20 000 copies of *Drive Out* and 25 000 copies of *WegRy* will be printed to satisfy expected reade demand. And, to ensure that no one misses their copy, the titles will be available at more than 4000 sales points countrywide.

### Pleasure of driving and exploring

“We would like to attract those people that commute daily with 4x4s or 4x2s to work and lure them off the highways onto gravel via some exciting detours. It will not be about your vehicle's performance, but rather about the pleasure of driving and exploring,” explains *Drive Out* and *WegRy* editor, Bernie Louw.

In addition to covering exciting destinations and exploring 4x4 and 4x2 routes, as well as other modes of c road transport, the magazines will also share practical advice and information on vehicles and equipment. *Drive Out* has allegedly always been known for carrying the most comprehensive information on 4x4-route countrywide and is something both magazines will continue to explore at length.

In the first edition, *Drive Out* and *WegRy* will venture onto the famous sand trail of the Khaudum-nature reserve in the untamed North East of Namibia, while exploring Zambia in the rainy season and testing the back roads of Namaqualand on a pleasant weekend trip for the entire family. Also in the launch edition, one reader shares his ‘pains and gains’ of his 1967 Jeep Wagoner and 1975 Land Cruiser. And, for readers th experience nagging hunger pains, they can learn how to prepare corned beef in style with Chuck Norris an Grensvegter.

“We are confident that *Drive Out* and *WegRy* will be just as successful as the other travel magazines in th Media24 stable,” De Waal says.

### Growing niche market

“It is a growing niche market with a great deal of potential that's waiting to be explored. As with *Weg!/go!* at *WegSleep*, the content is grounded in elements that are important to our readership, in their lingua, within their budget and with a healthy dose of humour thrown in the mix.”

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