

Top Billing

MAGAZINE



Tswelopele

P U B L I S H I N G



PATIENCE STEVENS



BASETSANA KUMALO

Tswelopele Productions is a leading TV production company with an audited BEE certificate of Level 4. It is accredited by Impumelelo as one of South Africa's Top 300 empowerment companies. The company's flagship brand is the Top Billing TV show that is produced for SABC3 and is targeted at successful South Africans, proud of their country and their heritage, who aspire to and who do lead the good life via their achievements, lifting as they grow.

Top Billing is the longest-running entertainment and lifestyle television programme in South Africa, and celebrates its 17th birthday this year. In recent years Top Billing's success has brought more projects to the reputable Tswelopele brand, such as the Afrikaans magazine programme on SABC2 (Pasella), a youth TV show in SiSwati on SABC1 (Ses'khona), and a sophisticated glossy print magazine (Top Billing) that covers the best of the good life in terms of homes, décor, food, gardens and travel. Top Billing magazine is produced monthly by Tswelopele Publishing, a relatively new addition to the Tswelopele stable, with the same company shareholding. The ability to translate a brand from television to print ensures an immediate audience. To date Tswelopele Publishing has

enjoyed great success with the publication of the best-selling Pasella cookbooks, as well as with Top Billing magazine.

The Top Billing TV show and the magazine connect with viewers and readers through brand building events in proud association with SABC3 – hosting art workshops, food and wine pairing evenings, as well as travel opportunities to local and international destinations.

Thanks to the experience of these brand building events, the company has the background and ability to stage manage and co-ordinate successful, stylish lifestyle functions. As an established Production and Publishing Company, we can conceptualize creative solutions for your specific needs, no matter what they be. For more information on how to make use of our skills and experience, contact Hayden Fortmann (call 011-274-2657, 084-511-7365, email hayden@topbilling.com).

Tswelopele Productions is perfectly placed to fulfil all your media needs in growing your brand throughout South Africa as we strive to uphold our company motto: 'A dream that is dreamed is a dream that can be realised'.



ADVERTISEMENT RATES

FREQUENCY MONTHLY

FULL COLOUR	RATE	14% VAT	TOTAL
Full page	28 000	3 920	31 920
Double page	48 300	6 762	55 062
1/2 vertical / horizontal	16 500	2 310	18 810
1/3 vertical / horizontal	10 000	1 400	11 400
Advertorial full page	31 600	4 424	36 024

SPECIAL POSITIONS

1st DPS	61 500	8 610	70 110
2nd DPS	58 500	8 190	66 690
3rd DPS	57 000	7 980	64 980
IBC	30 500	4 270	34 770
OBC	32 000	4 480	36 480

DIRECTORY

1/2 page	16 500	2 310	18 810
1/4 of a page	6 500	910	7 410
1/8 of a page	3 000	420	3 420

LOOSE/BOUND INSERTS (PRICE FOR THE FULL PRINT RUN)

1-6 pages	16 000	2 240	18 240
7-12 pages	17 600	2 464	20 064
13-18 pages	19 200	2 688	21 888
19-24 pages	20 800	2 912	23 712
25-32 pages	25 600	3 584	29 184

All rates exclude vat and include agency commission. Certain contractual and bulk discounts may apply.

Web-based, mobile and multimedia offerings are available. Inserts carrying advertising will be charged at a premium rate.

Custom-sized and/or glued inserts (Prices on request)

TECHNICAL DATA

AD SIZE	FULL PAGE
BLEED	290 x 240
TRIM	280 x 230
TYPE	250 x 200

AD SIZE	DPS
BLEED	290 x 470
TRIM	280 x 460
TYPE	250 x 430

AD SIZE	HALF-PAGE VERTICAL
BLEED	290 x 125
TRIM	280 x 115
TYPE	250 x 90

AD SIZE	HALF-PAGE HORIZONTAL
BLEED	150 x 240
TRIM	140 x 230
TYPE	120 x 200

AD SIZE	QUARTER-PAGE
TRIM	121 x 95

AD SIZE	EIGHTH OF A PAGE
TRIM	59 x 95

SPECIFICATIONS FOR ADVERTISING MATERIAL

• Adverts should be supplied as press-optimised PDF files saved as composite CMYK with a 5mm bleed all around. Crop marks should be outside the bleed area.

• All scans in the PDF should be high-resolution (300dpi) in CMYK format. Fonts should be embedded in the PDF.

