

Member of Publishing Group Deluxe®

SOUTH AFRICA®

Deluxe

Member of Publishing Group Deluxe®

TIMEPIECES

Deluxe

REAL LUXURY INSIDE

South Africa Deluxe and Timepieces Deluxe are elegant reflections of limitless luxury and lifestyle at the highest level. As a member of the international Publishing Group Deluxe, these high-quality print publications focus specifically on an audience that has an exceptional affinity with luxury. Every effort is made to provide our readers with unique, interesting and engaging stories to read, while at the same time providing a strong platform for our supporting clients to be introduced to both existing loyal, and potential new advocates for their brands.

READERSHIP

Each Deluxe publication is dedicated exclusively to the luxury lifestyle of the Ultra-High-Net-Worth Individual (UHNWI). These English-language magazines offer an exquisite platform for business and high-quality leisure activities and lifestyle in exclusive locations in South Africa and around the world. Our publications are read by senior business executives, directors and CEOs, as well as the wealthy leisure tourists who travel to our beautiful shores. Our reach also includes the ex-pat market and government ministers and heads of state across the continent. Our aim is to continue to set the highest standard in the field of luxury.

GROUP EDITORIAL POLICY

Across all of our publications the content is a combination of independent stories and advertorial articles, researched and written by our talented team of writers. For the independent articles we focus on uniquely South African content, sharing the history and positive stories coming out of South Africa. We have a passion for the arts, for our culture, for individuals making a difference in our communities through social projects and nature conservation and we love sharing their stories with our readers.

Our advertorial articles are written for our clients; however they are never based on press releases or stock stories sent by our clients. Rather they are independently researched and the topics expanded upon to share more than just standard information. They are crafted into interesting and exciting stories which allow the reader to understand more about the brand itself, learning not only about what makes it special, but also about the brand's interaction with the world around it, its place in history and its current positioning.

At all times we endeavour to achieve the highest quality content of which we – the custodians of South Africa Deluxe and Timepieces Deluxe – can be proud. We approach each topic and interview with respect and enjoy working closely with the various organisations which entrust their brands to our care. When advertorial articles are written we do request final approval from our clients and will ensure any necessary factual corrections are made before going to print, should these be requested timeously.



SOUTH AFRICA DELUXE

South Africa Deluxe is released quarterly in September (Spring), December (Summer), March (Autumn) and June (Winter). The magazines' original editorial content focuses on contemporary themes including Business & Finance, Shopping & Lifestyle, Art & Culture, Health & Beauty, Inside South Africa, Properties & Interiors, Motor & Sport, Conservation, Making a Difference, Travel & Leisure

Sales and distribution takes place through top partners including, luxury hotels and exclusive car hire transfers, high end boutique stores, art galleries, private jets and airport VIP lounges, estate properties and expatriate communities as well distribution via exclusive events and amongst luxury member groups which allows us to have direct communication with our and your target market. Our channels of distribution are predominantly national, however there is a limited international distribution as well, all of which contributes to the magazine's success. Through continued efforts to secure exclusive distribution locations, we assist your brand in achieving maximum exposure to the desired ultra-high-net-worth market. In addition, South Africa Deluxe Magazines are also available from select high-end national magazine retailers.

TIMEPIECES DELUXE

Timepieces Deluxe is an annual publication focused on luxury watch brands which are available in South Africa and abroad. It is an excellent showcase for our clients and allows us to reveal fascinating brand stories and partnerships creating interest and delight our readers and creating loyal followers for the featured brands.

While Timepieces Deluxe does share some of the same distribution channels as South Africa Deluxe, the channels for this publication are more specifically and uniquely targeted.

FEES

SOUTH AFRICA DELUXE

ADVERTISEMENTS

1/1 Page (right-hand page guaranteed)
230 x 297 mm
R 45.000,-



2/1 Double Page
460 x 297 mm
R 72.000,-



PREMIUM PLACEMENTS

3/1 Pages Cover Flap + IFC + P1
665 x 297 mm
R 135.000,-



1/1 Page (next to editor's letter & contents)
230 x 297 mm
R 60.750,-



2/1 Pages IFC (inside front cover) + P1
450 x 297 mm
R 99.000,-



1/1 Page IBC (inside back cover)
225 x 297 mm
R 60.750,-



1/1 Page OBC (outside back cover)
230 x 297 mm
R 78.750,-



FEES

TIMEPIECES DELUXE

ADVERTISEMENTS

1/1 Page
230 x 297 mm
R 35.000,-



2/1 Double Page
460 x 297 mm
R 45.000,-



PREMIUM PLACEMENTS

1/1 Page (next to editor's letter & contents)
230 x 297 mm
R 45.000,-



2/1 Pages IFC (inside front cover) + P1
450 x 297 mm
R 65.000,-



1/1 Page IBC (inside back cover)
225 x 297 mm
R 40.000,-



1/1 Page OBC (outside back cover)
230 x 297 mm
R 65.000,-



FACTS & FIGURES

COLUMNS

South Africa Deluxe

South Africa Inside, Timepieces, Art & Culture,
Business & Finance, Shopping & Lifestyle,
Conservation Earth, Gourmet & Dining,
Motor & Sports, Properties & Interior,
Beauty & Medical, Travel & Resorts

PUBLICATION DATES

South Africa Deluxe

16 March (Autumn), 8 June (Winter),
8 September (Spring), 30 November (Summer)

Timepieces Deluxe

10 December

ADVERTISING & EDITORIAL DEADLINES

South Africa Deluxe

2 February (Autumn), 18 April (Winter),
10 July (Spring), 9 October (Summer)

Timepieces Deluxe

10 November

CIRCULATION

South Africa Deluxe

40.000 copies

Timepieces Deluxe

10.000 copies

LANGUAGE

English

TECHNICAL DATA

FORMAT

230 x 297 mm

IMAGE FILES

We accept images in the following formats: EPS, TIFF and JPEG in RGB or preferably CMYK.

The image resolution should be 300dpi in the selected image size. The images have to be in 4c color separation (as indicated under image data) and JPEG (highest quality) or compressed as ZIP. All fonts have to be embedded.

PRINTING MATERIAL

For full page formats we require 3mm bleed on each crop mark. In the case of a double-page spread with text copy extending across the gutter margins, leave 2mm bleed on the center left and right-hand sides. Forwarding as a ready to print PDF-file in line with X3 standards and with crop marks. A fee of Euro 110,- will be charged for advertising design.

FORWARDING PRINTING MATERIAL

E-Mail: graphics@southafricadeluxe.com

FTP: server: southafricadeluxe.com

user: 355632-sad, password: SAD2012

After forwarding via FTP, please send us an e-mail with picture captions and copyright to: graphics@southafricadeluxe.com

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SOUTH AFRICA *Deluxe*

Deluxe

CONTACT US

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