**visi** is a celebration of living well, and has been committing to bringing readers the best of South African design, decor and architecture with a global sensibility since 1998.

Over the past 21 years, we’ve produced 107 issues of the highest quality and integrity in design and editorial content. Every issue, the **visi** team produces a 200-page magazine, filled to the brim with inspirational and aspirational content. That includes the advertising pages, as it gives our readers ideas and practical executions for their existing or future projects and purchases.

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**OUR CONTENT PILLARS**

- **VISION**
  - International directions, local inspirations

- **VOICES**
  - Columnists

- **DECOR**
  - Local and international brands

- **DESIGN**
  - All that’s cool, from carpets to cars

- **ARCHITECTURE**
  - Beautiful homes, apartments, hotels and lodges

- **REASONS**
  - From furniture, fabrics and kitchens, to art and books
Our magazine readers range from high-income homeowners who appreciate good design and love to entertain guests, shop and travel, to architects and designers in a variety of creative industries, as well as students who aspire to work in these fields.

**OUR MAGAZINE AUDIENCE**

**PRINT STATISTICS**

- **MAGAZINE ABC**
  - Female: 77%
  - Male: 23%
  - Age 18-25: 14%
  - Age 26-35: 37%
  - Age 36-49: 30%
  - Age 50-65: 17%
  - LSM: 8-10%
SPECIAL POSITIONS

IFC DPS R71 000
IFC FULL PAGE R39 500
IBC FULL PAGE R38 000
OBC FULL PAGE R41 500

OTHER POSITIONS

DOUBLE-PAGE SPREAD R64 500  •  FULL PAGE R34 500
1/2 PAGE R18 000  •  1/3 PAGE R12 500
1/4 PAGE R7 000  •  1/9 PAGE R4 000

DOUBLE-PAGE SPREAD R74 000
FULL PAGE R39 000
4-PAGE NATIVE EDITORIAL R78 000
6-PAGE NATIVE EDITORIAL R110 000
UPFRONT VOICES WALLPAPER R20 000
(4 PAGES)

LOOSE INSERTS

SINGLE PAGE R580 / 1 000
4 PAGES R820 / 1 000
5 PAGES OR MORE POA

All rates exclude VAT
Advertorial rates include layout and design, but production costs (if required) are calculated based on individual requirements.
Source: ABC (July-December 2019)
**MAGAZINE DEADLINES**

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>ON SALE</th>
<th>ADVERTORIAL BOOKINGS AND MATERIAL DEADLINE</th>
<th>ADVERTISING BOOKING DEADLINE</th>
<th>ADVERTISING MATERIAL DEADLINE</th>
<th>INSERTS TO FACTORY DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>108 JUL / AUG</td>
<td>6 July 2020</td>
<td>1 June 2020</td>
<td>10 June 2020</td>
<td>12 June 2020</td>
<td>17 June 2020</td>
</tr>
<tr>
<td>112 FEB / MAR</td>
<td>8 Feb 2021</td>
<td>4 Jan 2021</td>
<td>13 Jan 2021</td>
<td>15 Jan 2021</td>
<td>20 Jan 2021</td>
</tr>
<tr>
<td>113 APR / MAY</td>
<td>5 April 2021</td>
<td>1 March 2021</td>
<td>10 March 2021</td>
<td>12 March 2021</td>
<td>17 March 2021</td>
</tr>
</tbody>
</table>

**THEMES**

“Beyond a seasonal reference – Autumn, Winter, Spring, Summer, Holiday, Design – we don’t plan themes through the year. We prefer to remain editorially agile to theme issues around new and emerging trends, as well as the feature properties that we shoot.”

**MAGAZINE SPECIFICATIONS**

<table>
<thead>
<tr>
<th>PAGE SIZE</th>
<th>TYPE (mm) 255 x 200</th>
<th>TRIM (mm) 275 x 220</th>
<th>BLEED (mm) 285 x 230</th>
</tr>
</thead>
<tbody>
<tr>
<td>DPS (2 x full page)</td>
<td>TYPE (mm) 255 x 200</td>
<td>TRIM (mm) 275 x 220</td>
<td>BLEED (mm) 285 x 230</td>
</tr>
</tbody>
</table>

**SHOPPING DIRECTORY**

<table>
<thead>
<tr>
<th>SHOPPING DIRECTORY</th>
<th>Shopping Directory sizes (mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 page horizontal</td>
<td>121 x 190</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>245 x 94</td>
</tr>
<tr>
<td>1/4 page</td>
<td>121 x 93</td>
</tr>
<tr>
<td>1/9 page</td>
<td>80 x 61</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>245 x 61</td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>80 x 190</td>
</tr>
</tbody>
</table>