• Print screen is 150 lpi

MONTHLY THEMES, SUPPLEMENTS, SPECIAL EDITIONS AND EXTRA DISTRIBUTION

MONTH	THEME	SUPPLEMENT	ON SHELF DATE	PRODUCT FEATURES	EXTRA DISTRIBUTION
JANUARY	THEME AQUA	SUPPLEMENT WEALTH	21 DECEMBER 2009	RENOVATION AND REJUVENATION	
FEBRUARY	THEME THE FRENCH AFFAIR	SUPPLEMENT HEALTH	25 JANUARY 2010	BEDROOMS	PEERMONT
MARCH	THEME LIFESTYLE / BUSINESS BALANCE	SUPPLEMENT JEWELLERY	22 FEBRUARY 2010	FLOORING	LEGACY
APRIL	THEME AUTUMN	SUPPLEMENT TRAVEL GUIDE	22 MARCH 2010	FIREPLACE AND HEATING	
MAY	THEME TASTE	SUPPLEMENT RECIPE BOOK	26 APRIL 2010	KITCHENS	PEERMONT
JUNE	THEME WINTER WARMERS	SUPPLEMENT TOP THINGS TO DO IN SA	24 MAY 2010	LIGHTING TRENDS	LEGACY
JULY	THEME ECO/GREEN	SUPPLEMENT TOP THINGS TO DO IN SA	21 JUNE 2010	FABRIC	
AUGUST	THEME CITY LIFE	SUPPLEMENT PINOTAGE GUIDE	26 JULY 2010	WALLCOVERINGS AND TREATMENTS	PEERMONT
SEPTEMBER	THEME COLOUR	SUPPLEMENT WEDDING GUIDE	23 AUGUST 2010	PAINT TRENDS AND COLOUR TRENDS	LEGACY
OCTOBER	THEME OUTDOOR	SUPPLEMENT WEALTH	20 SEPTEMBER 2010	PATIOS, CONSERVATORIES, BLINDS & SHUTTERS	
NOVEMBER	THEME FASHION	SUPPLEMENT HEALTH	25 OCTOBER 2010	BATHROOMS	PEERMONT
DECEMBER	THEME SUMMER TIME/HOLIDAY FEVER	SUPPLEMENT POOLS, WATER FEATURES	22 NOVEMBER 2010	GADGETS	LEGACY

+ EXTRA DISTRIBUTION THESE SPECIAL ISSUES INCLUDE GUARANTEED EXTRA DISTRIBUTION DIRECT TO THE CLIENT (LEGACY HOTELS RECEIVE 7 000 COPIES WHILE PEERMONT RESORTS RECEIVE AN ADDITIONAL 20 000 COPIES, MAKING THESE PREMIUM ISSUES TO ADVERTISE IN.

2010 DEADLINE SCHEDULE	BOOKINGS DEADLINE	ADVERTORIAL MATERIAL IN	ADVERTORIAL SIGN-OFF, INSERTS AND MATERIAL	ON SHELF DATE
JANUARY 2010	20 NOVEMBER	20 NOVEMBER	25 NOVEMBER	21 DECEMBER 2009
FEBRUARY 2010	10 DECEMBER	11 DECEMBER	15 DECEMBER	25 JANUARY 2010
MARCH 2010	29 JANUARY	29 JANUARY	1 FEBRUARY	22 FEBRUARY 2010
APRIL 2010	26 FEBRUARY	24 FEBRUARY	1 MARCH	22 MARCH 2010
MAY 2010	2 APRIL	31 MARCH	5 APRIL	26 APRIL 2010
JUNE 2010	30 APRIL	28 APRIL	3 APRIL	24 MAY 2010
JULY 2010	28 MAY	26 MAY	31 MAY	21 JUNE 2010
AUGUST 2010	2 JULY	30 JUNE	5 JULY	26 JULY 2010
SEPTEMBER 2010	30 JULY	28 JULY	2 AUGUST	23 AUGUST 2010
OCTOBER 2010	27 AUGUST	25 AUGUST	30 AUGUST	20 SEPTEMBER 2010
NOVEMBER 2010	1 OCTOBER	29 SEPTEMBER	4 OCTOBER	25 OCTOBER 2010
DECEMBER 2010	29 OCTOBER	27 OCTOBER	1 NOVEMBER	22 NOVEMBER 2010
JANUARY 2011	26 NOVEMBER	24 NOVEMBER	29 NOVEMBER	20 DECEMBER 2010

THE TOP BILLING MAGAZINE READERS ARE...

