

The Village Life Guide

Advertising rates 2010 Cape Overberg & Surrounds

The popular directory-style guide to where to stay, what to do, where to eat and shop in and around the towns & villages of the Cape Overberg & Surrounds. Publication date: June 2010

GENERAL: Free distribution of 50 000 copies: nationally with *Village Life* magazine, also premier airport lounges and trade shows (Argus & Indaba); in the Western Cape to tourism bureaux, travel agents, retail outlets, guest houses, etc.

Full A4 magazine format, printed full colour on glossy art paper

Each advertiser also has a listing on a dedicated website (see below).

RATES: Rands per insertion; excluding any agency commission.

SIZE	WIDTH X HEIGHT	BASIC RATE	TOTAL INCL VAT
Standard size (1/9 page)	61 x 90 mm	3 000	R3 420
1/3 page horizontal	190 x 90 mm	7 000	R7 980
2/3 page horizontal	190 x 182 mm	12 800	R14 592
Full page A4 (trim)	210 x 297 mm	16 000	R18 240
Full page (type area)	190 x 275 mm	16 000	R18 240
Double-page spread A3	420 x 297 mm	27 000	R30 780

SPECIAL POSITIONS:

Back cover		24 000	R27 360
Inside front cover		21 000	R23 940
Inside back cover		18 000	R20 520

Advertorial: Minimum full page. Add R3 000 for production costs

DEADLINES: Bookings: 30 April; material 14 May.

PAYMENT: A minimum of 50% of the amount must accompany bookings, with the remainder payable on approval of the proof. Account: Icon Communications cc, Acc No 082272956 Standard Bank, Hermanus, Branch code 050312

TECHNICAL: Trim size: 210 mm wide x 297 mm high; 3 mm bleed. Printed four process colours throughout, litho on 115 gm² gloss art paper. Screen ruling 175 lpi. Advertisements for the Directory are made up free of charge. Full-page advertisements may be supplied as press-optimized, preflighted CMYK PDFs.

CONTACT: Bookings: Annalize Mouton: 072 375 1466
e-mail: annalize@villagelife.co.za
Fax: 086 699 7660

Production: Maré Mouton: 028 341 0523
e-mail: mm@villagelife.co.za

WEBSITE: Each advertiser receives a free entry on the informative website www.villagelifeguides.co.za, with text, photograph and a link to the advertiser's own website



The first issue – in 2009 – was described as "stunning"! Reach a wide audience through 50 000 printed copies plus a website listing!

Our Guesthouse B+B



Our Guesthouse B&B is located in the quiet village of Rooi Els, on the Eastern edge of False Bay. Picturesquely poised between the sea and the mountains, you will enjoy spectacular views from either of the luxury guest suites. Tastefully furnished in modern style, the attention to detail is designed to provide pampered comfort in a beautiful setting.



P O Box 361, Betty's Bay 7141
Tel/Fax: 028 273 1234 • Cell: 082 123 1234
E-mail: info@ourguesthouse.co.za
www.ourguesthouse.co.za

Example of standard size
@ R3 420 including VAT

Produced by
Icon Communications cc,
publishers of
Village Life magazine –
your assurance of quality.

Village Life

www.villagelife.co.za