

2012 RATE CARD

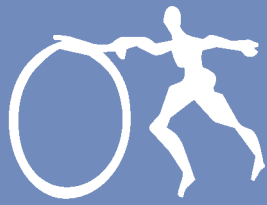
| DISPLAY ADVERTS | | 20% discount | 25% discount | 30% discount |
|-----------------|-------------|--------------|--------------|--------------|
| SIZE | ONCE-OFF | 3 MONTHS | 6 MONTHS | 12 MONTHS |
| DPS | R 38 475.00 | R 30 780.00 | R 28 856.25 | R 26 932.50 |
| FULL PAGE | R 19 237.50 | R 15 390.00 | R 14 428.13 | R 13 466.25 |
| 1/2 PAGE | R 10 830.00 | R 8 664.00 | R 8 122.50 | R 7 581.00 |
| 1/4 PAGE | R 6 042.00 | R 4 833.60 | R 4 531.50 | R 4 229.40 |
| 1/8 PAGE | R 3 363.00 | R 2 690.40 | R 2 522.25 | R 2 354.10 |

| DIRECTORY ADVERTS | | 20% discount | 25% discount | 30% discount |
|-------------------|------------|--------------|--------------|--------------|
| SIZE | ONCE-OFF | 3 MONTHS | 6 MONTHS | 12 MONTHS |
| 10cm | R 2 030.02 | R 1 624.02 | R 1 522.52 | R 1 421.01 |
| 9cm | R 1 844.05 | R 1 475.24 | R 1 383.04 | R 1 290.84 |
| 8cm | R 1 658.10 | R 1 326.48 | R 1 243.58 | R 1 160.67 |
| 7cm | R 1 476.59 | R 1 181.27 | R 1 107.44 | R 1 033.61 |
| 6cm | R 1 290.61 | R 1 032.49 | R 967.96 | R 903.43 |
| 5cm | R 1 104.67 | R 883.74 | R 828.50 | R 773.27 |

| SPECIAL POSITIONS | | 20% discount | 25% discount | 30% discount |
|-------------------|-------------|--------------|--------------|--------------|
| POSITION | ONCE-OFF | 3 MONTHS | 6 MONTHS | 12 MONTHS |
| IFC | R 28 856.25 | R 23 085.00 | R 21 642.19 | R 20 199.38 |
| IF DPS | R 57 712.50 | R 46 170.00 | R 43 284.38 | R 40 398.75 |
| DPS Centre | R 50 017.50 | R 40 014.00 | R 37 513.13 | R 35 012.25 |
| IBC | R 25 008.75 | R 20 007.00 | R 18 756.56 | R 17 506.13 |
| OBC | R 28 856.25 | R 23 085.00 | R 21 642.19 | R 20 199.38 |

| ADVERTORIAL | | |
|-------------|-------------|---|
| SIZE | | |
| DPS | R 15 390.00 | <ul style="list-style-type: none"> • Advertorial at these prices is to be informative to the readers on a topic reflecting the business's expertise without directly promoting the business. The business's branding and logo is included. • Advertorial that solely promotes the business selects the size and cost from the price list above. |
| FULL PAGE | R 7 695.00 | |
| 1/2 PAGE | R 4 332.00 | |
| 1/4 PAGE | R 2 416.80 | |

