

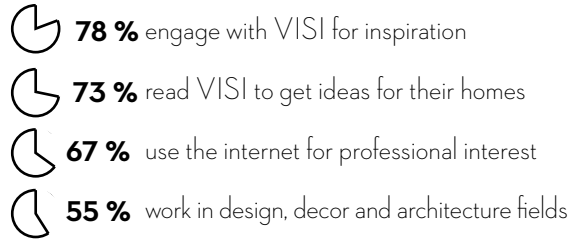
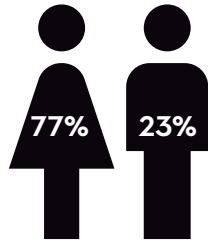
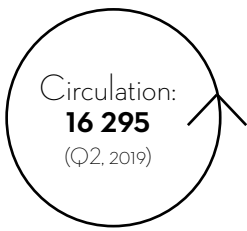
VISI

RATE CARD 2019



PRINT

STATISTICS & DEMOGRAPHICS



14% age 18-25	37% age 26-35
30% age 35-49	17% age 50-65
LSM 8-10	

RATES

IFC DPS	R 71 000
DPS	R 64 500
FP	R 34 500
IFC	R 39 500
IBC	R 38 000
OBC	R 41 500
1/2 page	R 18 000
1/3 page	R 12 500
1/4 page	R 7 000
1/9 page	R 4 000

* Rates exclude VAT

ADVERTORIALS

DPS	R 74 000
Full page	R 39 000
6 page Native Editorial	R 110 000
4 page Native Editorial	R 78 000
Upfront Essay Wallpaper	R 20 000

(4 pages)

* Rates exclude VAT
* Rates include layout and design

* Production costs (if required) are calculated based on individual requirements

LOOSE INSERTS

Single page	R 580 / 1 000
4 pages	R 820 / 1 000
5 pages or more	POA

* Rates exclude VAT

DEADLINES

ISSUE	ADVERTORIAL BOOKING & MATERIAL	AD BOOKINGS	AD MATERIAL	INSERTS TO PRINT	ON-STAND DATE
101 APR MAY	25 Feb 2019	06 Mar 2019	08 Mar 2019	13 Mar 2019	01 Apr 2019
102 JUN JUL	22 Apr 2019	01 May 2019	03 May 2019	08 May 2019	27 May 2019
103 AUG SEP	24 Jun 2019	03 Jul 2018	05 Jul 2019	10 Jul 2019	29 Jul 2019
104 OCT NOV	19 Aug 2019	28 Aug 2019	30 Aug 2019	04 Sep 2019	23 Sep 2019
105 DEC JAN	14 Oct 2019	23 Oct 2019	25 Oct 2019	30 Oct 2019	18 Nov 2019
106 FEB MAR	02 Dec 2019	10 Dec 2019	12 Dec 2019	18 Dec 2019	27 Jan 2020

MATERIAL REQUIREMENTS

- Advertising material needs to be supplied in PDF/X-1a format, CMYK colour and high resolution (300 dpi).
- Please note that VISI is printed entirely on uncoated paper stock.
- A digital colour proof identical to the PDF/X-1a file must be supplied for colour purposes.
- Material should preferably be sent via Adstream or Adsend. Alternatively, a CD or flash drive with the material can be sent to the Cape Town office.
- No ads will be accepted via email.

TECHNICAL SPECIFICATIONS

MAGAZINE

	Type (mm)	Trim (mm)	Bleed (mm)
• Page size	255 x 200	275 x 220	285 x 230
• DPS (2 x full page)	255 x 200	275 x 220	285 x 230
• Full page	255 x 90	275 x 110	285 x 120
• 1/2 page vertical	117 x 200	137 x 220	147 x 230

SHOPPING DIRECTORY

• 1/2 page (horizontal)	121 x 190	• 1/9 page	80 x 61
• 1/2 page (vertical)	245 x 94	• 1/3 page (vertical)	245 x 61
• 1/4 page	121 x 93	• 1/3 page (horizontal)	80 x 190

ADSEND

Technical support
011 712 5700
support@adsend.co.za





ADSTREAM

Danny Hobden
011 799 7846
ads.za@adstream.com

DIGITAL

STATISTICS & DEMOGRAPHICS

Page impressions	245 695
Unique visitors	32 841
Unique visitors (mobile+ tablet)	17 420 (ga)
Newsletter subscribers	32 755
Promo mailer subscribers	33 524

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43 200		53 000		52 700		15 692

* VISI digital statistics as of September 2019

RATES

Medium rectangle	R 315 CPM
Half-page skyscraper	R 400 CPM
Skyscraper	R 305 CPM
Leaderboard	R 315 CPM
Video - home page (supplied material)	R 5 000 /month
Advertorial (article and pictures)	R 5 000 /month
Newsletter leaderboard	R 9 000
Promo mailer	R 1,75 /subscriber
Directory listing (12 months)	R 2 200

