

VISI



R A T E C A R D 2 0 1 7



PRINT

RATES

IFC DPS	R67 500
DPS	R61 500
FP	R33 000
IFC	R37 500
IBC	R36 000
OBC	R39 500
1/2 page	R17 500
1/3 page	R12 000
1/4 page	R6 500
1/9 page	R3 700

* Rates exclude VAT

ADVERTORIALS

DPS:	R70 500
Full page:	R37 500

* Rates exclude VAT

* Rates include layout and design

* Production costs (if required) are calculated based on individual requirements

LOOSE INSERTS

Single page:	R550 / 1 000
4 pages:	R780 / 1 000
5 pages or more:	POA

* Rates exclude VAT

DEADLINES

ISSUE	ADVERTORIAL BOOKING & MATERIAL	AD BOOKINGS	AD MATERIAL	INSERTS TO PRINT	ON-STAND DATE
88 FEB MAR	26 Nov	05 Dec	07 Dec	12 Dec	30 Jan 2017
89 APR MAY	13 Feb 2017	22 Feb 2017	24 Feb	01 March 2017	27 March
90 JUN JULY	09 Apr 2017	18 Apr 2017	28 Apr 2017	25 Apr 2017	29 May 2017
91 AUG SEPT	05 Jun 2017	14 Jun 2017	30 Jun 2017	21 Jun 2017	31 Jul 2017
92 OCT NOV	07 Aug 2017	16 Aug 2017	25 Aug 2017	23 Aug 2017	25 Sept 2017
93 DEC JAN	02 Oct 2017	11 Oct 2017	27 Oct 2017	18 Oct 2017	27 Nov 2017
94 FEB MAR	27 Nov 2017	06 Dec 2017	08 Dec 2017	13 Dec 2017	19 Jan 2018

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.

Material should preferably be sent via Adstream or Adsend. Alternatively, a CD of the material can be sent to the Cape Town office.

No ads will be accepted via email.

ADSTREAM: Danny Hobden • 011 799 7846 • ads.za@adstream.com

ADSEND: Technical support • 011 712 5700 • support@adsend.co.za

NOTE: A fee is charged for sending ads via Adsend or Adstream

TECHNICAL SPECIFICATIONS

MAGAZINE

Page size	Type (mm)	Trim (mm)	Bleed (mm)
DPS (2 x full page)	255 x 200	275 x 220	285 x 230
Full page	255 x 200	275 x 220	285 x 230
1/2 page vertical	255 x 90	275 x 110	285 x 120
1/2 page horizontal	117 x 200	137 x 220	147 x 230

SHOPPING DIRECTORY

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

STATISTICS

Circulation: 14 820 (ABC Q4, 2016)

Audience research* 67 % use the internet for professional interest | 78 % engage with VISI for inspiration

73 % read VISI to get ideas for their homes *Source: Online Survey Jan 2013

DEMOGRAPHICS

Age: 18-25: 14 % • 26-35: 37 % • 35-49: 30 % • 50-65: 17 % | **Gender:** Female: 77 % • Male: 23 %

LSM: 8-10 | **Industry:** 55,4 % work in the design, decor and architecture fields

DIGITAL

RATES

Medium rectangle	R300 CPM
Half-page skyscraper	R375 CPM
Skyscraper	R290 CPM
Leaderboard	R300 CPM
Page takeover (leaderboard and wallpaper)	POA
Overlay	POA
Advertorial (article and pictures)	R3 500 / month
Newsletter leaderboard	R300 CPM
Promo mailer	R1.65 / subscriber
Directory Listing (12 months)	R2 000

- * Rates exclude VAT
- * CPM = cost per 1 000 impressions
- * Competitions can be considered as part of a value-add package

STATISTICS

Page impressions:	118,107
Unique visitors:	36 601
Newsletter subscribers:	25 619
Promo mailer subscribers:	23 810
Facebook:	33 762
Twitter:	51 876
Pinterest:	8 162
Instagram:	25 716
Google+:	202

* VISI digital statistics as of May 2017

DEADLINES

- **AD BOOKING:** 7 working days before start date
- **AD MATERIAL:** 4 working days before start date
- **WEEKLY NEWSLETTER PUBLISHING DATE:**
Every Friday morning

TECHNICAL SPECIFICATIONS

Type	w x h (px)
Medium rectangle	300 x 250
Half-page skyscraper	300 x 600
Skyscraper	120 x 600
Leaderboard	728 x 90

WEBSITE ADVERT HOMEPAGE EXAMPLES

The screenshot shows the VISI website homepage with several ad placements highlighted:

- Leaderboard R300 CPM:** Located at the top of the page, above the main content area.
- Skyscraper R290 CPM:** Located on the right side of the page, next to the 'LATEST ISSUE' section.
- Medium rectangle R300 CPM:** Located in the middle of the page, below the 'MOBELLI LAUNCHES THE PHOENIA' article.
- Half-page skyscraper R375 CPM:** Located at the bottom of the page, below the 'SMART IDEA: DECOR DOME' article.

WEBSITE PAGE TAKE OVER RATES:

- WIN - R 17 500 pm
- HOMEPAGE - R 15 000pm
- DECOR - R 5 000 pm
- DESIGN - R 5 000 pm
- ARCHITECTURE - R 5 000 pm
- LIFESTYLE - R 5 000 pm
- BESTBUYS - R 5 000 pm



DIGITAL

NEWSLETTER ADVERT EXAMPLES

Leaderboard
R300 CPM

Leaderboard
R300 CPM

PROMO MAILER EXAMPLE

MOBILE ADVERTISING

RATES

Top Banner	R220 CPM
MPU (in content)	R220 CPM
Sticky Banner	R250 CPM

- * Rates exclude VAT
- * CPM = cost per 1 000 impressions
- * Competitions can be considered as part of a value-add package

TECHNICAL SPECIFICATIONS

Type	w x h (px)
Top Banner	350 X 20
MPU	300 X 250
Sticky Banner	320 X 50

STATISTICS

Page impressions:	146 672
Unique visitors:	22,959

* VISI digital statistics as of May 2017

AUDIENCE RESEARCH*

- 67 % use the internet for professional interest
- 78 % engage with VISI for inspiration
- 73 % read VISI to get ideas for their homes

*Source: Online Survey Jan 2013

BOOKING CANCELLATIONS

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.



WHOM TO CONTACT

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