



stay•play•eat

2012 StayPlayEat magazine media kit



StayPlayEat was incepted in 2009 (as Retreat), but the publishers decided to rebrand the title in 2011 to support its online counterpart, www.StayPlayEat.co.za. As the name simply affirms, the magazine and website features establishments (of all price ranges) where you can **Stay**, activities and adventures for **Play**, and restaurants, where you can **Eat**.

Aimed at the LSM 9-10 consumer, StayPlayEat magazine informs readers about the best holiday spots in South Africa and surrounds, focusing on luxury, weekend and budget retreats; spas; venues for weddings, conferencing or team building events; activities like golfing, diving, hiking; product reviews; restaurants, bars and eateries and infinitely more ideas to fill leisure time.

75 000 copies of StayPlayEat magazine are distributed quarterly in high traffic flow shopping centres and corporate parks of Gauteng, Western Cape, KwaZulu Natal, Mpumalanga and Limpopo, targeting business decision makers and consumers in LSM 9-10 areas. For our readers this is a great way to view marvellous vacation options to properly plan their time off, and for our advertisers a fantastic way to reach a new potential customer base.



Brought to you by Smart Publishing, the publishers of TechSmart, ProAgri, Encore and ExtraTime magazines.

Why should you advertise with StayPlayEat?

- With StayPlayEat magazine your venue / service / product will be promoted in 75 000 magazines every quarter – that's mass media!
- 84% of StayPlayEat's distribution footprint is in Gauteng, the province in SA from which the most tourism spend comes.
- StayPlayEat is distributed to 467 business points in Gauteng, giving you a tremendous business decision maker reach and the opportunity to reach new markets.
- We tell our readers about your venue / product / service in an easy to understand, conversational style.
- Our readers love the fact that they get quality information for FREE.

Who should advertise with StayPlayEat?

Accommodation Weddings Tour operators
 Shopping malls Conferencing
 Food & wine Property
 Lifestyle & decor Bars Entertainment Resorts
 Events Restaurants Team building



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StayPlayEat 2012 deadlines

Issue	Quarter	Booking	Material	Print date	Distribution
StayPlayEat 8	Q1: Jan, Feb, Mar 12	6 Jan 2012	13 Jan 2012	20 Jan 2012	26 Jan 2012
StayPlayEat 9	Q2: Apr, May, Jun 12	4 Apr 2012	11 Apr 2012	18 Apr 2012	23 Apr 2012
StayPlayEat 10	Q3: Jul, Aug, Sep 12	4 Jul 2012	11 Jul 2012	18 Jul 2012	23 Jul 2012
StayPlayEat 11	Q4: Oct, Nov, Dec 12	29 Aug 2012	5 Sep 2012	12 Sep 2012	19 Sep 2012

Content



Stay.

- Road trips: focusing on a specific area's natural attractions, accommodation, etc.
- Exclusive: focusing on exclusive or 5-star retreats.
- Weekend: destinations close enough to the larger cities for weekend break-aways.
- Budget: focusing on backpacker or camping and B+B's.
- Business: accommodation, team building, conferencing facilities, etc.
- Venues: weddings venues, honeymoons, photographers, flowers, etc.



Play.

- Activities: golfing, diving, quad biking, hiking, wine tasting, etc.
- Events: festivals, concerts, special days, etc.
- Day: spas, theme parks, wine farms, etc.
- Product reviews: vehicles, cameras, GPS devices, camping equipment, etc.



Eat.

- Restaurants: best restaurants guide, restaurant reviews, etc.
- Food & Wine: wines, recipes, etc.

Advertiser comments

“ We advertised in the December issue of Retreat (now StayPlayEat), which is normally our quiet season, and had a great response from potential clients. Readers from Cape Town, Durban and Johannesburg contacted us to find out more about our specials. I believe that these readers are interested in quality products and if you are also in the leisure or corporate travel industry (hotels, spas, tour operators or conference venues), StayPlayEat is a great magazine to reach more readers.”

Elmarie van Zyl, Travel Initiative



“ After advertising in Retreat (now StayPlayEat magazine), I acquired a long term corporate client who routinely makes use of my conferencing facilities.”