WEBSITE PAGE TAKEOVER RATES

Win	R 18 500 pm
Homepage	R 17 500 pm
Decor	R 7 500 pm
Design	R 7 500 pm
Architecture	R 7 500 pm
Lifestyle	R 7 500 pm
BestBuys	R 7 500 pm

- * Rates exclude VAT
- * CPM = cost per 1 000 impressions
- * Competitions can be considered as part of a value-add package

MOBILE RATES

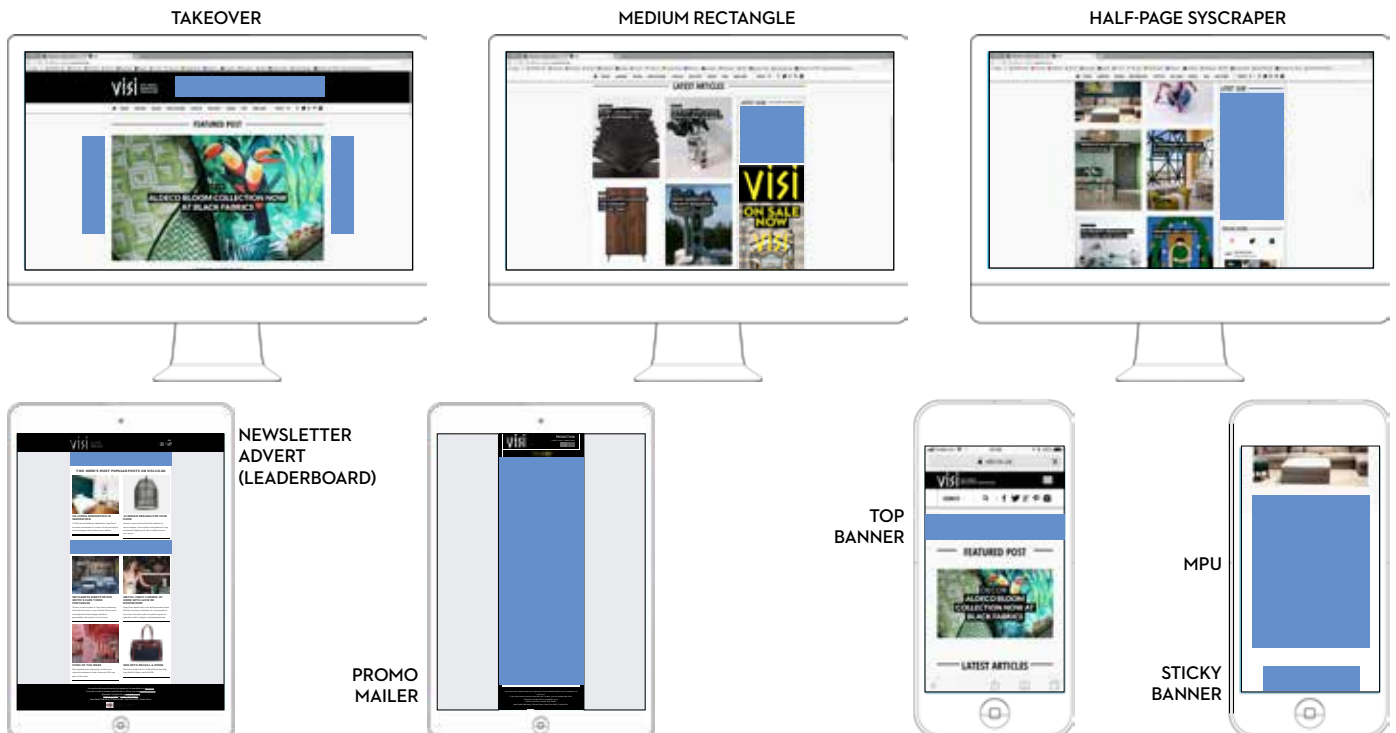
Top banner	R 230 CPM
MPU (in content)	R 230 CPM
Sticky banner	R 230 CPM

TECHNICAL SPECIFICATIONS

<u>TYPE</u>	w x h (px)
Medium rectangle	300 x 250
Half-page skyscraper	300 x 600
Skyscraper	120 x 600
Leaderboard	728 x 90

DEADLINES

- Ad booking:** 7 working days before start date
- Ad material:** 4 working days before start date
- Weekly newsletter publishing date:** every Friday morning



CANCELLATIONS & CONTACTS

Cancellations within two weeks of the booking deadline are subject to a 50% cancellation fee. Campaign cancellation fees are based on campaign adjusted rates. VISI reserves the right to withhold publication of any advertisement and to cancel any advertisement order that has been accepted.

ADVERTISING SALES

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