**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 23 years, we’ve produced 117 issues of the highest quality and integrity in design and editorial content. Every issue, the **VISI** team produces a 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.

**PRINT STATISTICS**

- **MAGAZINE ABC**: 12,279
- **FEMALE**: 77%
- **MALE**: 23%
- **AGE 18-25**: 14%
- **AGE 26-35**: 37%
- **AGE 36-49**: 30%
- **AGE 50-65**: 17%
- **LSM**: 8-10
## 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

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<td><strong>6-PAGE NATIVE EDITORIAL</strong></td>
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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 (January-June 2021)

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**THE LEXUS DESIGN TEAM WAS GIVEN A DAUNTING CHALLENGE: TO CREATE THE WORLD'S MOST BEAUTIFUL OPEN-TOP CAR. AND THEY HAD TO DO IT WITHOUT COMPROMISING THE SINUOUS LINES OF THE AWARD-WINNING LEXUS LC 500 COUPE.**

The result is the ultimate summer ride that retains the coupé's acclaimed curves, with the roof cover set as low as possible to avoid the familiar flat, platform look typical of many convertibles. The beltline kicks up behind the doors, creating an overall tight and clean profile. Because the cabin is more open to view, Lexus has used innovative colour co-ordination to enhance the model's special character and extrovert design. This, of course, also means that you get to really enjoy the enthralling automotive symphony that only a naturally aspirated V8 engine can deliver.

---

**THIS SUMMER'S MASTERPIECE**

**LEXUS LC 500 CONVERTIBLE**

- **5.0-litre V8**
- **351kW/540Nm**
- **10-speed auto transmission**
- **0-100km/h in 4.7 seconds**
- **Top open in 15 seconds**
- **Seven-year/105 000km warranty**
- **Full maintenance plan**
### MAIN 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>
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<td>6 March 2023</td>
<td>15 March 2023</td>
<td>17 March 2023</td>
<td>21 March 2023</td>
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### 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

### 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.

Ads will be accepted via email.
**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. Ads will be accepted via email.

### SPECIAL EDITION 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
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- **1/3 page horizontal** 80 x 190

### SPECIAL EDITION DEADLINES

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>ON SALE</th>
<th>ADVERTORIAL BOOKINGS AND MATERIAL DEADLINE</th>
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<th>ADVERTISING MATERIAL DEADLINE</th>
<th>INSERTS TO FACTORY DEADLINE</th>
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<td>25 March 2022</td>
<td>30 March 2022</td>
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<td>26 August 2022</td>
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REFER TO THE BACK OF THE RATE CARD FOR LAYOUTS OF SOME OF OUR PREVIOUS SPECIAL EDITIONS

**MATERIAL REQUIREMENTS**

Refer to the back of the Rate Card for layouts of some of our previous Special Editions.
## 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

<table>
<thead>
<tr>
<th>Platform</th>
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<td>Promo Mailer Subscribers</td>
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## Did You Know?

Of subscribers who open the newsletter:
- **30%** actually interact with the newsletter
- **73%** open and click the VISI newsletter consistently

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
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<tr>
<td>Female</td>
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## Digital Rates

### Creative Size

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<th>Creative Size</th>
<th>CPM R315</th>
<th>Technical Specs</th>
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<td>300 x 600 px</td>
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<tr>
<td>wallpaper</td>
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### Technical Specs

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</tr>
<tr>
<td>wallpaper</td>
<td>120 x 600 px</td>
</tr>
</tbody>
</table>

### MOBILE RATES

- Top banner: CPM R230
- Medium rectangle: CPM R230
- Sticky banner: CPM R230

### WEBVERTORIALS

**Webvertorial** (article and supplied pictures and/or video): R7,000 per article

**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

### 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

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## Deadlines

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

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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 3 Dec 2021; Google Analytics (01 Sept - 30 Nov 2021, with average); Everlytic (Dec 2021 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.
ELNA COETZER
elna.coetzer@newmedia.co.za
082 971 9715

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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.
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EVA COOKSON
eva.cookson@newmedia.co.za
076 662 0785

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CULINARY SCHOOL

Turn up the heat in your kitchen with clever gadgets, sleek accessories and in-demand decor.

