

# cape{town}etc

ADVERTISING RATE CARD AND **Effective 2018–2019**  
BRAND SPONSORSHIP OPPORTUNITIES



**ABOUT THE MAGAZINE**

*Cape Town Etc* is passionate about all things Cape Town. In its print form, it is a stunning guide to everything exciting, new, fun and memorable in this amazing city. It showcases the entire Western Cape region and is used by visitors to navigate the area effortlessly. Led by a team of Capetonians – who love their city – it delivers great content on what Cape Town has to offer. Each issue includes information on food and drink, arts and culture, entertainment, events, shopping, accommodation, adventure and the great outdoors.

**DISTRIBUTION**

*Cape Town Etc* magazine is published three times a year – February, June and October. We print 11 500 copies. It is distributed to rooms, public spaces and foyers in more than 200 hotels throughout South Africa, including game reserves and tourist centres. The Cape Town International Airport, OR Tambo International Airport and Lanseria Airport lounges also carry the magazine.

**OUR READERS**

*Cape Town Etc* magazine reaches an upscale, discerning audience of international and domestic travellers visiting the Western Cape. The Living Standards Measure (LSM) rating is 7–10. Online, we're more locally focused, sharing news and lifestyle information to a largely Capetonian, female-first readership, with a higher than average LSM rating.

**WEEKLY NEWSLETTER**

We also send out a weekly newsletter, which highlights our favourite stories, competitions and upcoming weekend events to a group of around 3 000 subscribers.



**CAPETOWNETC.COM**

We love Cape Town just as much online as we do in print. The advantage of the digital property is the immediacy of imparting news, reviews, offers, event information and giveaways.

We are proudly 'By Capetonians, for Capetonians', and we boast an audience of more than 450 000 unique visitors to our website each month. Our content is custom-created with long-form stories and listings from our beautiful magazine. We also have our pulse on burning issues, news, entertainment, food and drink, fashion, and art content. Our giveaways and competitions are highlights for our audience.



**Facebook**

110 700+ followers\*



**Instagram**

57 000+ followers\*



**Twitter**

20 300+ followers\*

*Cape Town Etc's* social media presence has grown exponentially, and we feed our audience organic and well-researched content. We focus on three social media channels: Facebook, Instagram and Twitter, and enjoy massive engagement for our website.

Breaking news and important city stories are immediately pushed out on Facebook and Twitter first. We pride ourselves in delivering relevant information to our ever-increasing audience. Our videos and photography are produced in-house, and our Instagram fans love us for showcasing Cape Town and Western Cape scenery – you'll find many engaging images in our feed to help you find your way around the City's best kept secrets.

\*These numbers increase daily; check online for updated figures

*Cape Town Etc* is proud to be a flagship publication of Highbury Media, one of the largest independent magazine publishers in South Africa, with an established track record in creating world-class content for print and digital media. [www.hsm.co.za](http://www.hsm.co.za)



**HOW TO ADVERTISE WITH US**

Advertising options are evolving, and at *Cape Town Etc*, that means we're taking a holistic approach to reach your target audience. We do our best work – and get you the best results – when we marry digital and print opportunities alongside innovative sponsorship and native-advertising campaigns. Today, we regularly custom-create 360-degree solutions for brands that deliver messages to the all-important Cape Town destination visitor, as well as our local and regional followers. Contact our team of advertising professionals and let us help create a concept for you that is targeted, measurable and appealing to your brand's consumer.

Below is a guideline on our print and digital rates and deadlines for upcoming issues:

**2019**

**Print Issue 1**

**Print Date:** February 2019  
**Run Date:** March–June 2019  
**Featuring:** A celebration of Cape talent in the fields of wine, cuisine, property and technology.

**Print Issue 2**

**Print Date:** June 2019  
**Run Date:** July–October 2019  
**Featuring:** Luxe guide to the holiday movers and shakers, as well as the sounds, moves and escapes of the Cape summer.

**Print Issue 3**

**Print Date:** October 2019  
**Run Date:** November–February 2020

**Print only rates**

We offer six print sizes/rates to choose from:

Inside Front Cover	<b>R55 950</b>
Double Page Spread	<b>R34 950</b>
Outside Back Cover	<b>R39 950</b>
Full page/A4	<b>R24 950</b>
Inside Back Cover	<b>R29 950</b>
Half Page	<b>R14 950</b>



Prices are per issue in print and per month in digital (unless otherwise stated). Prices are excluding VAT.

Please contact **Kayla Petermann** on 021 416 0141 or email [kayla@hsm.co.za](mailto:kayla@hsm.co.za) for more information on how to plan/book advertising in *Cape Town Etc*.

### DIGITAL BANNER RATES

We now offer six different website banner sizes, at a variety of budget choices, to make advertising easier and affordable. Most standard web banners are supported including 728x90 size. We also offer a series of banner and social/content packages. Custom packages can be created to include print and digital options.

300x1 200	<b>R12 000</b> (home page only)
300x1 200	<b>R10 000</b> (on any Capetownetc.com section page for one month except home page)
300x250	<b>R5 500</b>
728x90	<b>R5 000</b>
900x180	<b>R5 000</b>



### Favourite Homepage Packages

#### Favourite Home Page Packages:

Home Page Takeover Package: 2 300x1 200 size sticky banners and one middle 728x90 size banner on desktop; one 728x90 sticky home-page banner in mobile + four weekly newsletter placements. For one month **R27 500**

**Digital Brand Feature:** Using our editorial team's expertise we'll help you tell your story through Capetownetc.com and our social channels with a short story, images or a video. Features for one week on the home page of the website, including one post each on 2 social channels: Facebook and Instagram OR Twitter. All digital brand features are subject to editorial approval. Level of editorial input and video costs may result in additional production fees. **R7 500–10 000+**

**Featured Story or Post:** (Sponsored) Tell your own story to the *Cape Town Etc* audience. Supply us with a short editorial piece, a video or some images, and we will feature them on the website home page for one week. All Featured Stories are subject to editorial approval, this will be identified as paid-for editorial. **R5 000–7 500**

**Home Page Competition and Post:** An exclusive competition prize pack that gets home-page billing. Prize pack values must be reviewed and approved in advance. **R5 000+ prize package value**

### Other ad bundle opportunities

**Two sticky banners** 300x1200 on any Capetownetc.com section page for one month (not home page). **R12 000**

**4-month digital and social media package:** four months of 300x250 banners on any Capetownetc.com section page, 4 Facebook posts, 4 Twitter posts. **R20 000** (Content to be supplied by the advertiser)

**12-month digital and social media package:** same as 6-month, but with 12 posts to each social media platform. **R33 000**

**Sponsored post:** We'll help you tell your story through Capetownetc.com and our social channels with a short story, image or video. **R7 500–R10 000** (Assets provided by advertiser and price dependent on number assets and story length)

**Video:** Our team can shoot your branded video as part of your *Cape Town Etc* campaign. Custom video. **POR**

**Subscriber newsletter:** Be the featured weekly sponsor with a leaderboard at the top to support an event campaign. Advertisers can choose sponsored/custom content around a product or event in the newsletter instead. **R3 500**

**Newsletter Value Package:** Two newsletter sponsorships. **R5 000**

Prices are per issue in print and per month in digital (unless otherwise stated). Prices are excluding VAT.

Please contact **Kayla Petermann** on 021 416 0141 or email [kayla@hsm.co.za](mailto:kayla@hsm.co.za) for more information on how to plan/book advertising in *Cape Town Etc*.