**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.

- Alternatively, a CD or flash drive with the material can be sent to the Cape Town office.
- Ads will be accepted via email.
RETURN ON INVESTMENT INSIGHTS
How your ad spend can positively impact your business
(PAGE RATES R10 000 AND UNDER)

**PRODUCT VALUE: R500**
- **MAGAZINE ABC** 14 685
- IF 2% ENQUIRE 294 READERS
- IF 25% OF THEM BUY 73 BUYERS
- **REVENUE TO ADVERTISER** R36 713
- NUMBER OF BUYERS NEEDED TO BREAK EVEN 20
  (0,14% OF VISI READERS)

**PRODUCT VALUE: R5 000**
- **MAGAZINE ABC** 14 685
- IF 1% ENQUIRE 147 READERS
- IF 15% OF THEM BUY 22 BUYERS
- **REVENUE TO ADVERTISER** R110 138
- NUMBER OF BUYERS NEEDED TO BREAK EVEN 2
  (0,01% OF VISI READERS)

**PRODUCT VALUE: R25 000**
- **MAGAZINE ABC** 14 685
- IF 0,5% ENQUIRE 73 READERS
- IF 10% OF THEM BUY 7 BUYERS
- **REVENUE TO ADVERTISER** R183 563
- NUMBER OF BUYERS NEEDED TO BREAK EVEN 0,4
  (0,003% OF VISI READERS)
RETURN ON INVESTMENT INSIGHTS
How your ad spend can positively impact your business
(PAGE RATES BETWEEN R10 000 AND R20 000)

**PRODUCT VALUE: R500**

- Magazine ABC 14 685
- If 2% Enquire 294 Readers
- If 25% of them buy 73 Buyers
- Revenue to Advertiser R36 713

- Number of Buyers Needed to Break Even 40
  (0.27% of Visi Readers)

**PRODUCT VALUE: R5 000**

- Magazine ABC 14 685
- If 1% Enquire 147 Readers
- If 15% of them buy 22 Buyers
- Revenue to Advertiser R110 138

- Number of Buyers Needed to Break Even 4
  (0.03% of Visi Readers)

**PRODUCT VALUE: R25 000**

- Magazine ABC 14 685
- If 0.5% Enquire 73 Readers
- If 10% of them buy 7 Buyers
- Revenue to Advertiser R183 563

- Number of Buyers Needed to Break Even 0.8
  (0.005% of Visi Readers)
### How Your Ad Spend Can Positively Impact Your Business

**(Page Rates R30 000+)**

<table>
<thead>
<tr>
<th>Product Value: R500</th>
<th>Magazine ABC</th>
<th>14 685 readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>IF 2% Enquire</td>
<td>294 readers</td>
<td></td>
</tr>
<tr>
<td>IF 25% of them buy</td>
<td>73 buyers</td>
<td></td>
</tr>
<tr>
<td>Revenue to Advertiser</td>
<td>R36 713</td>
<td></td>
</tr>
<tr>
<td>Number of Buyers Needed to Break Even</td>
<td>60 (0.41% of VISI readers)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Product Value: R5 000</th>
<th>Magazine ABC</th>
<th>14 685 readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>IF 1% Enquire</td>
<td>147 readers</td>
<td></td>
</tr>
<tr>
<td>IF 15% of them buy</td>
<td>22 buyers</td>
<td></td>
</tr>
<tr>
<td>Revenue to Advertiser</td>
<td>R110 138</td>
<td></td>
</tr>
<tr>
<td>Number of Buyers Needed to Break Even</td>
<td>6 (0.04% of VISI readers)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Product Value: R25 000</th>
<th>Magazine ABC</th>
<th>14 685 readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>IF 0.5% Enquire</td>
<td>73 readers</td>
<td></td>
</tr>
<tr>
<td>IF 10% of them buy</td>
<td>7 buyers</td>
<td></td>
</tr>
<tr>
<td>Revenue to Advertiser</td>
<td>R183 563</td>
<td></td>
</tr>
<tr>
<td>Number of Buyers Needed to Break Even</td>
<td>1.2 (0.008% of VISI readers)</td>
<td></td>
</tr>
</tbody>
</table>
Our online users range from high-income homeowners who appreciate good design and love to entertain guests, shop and travel, to architects and designers in a variety of creative industries, as well as students who aspire to work in these fields.