1. Maxwell & Williams’ 1.4L Panama pitcher in Kiwi Green R399, Yuppiechef.
2. Gommaire decorative punching cups from R795 each, La Grange Interiors.
3. Checked bamboo placemat R40, MRP Home.
5. Pineapple salad bowl R1 450, Bordallo Pinheiro.
6. Aureus leopard-print napkin R400 (for 2), Wanderland Collective.
7. Eva Solo’s fridge sonette R659, Yuppiechef.
8. Amazônia cake stand R1 800, Bordallo Pinheiro.
9. Bicos glass jug in Amber R1 000, Bordallo Pinheiro.

OPPOSITE Yellow & Grey Koi ceramic dinnerware from R90 per item, Mervyn Gers.
1. Wooden placemats in Natural R299 (for 2), Woolworths.
2. Terrazzo bamboo breadbin R330, MRP Home.
5. Jasper spice rack R300, MRP Home.
7. Tefcold refrigerated 45-bottle wine display and storage cabinet R18/399, Yuppiechef.
8. KPA kids’ high chair R3/600, Pedersen + Lennard.
Focusing on surfaces and hardware, layout and flow, and storage, we asked three experts for their tips on turning your Pinterest board into reality.
Sharing family meals, doing live cooking demos and even gutting fish, these three foodies show how they make the most of their kitchens.
LUCKY NUMBER THREE (CONT.) Blakes London (blakeslondon.com, above) has used the triple threat (marble, wood and metallics) very cleverly by also varying light and dark tones, and linear and round shapes. The result is a pleasing balance that's timeless but interesting.

HIGH SHINE A touch of gloss in a kitchen ups the ante in terms of glamour. The Cesar (cesar.it) kitchen opposite masterfully combines matte and shine via timber cabinetry with tinted-glass insets, for a change of pace and texture. It's surprising – and incredibly polished.
From handy practicalities to statement accessories, these must-haves will create order and atmosphere in your bathroom space.

1. Studio W square mirror 500x500mm R649, Woolworths.
2. White marble round mirror R1299, Poetry.
3. Rectangular mirror in Gold R199, Glimmer.
4. Stainless steel toilet brush R199, tumbler R79, soap dispenser R99 and soap dish R79, @home.
5. Studio W soft touch soap dispenser R99 and tumbler R169, both Woolworths.

Photos supplied
Compiled by Kelly Dami
2. African contemporary towel in Teal R4/890 and Charcoal R1/095, both Knus.
5. Lidded laundry basket in Green Blue & Neon Orange R2/0220 and lidded cylinder basket in Pink R5/200, both Mia Mélange.
7. Tam Tam side table in Yellow R5/850, La Grange Interiors.

ABOVE LEFT Oak towel rail R5/355, Knus.
ABOVE RIGHT Stockholm concertina extendable mirror R5/305, Victorian Bathrooms.
BELOW Aurelius freestanding bathtub POA, Boutique Baths; Kartell Pilastro contemporary stool in Pink R5/295, True Design.
The bathroom trends of the moment range from soothingly simple to wildly colourful, with the underlying thread being the intention to create feel-good spaces.

**FRESH PERSPECTIVES**

Layer up

The trend for dressing the bathroom as you would a living area is here to stay. The aim is to inject comfort and character into the space so that it’s not just a space to use but also a space to love. Studio19 (studio19.co) is an expert in layering textures, and in this chic cloakroom (above left), a combination of soft, hard, matt and shiny surfaces makes the space sing. Vanitas (vanitasstudio.com) injects warmth the foolproof way – with wood (above right); while Michele Throssell Interiors (michelethrossell.co.za) use graphic and geometric patterns to masterful effect in this engaging space (opposite).
When architects Silvio Rech and Lesley Carstens renovated their Mid-century Modern home on Joburg’s Westcliff Ridge, they wanted to maintain their almost 360-degree view of the city. The bathroom – indistinguishable from the master bedroom save for its amenities – is also connected to nature, not only via its panorama of jacaranda trees, but thanks to a tunnelling skylight.

