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.

INTRODUCTION

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.

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%
## Main Magazine Advertising Rates

### 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

### Advertorial Rates
- 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

**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

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.

SHOPPING DIRECTORY

Shopping Directory sizes (mm)

- 1/2 page horizontal: 121 x 190
- 1/2 page vertical: 245 x 94
- 1/4 page: 121 x 93
- 1/9 page: 80 x 61
- 1/3 page vertical: 245 x 61
- 1/3 page horizontal: 80 x 190

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

PAGE SIZE

DPS (2 x full page): TYPE (mm) 255 x 200 • TRIM (mm) 275 x 220 • BLEED (mm) 285 x 230
FULL PAGE: TYPE (mm) 255 x 200 • TRIM (mm) 275 x 220 • BLEED (mm) 285 x 230
1/2 PAGE VERTICAL: TYPE (mm) 255 x 90 • TRIM (mm) 275 x 110 • BLEED (mm) 285 x 120
1/2 PAGE HORIZONTAL: TYPE (mm) 117 x 200 • TRIM (mm) 137 x 220 • BLEED (mm) 147 x 230
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
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

**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**: 60
  
  (0.41% 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**: 6
  
  (0.04% 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**: 1.2
  
  (0.008% of Visi readers)
OUR DIGITAL AUDIENCE
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 • 73% open and click the VISI newsletter consistently
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

CREATIVE SIZE
Half-page skyscraper
CPM R400
TECHNICAL SPECS
300 x 600 px

CREATIVE SIZE
Skyscraper
CPM R305
TECHNICAL SPECS
120 x 600 px

CREATIVE SIZE
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 and/or video)
R5 000 per month

WEBVERTORIAL PACKAGE DEAL
Feature on the website, and also included on the VISI Newsletter
R15 000 (enquire about more details)

NEWSLETTER
Leaderboard R9 000
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

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.
HANNELE 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.
23 indoor fireplaces

16 staircases of all shapes

27 lamps and lighting features

25 tables, side tables, shelves

8 couches, chairs, benches

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

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

*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

roof top bars

hotels and guesthouses

restaurants

outdoor fireplaces

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

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

32

2

3

16*

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

# Different products featured and focused on during 2019 (VISI 100-VISI 106)
17. stoves, kitchenware

4. tea and coffee makers

18. plate and bowl manufacturers

39. multipurpose chairs, benches

23*. open-plan kitchens

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

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

Western Cape properties

Namibia properties

KwaZulu-Natal properties

Mpumalanga properties