**DIGITAL STATISTICS**
- **Facebook**: 44,165
- **Twitter**: 53,067
- **Instagram**: 58,716
- **Pinterest**: 22,260
- **Page impressions**: 195,685 (avg monthly)
- **Unique visitors**: 31,726 (avg monthly)
- **Newsletter subscribers**: 33,200
- **Promo mailer subscribers**: 33,400

**DID YOU KNOW?**
- Of subscribers who open the newsletter: 30% actually interact with the newsletter  
  - Female: 77%  
  - Male: 23%  
  - Age 18-25: 14%  
  - Age 26-35: 37%  
  - Age 36-49: 30%  
  - Age 50-65: 17%  
  - LSM 8-10

**DIGITAL RATES**

**CREATIVE SIZE**
- **Medium rectangle**
  - CPM: R315
  - TECHNICAL SPECS: 300 x 250 px

- **Half-page skyscraper**
  - CPM: R400
  - TECHNICAL SPECS: 300 x 600 px

- **Skyscraper**
  - CPM: R305
  - TECHNICAL SPECS: 120 x 600 px

- **Leaderboard**
  - CPM: R315
  - TECHNICAL SPECS: 728 x 90 px

**MOBILE RATES**
- **Top banner** CPM R230  
- **MPU (in content)** CPM R230  
- **Sticky banner** CPM R230

**WEBVERTORIALS AND RICH MEDIA**
- **Webvertorial (article and supplied pictures)**
  - R5,000 per month
- **Video on homepage (supplied material)**
  - R5,000 per month

**NEWSLETTER**
- **Leaderboard**
  - R9,000
  - (published every Friday morning)
- **Promo mailer**
  - R1,75/subscriber

**TAKEOVER RATES**
- **Win (per month)** R18,500  
- **Homepage** R17,500  
- **Decor** R7,500  
- **Design** R7,500  
- **Architecture** R7,500  
- **Lifestyle** R7,500  
- **Best Buys** R7,500

**DEADLINES**
- **Bookings**: 7 working days before start date  
- **Material**: 4 working days before start date

All rates exclude VAT  
- CPM = cost per 1,000 impressions  
- Competitions can be considered as part of a value-add package  
- Source: Social media count as at 23 April 2020;  
  Google Analytics (full period of 2019, with average);  
  Everlytic (25 October 2019 newsletter)
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.
CANCELLATIONS & CONTACTS

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HANNELIE STEMMET
hannelie.stemmet@newmedia.co.za
083 448 2074

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.
couches, chairs, benches, lamps and lighting features, staircases of all shapes, indoor fireplaces, tables, side tables, shelves.

* Found in properties published in 2019 (VISI 100-VISI 106)

# Different products featured and focused on during 2019 (VISI 100-VISI 106)
23* indoor fireplaces
15# side tables
38# liquor product features
7* entertainment bars

* Found in properties published in 2019 (VISI 100-VISI 106)
# Different products featured and focused on during 2019 (VISI 100-VISI 106)
27 properties with pools

15 outdoor products (chairs, braais, heaters)

6 planters, pots, hanging walls

* Found in properties published in 2019 (VISI 100-VISI 106)

# Different products featured and focused on during 2019 (VISI 100-VISI 106)
39 multipurpose chairs, benches
23 fabrics, textiles, wall coverings
12 co-working spaces
6 carpets
27 lamps and lights for office spaces
lodges,
2 in Namibia

rooftop bars

restaurants

hotels and guesthouses

outdoor fireplaces

10 #

5 #

8 #

10*

5#

* Found in properties published in 2019 (VISI 100-VISI 106)
# Different products featured and focused on during 2019 (VISI 100-VISI 106)

lodges, 2 in Namibia
Cars featured
Toyota Hilux
Jaguar XJR 575
Suzuki Jimmy
Range Rover Evoque
Toyota GR Supra
BMW Z4 M40i
Jaguar I-PACE

* Found in properties published in 2019 (VISI 100-VISI 106)

# Different products featured and focused on during 2019 (VISI 100-VISI 106)
mirrors for all needs

walk-in showers

freestanding baths

side tables

fabrics, textiles, wall coverings

* Found in properties published in 2019 (VISI 100–VISI 106)

# Different products featured and focused on during 2019 (VISI 100–VISI 106)
39 couches, single-seaters
23 indoor fireplaces
15 side tables
28 books
6 carpets, rugs, weaves

* Found in properties published in 2019 (VISI 100-VISI 106)
# Different products featured and focused on during 2019 (VISI 100-VISI 106)
outdoor chairs and braais

properties built with rock and brick

properties built with steel and glass

properties built with wood

staircases of all shapes

* Found in properties published in 2019 (VISI 100-VISI 106)

# Different products featured and focused on during 2019 (VISI 100-VISI 106)