- Male and female, between 16 and 49 years old
- Educated and have disposable income and place great emphasis on a quality lifestyle
- Likely to be homeowners and are lifestyle conscious
- Aspirational and upwardly mobile
- Motivated and inspired by real people's success stories
- Our readers are loyal, creative and glamorous
- Want to know 'how to get that look and feel' – and Top Billing magazine shows them how

Our readers are Stylish, and like to keep abreast of trends in decor, home improvement, gardens, food and travel

WHY TOP BILLING MAGAZINE?

- The Pillars of Top Billing's editorial content are in line with our high LSM readership, and our readers have disposable income that they spend on quality items for their Home / Décor; Home Improvement; Gardens; Food; and Travel.

We are uniquely positioned as the only lifestyle print/TV partnership in South Africa built on an exceptionally strong proudly South African brand: the award-winning Top Billing TV show.

- We understand our market and have cleverly utilised the cross-over with the TV show. Both media precipitate an immediate 'call to action' and allow us to customise exclusive packages and conceptualise innovative ideas for brand cross-selling purposes. For us the sky is the limit, understanding our clients needs on delivering creative solutions is our business.
- Top Billing's highest sales figures are achieved at premium retail outlets as well as at all local airports, we believe this highlights a readership with disposable income that they spend on the good life of food, entertaining and travel .
- Top Billing is a magazine that is aspirational, but not elitist

Our pages are filled with ideas, inspiration and advice on how to live well.

DELIVERY ADDRESS FOR AD MATERIAL AND PRESS RELEASES

41 Bell Crescent
Westlake Business Park
Westlake 7945
TEL 021-700-1020
FAX 086-605-1720
EMAIL info@topbilling.com

EXCLUSIVE TOP BILLING DEAL CORPORATE DVD PACKAGE

Take advantage of Top Billing's 17 years of TV experience and inhouse facilities and let us film your corporate dvd.

1 x FPFC ad in Top Billing magazine

1 x 5 minute corporate DVD produced to profile and market your company or brand

TOTAL R35 000 incl VAT and agency commission

WEBSITE ADVERTISING

1 x website banner on www.topbilling.com (121 x 95 px)

TOTAL R3 000 incl VAT and agency commission

THE INFORMATION YOU NEED TO KNOW

READER DEMOGRAPHIC PROFILE

GENDER	PERCENT
Female	62.3
Male	37.7

RACE

Whites, Coloureds, Indians	50.9	percent
Blacks	49.1	percent

AGE

16-24	28.5	percent
25-34	26.2	percent
35-49	27.7	percent

HOUSEHOLD INCOME

LSM 7-10	68.0	percent
LSM 6-10	90.1	percent

Research according to AMPS figures November 2007

ABOUT TOP BILLING MAGAZINE

PUBLISHED BY	TSWELOPELE PUBLISHING
EDITOR IN CHIEF	PATIENCE STEVENS
EDITOR AT LARGE	BASETSANA KUMALO
FREQUENCY	MONTHLY
COVER PRICE	R24.95

EDITORIAL AND CREATIVE DIRECTOR

Simon Lewis – simon@topbilling.com

FOOD EDITOR

Amor Engelbrecht – amor@topbilling.com

DÉCOR EDITOR

Colin O'Mara Davis – colin@topbilling.com

FASHION EDITOR

Alexis Chaffe – alexis@topbilling.com

TRAVEL EDITOR

Tracy Lynn Chemaly – tracy@topbilling.com

WHO TO CONTACT IN JOHANNESBURG

ADVERTISING AND TELEVISION SPONSORSHIP MANAGER
Hayden Fortmann – hayden@topbilling.com
Call 011-274-2657, 084-511-7365

ASSISTANT ADVERTISING MANAGER – JOBURG AND DURBAN

Richard Egenrieder – richard@topbilling.com
Call 011-274-2661, 082 940 4415

WHO TO CONTACT IN CAPE TOWN

ADVERTISING EXECUTIVE
Michelle Reid – mreid@topbilling.com
Call 021-700-1020, 082-922-5347

MARKETING AND PROMOTIONS CO-ORDINATOR AND DIRECTORY SALES EXECUTIVE

Nicky Garde – nicky@topbilling.com
Call 021-700-1020, 082-940-5335

BOOK SIX ADS, GET ONE FRE DVD

Book a bundle of six ad pages or more and Tswelopele Productions (the producers of the award-winning Top Billing TV show) will produce for you, at no extra charge, a five minute corporate DVD profiling your company or brand. This DVD becomes your property to use as a marketing tool.

DVD PRODUCTION COSTS

Both DVD deals are based on a one-day TV production shoot in either Johannesburg or Cape Town. Any travel and exceptional production requirements will need to be quoted on separately.