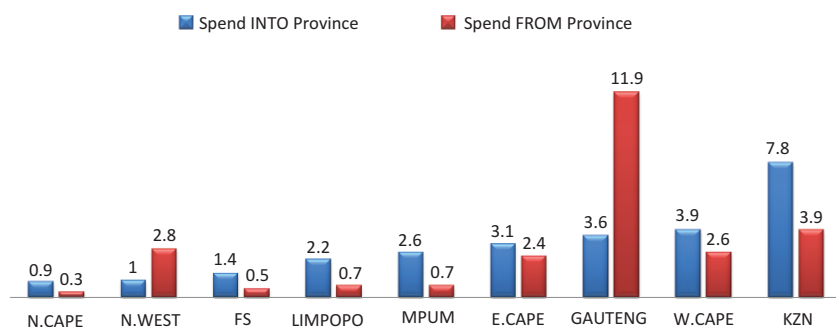
Bennie Botha, Benlize Lodge

Format and Language

A4, full colour throughout. Trim size: w= 210 mm x h= 275 mm, Type area: w= 184 mm x h= 260 mm, Bleed: 5 mm. StayPlayEat magazine is published in English.

Tourism in South Africa

Total domestic spend in Billion for each province 2008 - SA Tourism Stats

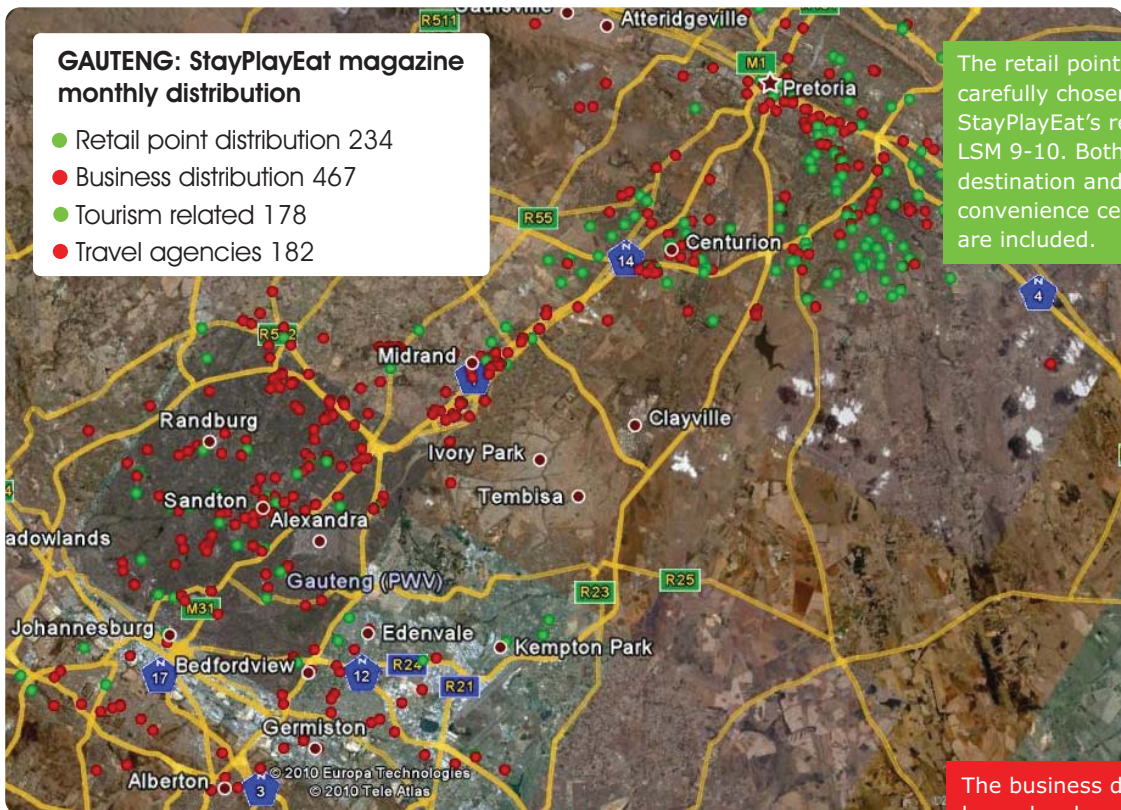


Province	Domestic spend	StayPlayEat copies
Gauteng	11.9 Bn	65 000
KwaZulu-Natal	3.9 Bn	5 000
Western Cape	2.6 Bn	5 000
Total	19.8 Bn	75 000



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StayPlayEat 2012 distribution points



The retail point stands are located at carefully chosen shopping centres to reflect StayPlayEat's reader demographic of LSM 9-10. Both destination and convenience centres are included.