“We like the idea of bathing with a view and a connection to the sky, be it the stars at night or cloud movement during the day,” says Silvio. Lesley agrees: “It feels like you’re bathing at the top of a forest in the sky.”

To enhance this concept of nature, the couple custom-designed a basin configuration to appear like lily pads, or trees with rusted-metal stalks. “The eruptions and depressions on those big discs are a bit like the craters on the moon,” Lesley says.

It was a visit to Japan that inspired the use of concrete, which is offset by an oak-panelled ceiling and walls. “It’s a warm, soft material used in a crisp way,” Silvio says of the timber. “Together with the granite shower slab, upstand and bench, it forms a sculptural bathrooms precinct,” says Lesley. And a precinct it is: it includes a spacious area for lounging. “A post-bath relaxation zone is important,” Silvio insists. “It wouldn’t be difficult for us to put a library in a bathroom… or an armchair or a fireplace. It’s your personal space that you retreat into – your own private spa.”
“As much as they are functional, bathrooms should feed your soul,” says Cape Town fashion designer and property developer Malcolm Klûk, who — together with partner Christiaan Gabriel du Toit — recently developed Clarens, a contemporary apartment building in Fresnaye whose bathrooms pack in all the bells and whistles despite their compact size.

“Just like our fashion garments, every aspect of these apartments is considered,” says Christiaan. To accommodate both bath and shower, they joined them to each other, with a single glass panel preventing the rest of the bathroom from getting wet. “It means that you’re not boxed into a shower, and have the freedom of movement,” Christiaan explains, pointing to the showerhead that extends as far as the bath.

“We wanted all the elements of a luxurious lifestyle, while maximising the space,” says Malcolm, who insists that people should not have to forfeit their pleasures when living in apartments. The walk-in dressing area, with its custom vanities, backlit mirrors, soft-closing drawers and dressing table, is testament to this philosophy.

As is the case with Klûk CGDT’s fashion collections, the bathrooms in Clarens are a vibrant marriage of textures, colour and pattern. The crazy paving features black slate interspersed with pieces of marble and granite, while composite granite in speckled grey clads the bath and statement wall. Other walls painted a serendipitous discovery called “Morning Clarens”, by Plascon, provide a soft contrast, as does the natural light beaming through the large window.

“A bathroom should feel indulgent,” says Malcolm. “It’s your place to relax and retreat from the world.”
Black concrete and steel define this striking vanity unit by Lumar Fourie of The Concrete Corporation, while linear ceiling panelling accentuates the elongated dimensions of the space.

BE INSPIRED BY THIS SELECTION OF GORGEOUS SPACES THAT HAVE GRACED THE PAGES OF VISI OVER THE YEARS.

WORDS CELESTE JACOBS  PHOTOS DOOK, GREG COX, MICKY HOYLE, JAC DE VILLIERS, FERN BRUMMER AND HENRIQUE WILDING

OPPOSITE Black concrete and steel define this striking vanity unit by Lumar Fourie of The Concrete Corporation, while linear ceiling panelling accentuates the elongated dimensions of the space.
THIS PAGE Industrial is taken to the next level in this pared-back bathroom that features a vintage bath and exposed pipes. The window frames the fields outside during the day and offers a stargazing spectacle by night. OPPOSITE Full picture windows in two different but equally striking minimal bathrooms allow the outdoors right into the spaces—make the bath an ideal vantage point for bird watching and gazing.
Arijiju (arijiju.com) in Kenya, created by LIFE Interiors, Architecture & Strategic Design, features a combination of classic elements and earthy textures, giving it both elegance and a grounded feel; an ode to nude tones and soothing textures, Santa Clara 1728 (silentliving.pt) is an 18th-century building with bathrooms that are incomparably serene; the Jacques Erasmus designed Jonkmanshof (jonkmanshof.com) makes a ritual out of the bath by creating a space conducive to indulgence; OPPOSITE: Bathing outdoors must be one of life’s greatest pleasures - witness this outdoor tub at Morukuru Owner’s House (morukuru.com), by Fox Browne Creative, brings guests into blissful contact with the bush.