

# eat in

the fabulously useful food directory

Eat In readers take pleasure and pride in making memorable meals at home – whether large family feasts or intimate dinners for two. They are committed foodies who enjoy trying out new recipes and refer frequently to Eat In for everything from tracking down elusive ingredients to sourcing the best organic vegetables in town.

## Audience

Eat In is aimed at people who are passionate about good food, entertain frequently and have strong social networks. Our readers are trend-conscious, sociable and avid supporters of local produce. They enjoy travelling through the country in search of interesting foodie finds.

LSM 8-10 | Age 25-50

## Online advertising

www.eat-in.co.za is an online community for food lovers. It lists SA's finest food shops, markets, delis and outlets from the 2009 directory and provides news and features from the food industry.

### Web stats

Page impressions	7 500
Unique browsers	2 000
Newsletter subscribers	3 000

\*Average over 2008 – Nielsen

### Rates

#### Per month

Banner	Button	Content block	iCatcher
R1 300	R1 200	R3 000	R4 000

- Rates apply to the website and the monthly newsletter.
- Full reporting included.
- Rates exclude VAT and agency commission.
- Design of creative elements available at an additional charge.

## Creative specifications

Banner	468x60 pixels, max 12KB
Promo button	120x120 pixels, max 10KB

File formats: .gif or .swf (.gif to accompany Flash Creative as a backup).

## Bespoke campaigns

data gathering • product trials • promotorials • competitions • product launches • redemption vouchers • cross-brand opportunities with other NMP titles

## Print advertising

### Rates

Full page	R25 900
Double page spread	R51 574
Outside back cover	R29 600
Inside front cover	R28 400
Inside back cover	R26 964
Directory product placement	R10 000
Directory gatefold	R69 700
Advertorial	R25 900
Loose insert (single A4)	R650/1 000 single sheet

## Advertising deadlines

	Booking	Material
Odd sizes	07 Dec	11 Dec
Advertorial	07 Dec	11 Dec
Advertising	08 Feb	12 Febr

## Technical specifications

Material specs (mm)	Type	Trim	Bleed
DPS	225x400	275x420	285x430
Full page	255x190	275x210	285x220
½ page vertical	255x85	275x105	285x115

## FAST FACTS

Eat In cover price	R39.95
Print run	20 000
Eat In circulation	12 361 (Jul '07-Jun '08)
Frequency	Annual
On sale	17 March 2010



Editor, Justine Drake

# eatout

the only restaurant guide you'll ever need

Whether it's for a romantic dinner, business lunch or simply a bite with friends or family, Eat Out is South Africa's indispensable source of credible, reliable restaurant reviews. Eat Out readers refer to the guide constantly throughout the year.

## Audience

The magazine is aimed at people who love to eat out. Our readers are trend-conscious opinion leaders with strong social networks and a sense of adventure.

LSM 8-10 | Age 25-55

## Online advertising

www.eatout.co.za boasts over 2 000 nationwide restaurants to choose from. The website has an engaged audience and offers additional functions such as menu samples, online booking facilities, interactive polls, reviews and competitions. Our web users come back more than once a month and spend an average of six minutes on the site.

### Web stats

Page impressions	230 000
Unique browsers	25 000
Newsletter subscribers	5 508

\*Average over 2008 – Nielsen

### Rates

Creative	Rate/impression
Banner	20c
Promo button	15c

- Rates apply to the website and the monthly newsletter.
- Full reporting included.
- Online rates exclude VAT and agency commission.
- Design of creative elements available at an additional charge.

## Creative specifications

Banner	468x60 pixels, max 12KB
Promo button	120x120 pixels, max 10KB

File formats: .gif or .swf (.gif to accompany Flash Creative as a backup).

## Bespoke campaigns

data gathering • product trials • promotorials • competitions • product launches • redemption vouchers • cross-brand opportunities with other NMP titles

## Print advertising

### Rates

Full page	R29 950
Double page spread	R57 900
Outside back cover	R34 950
Inside front cover DPS	R63 900
Inside back cover	R29 950
½ page vertical	R18 950
Loose insert (single A4)	R350/1 000 single sheet

## Advertising deadlines

	Booking	Material
Odd size	18 Sep	21 Sep
Advertorial	18 Sep	21 Sep
Advertising	14 Oct	19 Oct

## Material specifications

Material specs (mm)	Type	Trim	Bleed
DPS	225x400	275x420	285x430
Full page	255x190	275x210	285x220
½ page vertical	255x85	275x105	285x115

## FAST FACTS

Eat Out cover price	R39.95
Print run	30 000
Eat Out circulation	25 754 (Jan '08-Dec '08)
Bulk sales	46 350
Frequency	Annual
On sale	16 November 2009
• Eat Out magazine survey shows 75% of readers purchase the magazine every year.	
• 81% use Eat Out for leisure.	
• 81% use the both magazine and website.	
• 60% of readers use the magazine 'all the time'.	



Editor, Abigail Donnelly





Eat Out is South Africa's biggest and most respected annual restaurant guide. The glossy directory lists the country's 1 000 best restaurants – from casual bistros to fine-dining establishments – as reviewed by renowned critics. Eat Out strives to recognise excellence and exceptional talent by crowning South Africa's top 10 restaurants and the best chef in the country.

**Abigail Donnelly**  
Editor, Eat Out

# RATES 2009



As the only food directory of its kind in South Africa, Eat In offers direct access to a dedicated amateur and professional food market. The comprehensive listings guide is referred to and trusted by foodies from Sandton to Storms River, and the 'local and lekker' editorial focus makes it friendly and accessible to all.

**Justine Drake**  
Editor, Eat In

## Material specifications

Digital advert (in English) to be created on Mac, supplied in PDF/X-1a format in high res of 300dpi and sent via QUICKCUT or WEBSSEND. A digital proof of 100% of the same PDF/X-1a file must be supplied.

Distribution: Selected delis and branches of Exclusive Books, Woolworths, CNA, Pick n Pay and Spar.

## Terms and conditions

Advertisement bookings include agency commission, but exclude VAT.

- Cancellations after the booking deadline are subject to a 50% cancellation fee.
- Advertorial rates include a production fee of 16.5%, but exclude agency commission and VAT.
- The client will still be liable for advertorial production costs in the event of a cancellation.
- Specified positions carry a 10% loading.
- We reserve the right to review insert rates with two months' written notice. All inserts to be approved by Eat Out/Eat In. Weight of inserts to be specified upon application.

PLEASE NOTE: There is no link between ad spend and editorial exposure.

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