The business distribution network has been developed over the last eight years. We distribute to major companies like ABSA, Sasol and Cell C and corporate office parks in Gauteng.

Distribution

- 23 000 to shopping mall stands in Pretoria (e.g. Menlyn mall, Kolonade mall, The Grove mall)
- 18 000 to shopping mall stands in Johannesburg (e.g. Santon City, Hyde Park mall, Fourways mall)
- 12 000 to corporate parks and businesses in Gauteng (e.g. MTN, Sasol, Samsung, Microsoft, Deloitte and Touche)
- 12 000 to tourism related partners in Gauteng (e.g. Cape Union Mart, Due South, Outdoor Warehouse, Safari Centre)
- 5 000 to shopping mall stands in Western Cape (e.g. V&A Waterfront, Somerset mall, Tyger Valley mall)
- 5 000 to shopping mall stands in KwaZulu-Natal (e.g. Midlands mall, Montclair mall, Ballito mall)

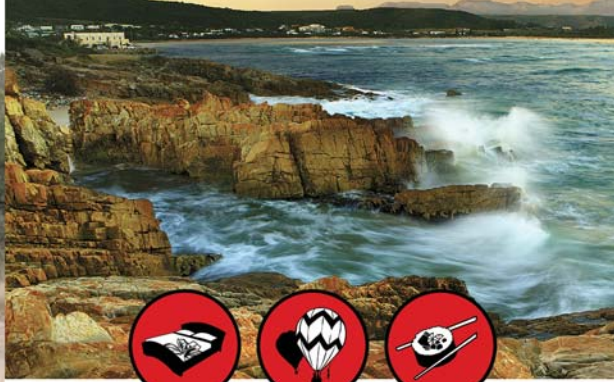


Contact

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www.StayPlayEat.co.za
www.smartpublishing.co.za

SMARTPUBLISHING
 MASS MEDIA SPECIALISTS





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2012 Magazine rate card – 75 000 distribution quarterly

Advertisements are published in full colour. Rates include agency fees but exclude VAT.

Special advertising positions

Inside front cover DPS	R42 000
Outside back cover	R25 000
Inside back cover	R21 600

Main body advertisements

Double page spread ad	R34 980
Full page ad	R19 980
Half page ad	R10 980
Quarter page ad	R6 000

Special advertising opportunities

Loose inserts, supplements, false covers, bellybands, bookmarks, calendars, etc.
Pricing available on request.



Main body articles (Journos & photographer visit)

Double page article	R35 980
Full page article	R20 980

Advertorial (Telephonic interview)

Full page advertorial	R12 400
Half page advertorial	R6 900



Discounts available on volume and frequency.

StayPlayEat Guide (Rates per insert. Rates exclude Agency Fees and exclude VAT.)

Size	1x Insert	2x Inserts	3x Inserts	4x Inserts
Half page ad	R4 300	R4 085	R3 880	R3 686
Quarter page ad	R2 500	R2 375	R2 256	R2 143
Eighth page ad	R1 400	R1 330	R1 263	R1 200
Sixteenth page ad	R900	R855	R812	R771

This section offers smaller businesses the opportunity to advertise with StayPlayEat and reach our affluent readership across SA. The StayPlayEat Guide is organised as a directory with sections for Accommodation, Activities and Restaurants.

Annual marketing packages – 300 000 magazines

Option 1	1x Full page advertorial + 3x half page SPE Guide ads	Monthly debit order	R2 108 x 12
Option 2	1x Half page advertorial + 3x half page SPE Guide ads	Monthly debit order	R1 650 x 12
Option 3	1x Half page advertorial + 3x quarter page SPE Guide ads	Monthly debit order	R1 200 x 12