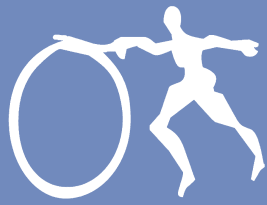


2011 RATE CARD

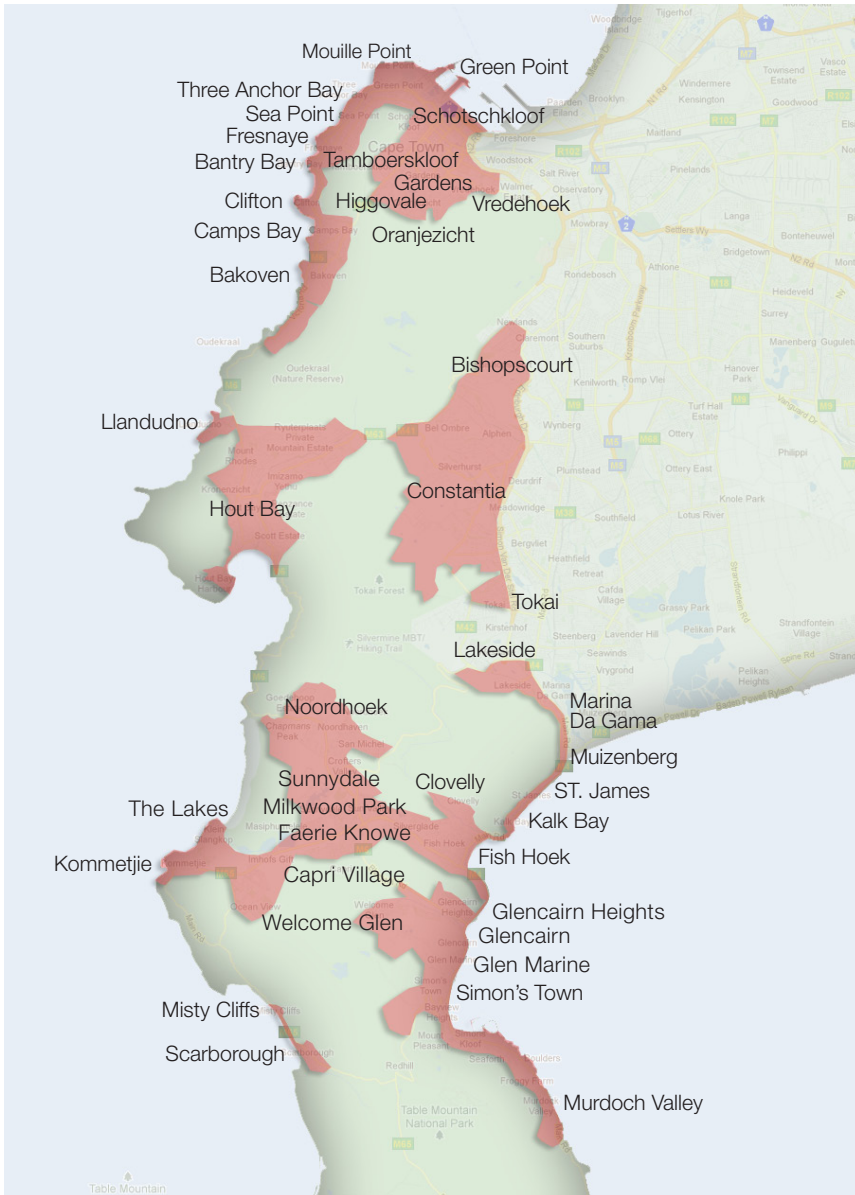
DISPLAY ADVERTS		20% discount	25% discount	30% discount
SIZE	ONCE-OFF	3 MONTHS	6 MONTHS	12 MONTHS
DPS	R 38 475.00	R 30 780.00	R 28 856.25	R 26 932.50
FULL PAGE	R 19 237.50	R 15 390.00	R 14 428.13	R 13 466.25
1/2 PAGE	R 10 830.00	R 8 664.00	R 8 122.50	R 7 581.00
1/4 PAGE	R 6 042.00	R 4 833.60	R 4 531.50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



DISTRIBUTION AREAS AND ARTWORK INFO 2011

DISTRIBUTION AREA

ARTWORK SIZE AND FORMATS



DETAILED LISTING

- Zonnebloem
- Vredehoek
- Devil's Peak
- Oranjezicht
- Gardens
- Tamboerskloof
- Higgovale
- Schotschkloof
- Bo Kaap
- De Waterkant
- Mouille Point
- Green Point
- Three Anchor Bay
- Sea Point
- Fresnaye
- Bantry Bay
- Clifton
- Camps Bay
- Bakoven
- Llandudno
- Hout Bay
- Bishopscourt
- Constantia
- Tokai
- Steenberg
- Lakeside
- Klein Wassenaar
- Muizenberg
- St James
- Marina Da Gama
- Clovelly
- Kalk Bay
- Fish Hoek
- Peers Hill
- Silverglades
- Capri Village
- Faerie Knowe
- Sunnydale
- Imhoff's Gift
- Sunvalley
- The Lakes
- Kommetjie
- Scarborough
- Misty Cliffs
- Glencairn
- Glencairn Heights
- Welcome Glen
- Glen Marine
- Simon's Town
- Noordhoek

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 30 000 affluent homes
- ABC Certified
- High quality publication
- Extensive shelf life
- 8 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