

# Love the road with SANRAL's *By the Way*

*By the Way* is a bi-monthly publication by the South African Roads Agency (SANRAL). It is a full-colour magazine aimed at all users of South Africa's national roads.

It showcases the various projects that SANRAL is involved in around the country. It also provides motorists with vital information such as upgrades and construction - all in the interests making their use of roads safer and more enjoyable.

The magazine features articles such as tips for drivers on long distance trips, travel news and updates from around the country including a special province features.

*By the Way* also has special sections such as technology, engineering and environment.

The publication's entertainment page is designed to provide light relief for the road weary traveller and readers can try their hand at number of games and puzzles. SANRAL regularly runs competitions with a chance to some interesting prizes in this section.

## Distribution

An average of 300,000 printed copies of the publication are distributed at toll gates and filling stations along the country's national routes. In addition, special promotions are held during peak holiday and travel periods.

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