

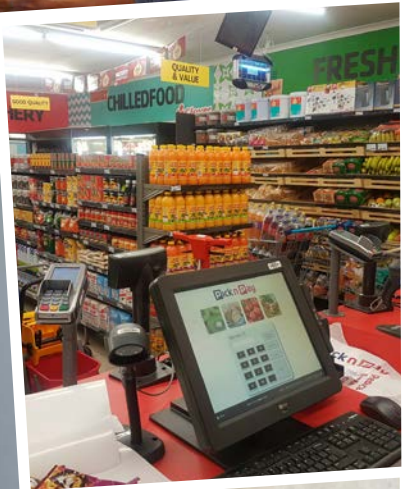
SA'S NO. 1 TOWNSHIP TRADE MAGAZINE

SPOTONG

www.spotongmag.co.za

MEDIA PACK 2018-2019

Assisting township traders in taking their retail, hospitality and tavern businesses to the next level



SA'S NO. 1 TOWNSHIP TRADE MAGAZINE

PROUDLY ENDORSED BY:



MEDIA PACK 2018-2019



The township are home to:

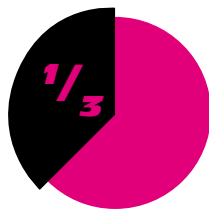
200 000 taverns

Servicing more than **9 million households**

134 000 traditional trade stores

Employing **>500 000** through the complete supply chain

Retail Facts:



1 in 3 packaged consumer goods sold by traditional trader

Longer operating hours



Shoppers visit a traditional trader **4x** more than big retailer

R46bn - R120bn a year



On average **7% cheaper** when accounting for average travel costs

Alcohol trade facts:

R8.1bn - R19.4bn turnover p/a

49%

of all alcohol consumed is beer



16% wine



15% spirits



R160m - R800m a month spent on stock

Spotong:

readership **45 000 traders**



ABC figures ranks us

#1 for trade

97% readers belong to a Stokvel



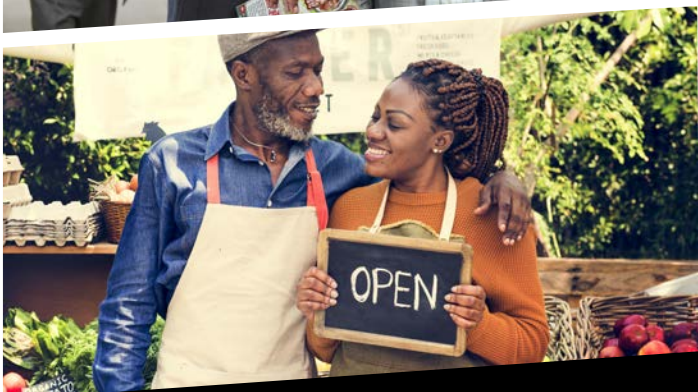
R450m a month spend on stock



About Spotong Magazine

Spotong magazine is South Africa's number one township trade magazine in size and relevance. It has talked directly and successfully to business owners in the townships across the country for over 5 years. The magazine informs, educates and empowers these business owners to grow their businesses whilst tackling industry issues they as entrepreneurs face on a daily basis.

Spotong Magazine continues to grow in reputation, stature and significance with township traders as they have always been the inspiration behind this market leading magazine. Through our renewed partnerships with the GLF (Gauteng Liquor Forum), NTHA (National Tourism and Hospitality Association) and SALTA (South African Liquor Traders Association), we have taken Spotong Magazine to new heights, with a focused strategy on growing in township activations and events whilst also improving our national footprint to include areas of elevated business activity like the Western Cape, Eastern Cape, The Free State and Kwa-Zulu Natal.