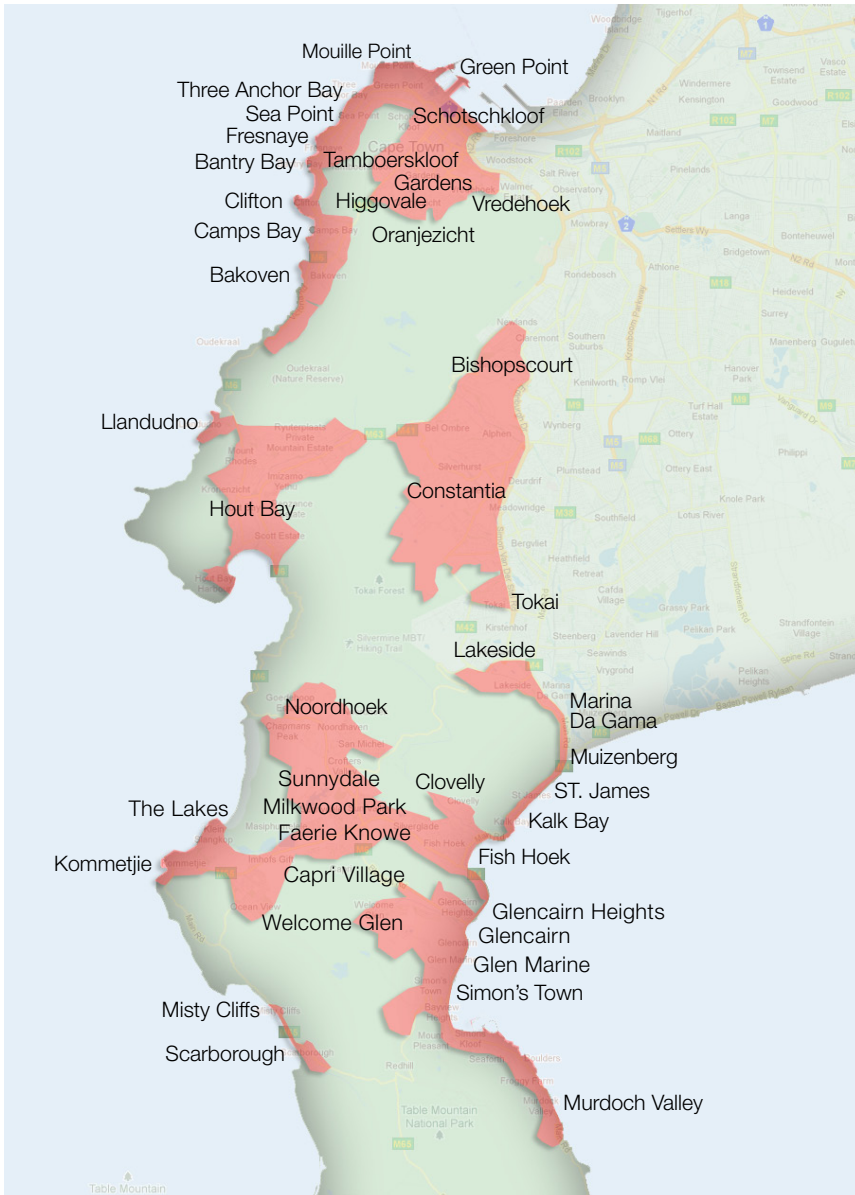
| ONLINE MAGAZINE | | 3 MONTHS | 6 MONTHS | 12 MONTHS |
|-----------------|--|------------|------------|------------|
| POSITION | | | | |
| FULL PAGE | ONLINE Prices Include: 2 hrs design 100 000 data base - Cape Town consumers | R 3 990.00 | R 3 648.00 | R 3 306.00 |
| 1/2 PAGE | | R 2 052.00 | R 1 824.00 | R 1 596.00 |
| 1/4 PAGE | | R 1 140.00 | R 1 026.00 | R 912.00 |



DISTRIBUTION AREAS AND ARTWORK INFO 2011

DISTRIBUTION AREA

ARTWORK SIZE AND FORMATS



DETAILED LISTING

- Bergvliet
- Bishopscourt
- Capri Village
- Clovelly
- Constantia
- Diep River
- Dreyersdal
- Faerie Knowe
- Fish Hoek
- Glen Marine
- Glencairn
- Glencairn Heights
- Imhoff's Gift
- Kalk Bay
- Kirstenhof
- Klein Wassenaar
- Kommetjie
- Lakeside
- Marina Da Gama
- Meadowridge
- Misty Cliffs
- Muizenberg
- Noordhoek
- Peers Hill
- Scarborough
- Silverglades
- Simon's Town
- St James
- Steenberg
- Sunnyside
- Sunvalley
- The Lakes
- Tokai
- Upper Plumstead
- Walloon
- Welcome Glen

All artwork to be sent as high resolution (300 dpi) JPGs or PDFs

- Full page - w 198 mm x h 285 mm
- (h) 1/2 Page - w 198 mm x h 140 mm
- (v) 1/2 Page - w 97 mm x h 285 mm
- (h) 1/4 page - w 97 mm x h 140 mm
- (v) 1/4 page - w 198 mm x h 68 mm
- 1/8 Page - w 97 mm x h 68 mm
- 10 cm - w 63 mm x h 100 mm
- 9 cm - w 63 mm x h 90 mm
- 8 cm - w 63 mm x h 80 mm
- 7 cm - w 63 mm x h 70 mm
- 6 cm - w 63 mm x h 60 mm
- 5 cm - w 63 mm x h 50 mm

ARTWORK DEADLINE:

3rd of each month for the following month's issue. No cancellation accepted after this date.

FULL CIRCLE MAGAZINE:

- FREE to 25 500 affluent homes
- High quality publication
- Extensive shelf life
- 9 years of success

DEMOGRAPHICS

- LSM 7 - 10
- Trend conscious homeowners
- Discerning market
- Aspirational by lifestyle
- Men and Women 24 years and older

RESEARCH SHOWS THAT...

- 82% collect Full Circle Magazine
- 87% read the adverts
- 67% respond to reviews