LET US BE YOUR GUIDE
DISTRIBUTION
Cape {Town} Etc is distributed via DLT Media to public spaces and foyers in more than 200 hotels and guest houses throughout South Africa. Find your copy at one of the following fine establishments:

Airports and airlines
Cape Town International Airport
OR Tambo International Airport
Emirates first, business and economy flights from Dubai to Cape Town
Lufthansa first, business and economy flights from Munich to Cape Town.

Hotels, wineries, game reserves & tourist centres
15 On Orange Hotel
African Pride Crystal Towers Hotel
Almenkerk Wine Estate
Aquila Private Game Reserve
Aurberge Rozendal Wine Estate
Bantry Bay Luxury Suites
Bartholomeusklip Guest House
Blue View Luxury Accommodation
Bon Hotel
Buffalo Hills Game Reserve
Bushmans Kloof
De Hoop Collection

Delaire Graff Estate
Diemersfontein Wine Estate
Ellerman House
Everard Reed Art Gallery
Franziskhoek Country House & Villas
Glen Carlou Wine Estate
Gondwana Game Reserve
Grand Daddy Boutique Hotel
Grand Provence
Grand Roche
Hyatt Regency Oubai Golf Resort & Spa
Inverdoon Game Reserve
Lagoon Beach Hotel & Apartments
Lanzerac Hotel & Spa
Legacy Lifestyle
Lord Charles Hotel
Mandela Rhodes Place
Mimosa Exquisite Wines
Molo Lolo House
Mont Rochelle
NH Plettenberg Bay Hotel
One&Only Hotel & Spa
Plettenberg Bay Tourism
Pod Hotel
Primi Boutique Hotels
Protea Hotel Breakwater Lodge
Protea Hotel Fire & Ice
Protea Hotel President Hotel
Protea Hotel Stellenbosch
Rovos Rail Guest House
Robertson Wine Valley
Sanbona Wildlife Reserve
St. James of Knysna
The Arabella Western Cape Hotel & Spa
The Armistone Spa Hotel
The Cape Grace Hotel
The Last Word Hotels
The Mount Nelson
The Post House
The Radisson SAS Hotel
The Table Bay Hotel
The Twelve Apostles Hotel & Spa
The Vineyard Hotel & Spa
The Whale Watcher
Tokara Winery
V&A Waterfront Craft Market
Whalesong Lodge
Winchester Mansions Hotel

Retail outlets
Cape {Town} Etc is also sold at various delis, restaurants and entertainment venues, as well as CNA, Exclusive Books and other top retailers in the Western Cape and Garden Route.

PRINT MEDIA
Cape {Town} Etc is an informative and eye-catching magazine for locals and visitors to the Mother City and its surrounds. Published three times a year, it showcases the best of what’s on offer – from food and wine, arts, culture and entertainment to adventure and accommodation.

DIGITAL & SOCIAL MEDIA
Capetownetc.com is an online destination for quality editorial covering the best of Cape Town’s offerings. From the top spots to dine and wine to the trendiest nightlife, getaways and entertainment, it’s your guide to the Mother City. With our new-look website launching in early 2017 – and supported by an active online community across Facebook, Twitter, YouTube and Instagram – it’s the ideal 360° digital platform to promote your products and services.

FORMAT
Cape {Town} Etc is published three times a year, in February, June and October. An A4, perfectly-bound magazine consisting of 146 pages, it has a print run of 11 500 copies and an ABC figure of 9 994.

DEMOGRAPHIC
Locals and high-end travellers to the Western Cape in LSM 7–10.
2017 THEMES

Issue 1/2017
CITY LIFE, WINTER NIGHTS
After dark and in the dead of winter, the Mother City is still full of life. Here’s all the reasons to make it your top destination during the cooler months.

Issue 2/2017
FUTURE VISIONARIES
A celebration of local Cape talent in the fields of wine, cuisine, property and technology.

Issue 3/2017
LUXE MOVES*
Holiday movers and shakers, party rebels and makers – the sounds, moves and chic escapes of a Cape summer.

*Subject to change at editorial discretion.
### MATERIAL DEADLINES

For print
- **Issue 1/2017**
  - Material deadline: 3 February
  - Print date: 17 February

- **Issue 2/2017**
  - Material deadline: 31 May
  - Print date: 14 June

- **Issue 3/2017**
  - Material deadline: 28 September
  - Print date: 10 October

For digital
- At discretion of the traffic manager

Please note: a 50% cancellation fee will become effective if an advertisement is cancelled after the stipulated booking deadline. A 50% deposit is to be paid on booking.

### PRINT ADVERTISING RATES

<table>
<thead>
<tr>
<th>Type</th>
<th>Rate</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>INSIDE FRONT DPS</td>
<td>R55 950</td>
<td>R6 550</td>
</tr>
<tr>
<td>INSIDE BACK COVER</td>
<td>R39 950</td>
<td>R3 950</td>
</tr>
<tr>
<td>INSIDE BACK COVER</td>
<td>R29 950</td>
<td>R2 950</td>
</tr>
<tr>
<td>DPS</td>
<td>R34 950</td>
<td>R3 450</td>
</tr>
<tr>
<td>A4</td>
<td>R24 950</td>
<td>R2 450</td>
</tr>
<tr>
<td>HALF PAGE</td>
<td>R14 950</td>
<td>R1 450</td>
</tr>
</tbody>
</table>

### DIGITAL ADVERTISING RATES

**Capetownetc.com banners**

- **STICKY BANNER**
  - (250 x 300 px)
  - Rate: R1 150
  - Appears consecutively in one article and always remains at top of page

- **MIDDLE BANNER**
  - (970 x 90 px)
  - Rate: R3 500
  - Appears between articles

- **POP-UP LEADERBOARD**
  - (728 x 90 px)
  - Rate: R2 500
  - Appears on designated pop-ups across website

- **SKYSCRAPER**
  - (300 x 600 px)
  - Rate: R6 500

- **BILLBOARD**
  - (970 x 250 px)
  - Rate: R10 500
  - Half-page takeover of specific category page, subject to editorial discretion and approval

**Digiterrals**

- 1 IMAGE (650 x 433 px)
  - Rate: R6 500

- **GALLERY OF IMAGES**
  - (650 x 433 px)
  - Rate: R8 500

- **IMAGES & EMBEDDED SUPPLIED VIDEO**
  - Rate: R9 500
  - Subject to editorial discretion and approval

- Includes short write-up and one Facebook and one Twitter post, but excludes creative production costs if required to shoot.

**CUSTOM CONTENT PACKAGES**

- **Price On Request**
  - Includes consultation, digitorial/s, tailor-made video, additional creative production and social media

**Digital add-ons**

- **6-MONTH DIGITAL & SOCIAL MEDIA**
  - Two-week banner ad on capetownetc.com
  - 6 Facebook posts
  - 6 Twitter posts
  - Instagram at editorial discretion
  - Rate: R10 500

- **12-MONTH DIGITAL & SOCIAL MEDIA**
  - Two-week banner ad on capetownetc.com
  - 12 Facebook posts
  - 12 Twitter posts
  - Instagram at editorial discretion
  - Rate: R19 500

*Can be added to any print advertising package for a stipulated period of time.

**Newsletter sponsorship**

- **LEADERBOARD**
  - Rate: R0.50
  - Appears at top of newsletter with link to listing on capetownetc.com

- **DEDICATED MAILER**
  - Rate: R1.50
  - Custom content around a specific product or service.

*Price per subscriber.*