Editorial Pillars

1. Business Management

» General Management issues

- Finance/Cash flow
- Security
- Regulations
- Marketing
- Client Services

» Human Resources

- Staff issues

2. Retail segment

» New product reviews

- Industry news
- Top ten seasonal sellers
- Top ten orders for the next season
- Tech and Gadgets

3. Liquor segment

- Tavern review
- New product reviews
- Industry news
- Top ten seasonal sellers
- Top ten orders for the next season
- Gadgets and tech

4. Hospitality

5. Personal and lifestyle

- Car reviews
- Property feature
- Stokvels



Magazine Rates (Excl. VAT and Agency Commission)*

Cover sponsorship R59 950.00**

**Branded Cover, plus a full page advert and a full page editorial (600 words)

Full Page	R15 950.00*
Double Page Spread	R27 950.00*
Outside Back Cover	R25 950.00*
Inside Back Cover	R21 950.00*
Inside Front Cover (DPS)	R34 950.00*
Half Page	R9 950.00*
Quarter Page	R4 950.00*
Product Review	R5 950.00*

Digital & Social Rates

Once off social media post	R 1 595.00
Annual social media posts (Per Post)	R 1 197.00
Once off digital banner (Per Month)	R 395.00
Annual digital banners (Per Month)	R 297.00

Deadlines

0000
31

Edition 25 (May, Jun, Jul)	BOOKING: 30 March 2018 MATERIAL: 05 April 2018
Edition 26 (Aug, Sept, Oct)	BOOKING: 29 June 2018 MATERIAL: 06 July 2018
Edition 27 (Nov, Dec, Jan)	BOOKING: 05 October 2018 MATERIAL: 12 October 2018
Edition 28 (Feb, Mar, Apr 2019)	BOOKING: 12 January 2019 MATERIAL: 18 January 2019
Edition 29 (May, Jun, Jul 2019)	BOOKING: 30 March 2019 MATERIAL: 05 April 2019

Spotong Calendar OUT November 2018!

Book your ad space NOW!

EIGHTH PAGE



DOUBLE LISTING
Vertical Double Listing: 220mm (h) x 70mm (w)
Horizontal Double Listing: 110mm (h) x 140mm (w)

SINGLE LISTING:
110mm (w) x 70mm (h)

Single listing
R 14 950.00*

Deadline

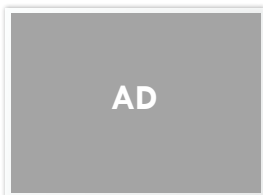
Booking: 15 October
Material: 22 October

Artwork Design
R 1 495.00 (Ex Vat)

We will however require elements and a clear brief on requirements

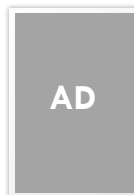
Advert Specs

DOUBLE PAGE



TRIM SIZE:
420mm(w) x 275mm(h)
TYPE AREA:
400mm(w) x 255mm(h)
BLEED:
5mm all round

FULL PAGE



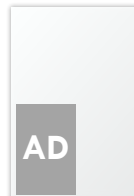
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TYPE AREA:
190mm(w) x 255mm(h)
BLEED:
5mm all round

HALF PAGE



TRIM SIZE:
210mm(w) x 137mm(h)
TYPE AREA:
190mm(w) x 117mm(h)
BLEED:
5mm all round

QUARTER PAGE



TRIM SIZE:
105mm(w) x 137mm(h)
TYPE AREA:
85mm(w) x 117mm(h)
BLEED:
5mm all round

Benefits of Advertising in Spotong Magazine

Communicate directly to over

45 000

entrepreneurs in the townships that services millions of consumers on a daily basis

Combined approximate monthly spend in excess

R450 million

on product and services for their businesses

> **Focused and trade specific** <

360° Marketing approach



Increase market share by increasing trade awareness and therefore consumer consumption

Print Run & Distribution



11 500

Print Run



45 000

Estimated readership



Magazine available online and in print.

Exclusive for Trade use



Spotong Events and Annual Calendar

Women in Business AUGUST 2018

This event hosts 1000 women township traders and celebrates the contribution they make to the industry, community and our country at large.

Gentlemen in Business NOVEMBER 2018

Traders are given the opportunity to engage with products, brands and services that are relevant to their business on a face to face basis.

Spotong Calendar NOVEMBER 2018

The much loved Spotong Annual wall calendar is bagged and distributed with the November edition of Spotong.