**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.

**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.
### 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

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>DOUBLE-PAGE SPREAD</td>
<td>R64 500</td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>R34 500</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>R18 000</td>
</tr>
<tr>
<td>1/3 PAGE</td>
<td>R12 500</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>R7 000</td>
</tr>
<tr>
<td>1/9 PAGE</td>
<td>R4 000</td>
</tr>
</tbody>
</table>

### ADVERTORIAL RATES

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>DOUBLE-PAGE SPREAD</td>
<td>R74 000</td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>R39 000</td>
</tr>
<tr>
<td>4-PAGE NATIVE EDITORIAL</td>
<td>R78 000</td>
</tr>
<tr>
<td>6-PAGE NATIVE EDITORIAL</td>
<td>R110 000</td>
</tr>
<tr>
<td>UPFRONT VOICES WALLPAPER</td>
<td>R20 000</td>
</tr>
</tbody>
</table>

### LOOSE INSERTS

<table>
<thead>
<tr>
<th>Number of Pages</th>
<th>Rate per 1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 PAGES</td>
<td>R580</td>
</tr>
<tr>
<td>5 PAGES OR MORE</td>
<td>POA</td>
</tr>
</tbody>
</table>

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**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)
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.

"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."

### 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

### 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

<table>
<thead>
<tr>
<th>PRODUCT VALUE</th>
<th>Magazine ABC 14 685</th>
<th>IF 2% ENQUIRE</th>
<th>294 READERS</th>
<th>IF 25% OF THEM BUY</th>
<th>73 BUYERS</th>
<th>Revenue to Advertiser</th>
<th>R36 713</th>
<th>Number of Buyers Needed to Break Even</th>
<th>20 (0.14% of Visi Readers)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>PRODUCT VALUE</th>
<th>Magazine ABC 14 685</th>
<th>IF 1% ENQUIRE</th>
<th>147 READERS</th>
<th>IF 15% OF THEM BUY</th>
<th>22 BUYERS</th>
<th>Revenue to Advertiser</th>
<th>R110 138</th>
<th>Number of Buyers Needed to Break Even</th>
<th>2 (0.01% of Visi Readers)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>PRODUCT VALUE</th>
<th>Magazine ABC 14 685</th>
<th>IF 0.5% ENQUIRE</th>
<th>73 READERS</th>
<th>IF 10% OF THEM BUY</th>
<th>7 BUYERS</th>
<th>Revenue to Advertiser</th>
<th>R183 563</th>
<th>Number of Buyers Needed to Break Even</th>
<th>0.4 (0.003% of Visi Readers)</th>
</tr>
</thead>
</table>
## Return on Investment Insights

How your ad spend can positively impact your business

*(Page rates between R10 000 and R20 000)*

<table>
<thead>
<tr>
<th>Product Value: R500</th>
<th>Magazine ABC: 14 685</th>
</tr>
</thead>
<tbody>
<tr>
<td>If 2% Enquire</td>
<td>294 Readers</td>
</tr>
<tr>
<td>If 25% of them buy</td>
<td>73 Buyers</td>
</tr>
<tr>
<td>Revenue to Advertiser</td>
<td>R36 713</td>
</tr>
<tr>
<td>Number of buyers needed to break even</td>
<td>40 (0.27% of VISI readers)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Product Value: R5 000</th>
<th>Magazine ABC: 14 685</th>
</tr>
</thead>
<tbody>
<tr>
<td>If 1% Enquire</td>
<td>147 Readers</td>
</tr>
<tr>
<td>If 15% of them buy</td>
<td>22 Buyers</td>
</tr>
<tr>
<td>Revenue to Advertiser</td>
<td>R110 138</td>
</tr>
<tr>
<td>Number of buyers needed to break even</td>
<td>4 (0.03% of VISI readers)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Product Value: R25 000</th>
<th>Magazine ABC: 14 685</th>
</tr>
</thead>
<tbody>
<tr>
<td>If 0.5% Enquire</td>
<td>73 Readers</td>
</tr>
<tr>
<td>If 10% of them buy</td>
<td>7 Buyers</td>
</tr>
<tr>
<td>Revenue to Advertiser</td>
<td>R183 563</td>
</tr>
<tr>
<td>Number of buyers needed to break even</td>
<td>0.8 (0.005% of VISI readers)</td>
</tr>
</tbody>
</table>
How your ad spend can positively impact your business

**PAGE RATES R30 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 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 45 520 • Twitter 52 820 • Instagram 64 182 • Pinterest 31 577 • Page impressions 141 143 (3 month avg) • Unique visitors 48 245 (3 month avg)

Newsletter subscribers 33 417 • Promo mailer subscribers 34 891

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

**WEBSITE 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

**WEBVERTORIAL 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
  - (published every Friday morning)
- Promo mailer R1.75/subscriber

**MOBILE RATES**

- Top banner CPM R230
- MPU (in content) CPM R230
- Sticky banner CPM R230

**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 30 Sept 2020; Google Analytics (01 Jul - 30 Sept 2020, 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.

New Media, a division of Media24 (Pty) Ltd, will check material provided for publication by clients or their agents, but will not be liable for any losses or expenses suffered by any person as a result of errors contained in such material. The client accepts that New Media acts on behalf of the client when publishing such material, and indemnifies New Media against any loss or expense New Media may suffer or incur should any such material be provided by the client. New Media reserves the right to reject advertising at its sole discretion.
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)
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

* 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

rooftop bars

restaurants

hotels and guesthouses

outdoor fireplaces

5 lodges, 2 in Namibia

5 rooftop bars

8 restaurants

10 hotels and guesthouses

10 outdoor fireplaces

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

* Found in properties published in 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)
# 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)

<Image of a modern bathroom with wood and concrete finishes, featuring a freestanding bathtub, walk-in shower, and large mirrors.>
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)
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

Published in 2019
(VISI 100-VISI 106)