

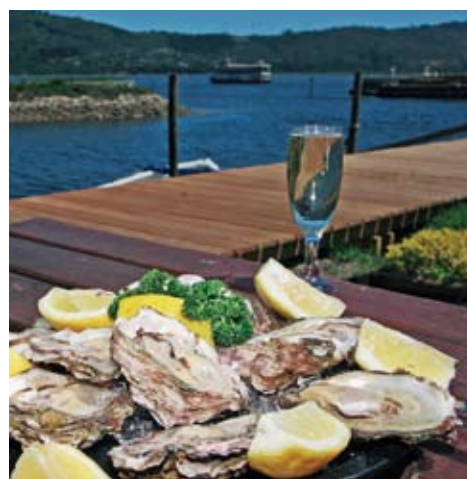
SOUTH AFRICA GUEST INFORMATION

South Africa's No. 1 Luxury Hotel Publication for best results*

***Over 5 million readers annually**



- Flagship title in a successful international series
- Reaches affluent local, national and international audience



- South Africa's leading guest information guide
- Distributed through the rooms of luxury hotels nationally
- Cost effective advertising - 12 month shelf life
- Captive Audience
- Position your business as the best of the best



- Attract high spending tourists
- Welcome-to.com receives thousands of hits a month

South Africa Guest Information is featured in these prestigious hotels:

GAUTENG

D'Oreale Grande (The Emperor Hotel)
Hyatt Regency Johannesburg
InterContinental Airport Sun
InterContinental Johannesburg Sandton Towers
Mount Grace Country House Hotel
Rovos Rail
Sandton Sun
Sheraton Pretoria Hotel & Towers
Southern Sun Grayston
Southern Sun Katherine Street Sandton
The Balalaika Hotel & Crown Court
The Fairlawns
The Grace in Rosebank
The Michelangelo Hotel
The Palazzo Montecasino
The Westcliff

WESTERN CAPE

Alphen
Cape Grace Hotel

Ellerman House
Fancourt Hotel & Country Club Estate
Grande Roche Hotel
Hotel Le Vendome
Peninsula All-Suite-Hotel
Pezula Resort Hotel and Spa
Primi Royal Luxury Villa
Primi Seacastle
The Bay Hotel
The Cellars-Hohenort Hotel
The Mount Nelson
The Plettenberg Hotel
The Table Bay At The Waterfront
The Western Cape Hotel and Spa
The Westin Grand Cape Town Arabella Quays
Victoria & Alfred Hotel
Vineyard Hotel

KWAZULU - NATAL

Beverly Hills Hotel
Zululand Tree Lodge

MPUMALANGA

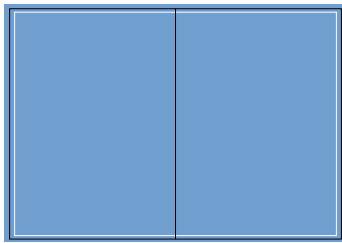
Bongani Mountain Lodge
Cybele Forest Lodge
Exeter Game Lodges
Mala Mala Game Reserve - Main Camp
Sabi Sabi Game Reserve - Bush & River Lodges
Sabi Sabi Game Reserve - Selati Lodge
Singita Private Game Reserve

NORTH WEST PROVINCE

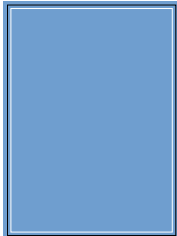
Cascades Hotel
Tau Game Lodge
The Palace of The Lost City

NORTHERN PROVINCE

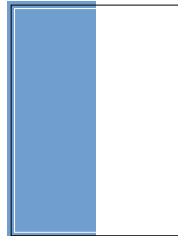
Coach House Hotel



DOUBLE PAGE SPREAD
 image area / 400 (w) x 250 (h)
 trim / 430 (w) x 280 (h)
 bleed / 440 (w) x 290 (h)



FULL PAGE
 image area / 185 (w) x 250 (h)
 trim / 215 (w) x 280 (h)
 bleed / 225 (w) x 290 (h)



HALF PAGE VERTICAL
 image area / 85 (w) x 250 (h)
 trim / 102 (w) x 280 (h)
 bleed / 112 (w) x 290 (h)

RATES	ONE YEAR
Full Page	R25,000
Half Page	R15,400
Double Page Spread	R50,000
Back Cover*	add 30%
Inside Back Cover DPS	add 15%
Inside Front Cover DPS	add 30%

All rates exclude VAT and Agency Commission
 * Please note Back Cover specs TBC

PAYMENT TERMS

Payment due on distribution.

COPY DEADLINE

As listed on booking form.

PUBLISHING DATE

October 2010

PUBLISHER

Paul Lidgerwood
 Niche Media
 Tel: (+61 3) 9948 4902
 Fax: (+61 3) 9948 4999
 Email: paul@niche.com.au

ADVERTISING SPECIFICATIONS

Advertorials

Client must supply the following material:
 Text - Full page: 150 words. Half page: 75 words. Finished, edited copy in MS Word on CD or email.

Images - Full page: 4-5 images. Half page: 2-3 images. Transparencies, quality prints or hi-res (300dpi TIFF) digital images via CD, FTP or email.

Any scans required incur a \$50 fee.

Logo (optional) - One logo per advertorial. High-res digital logo (CMYK TIFF or EPS) supplied via CD, FTP or email.

Contact details - All necessary address details, including correct business name, telephone, email and website address if applicable.

The Welcome To art department reserves the right to reject any images that are re-scanned, scratched or are determined to be of poor quality. Editorial will be corrected where necessary to conform to the standards of the Welcome To Series.

The layout of the page, design and fonts used for advertorials is set by the Welcome To art department and cannot be altered.

Design is entirely at the discretion of the Welcome To art department in order to conform to the standards of the Welcome To series. Once material is submitted, it will be edited and laid out onto the advertorial grid designed for the publication.

Proofing of advertorials

Clients are granted two proofs for advertorials. Changes made to advertorials beyond the second proof at the client's request will incur an additional fee.

All material (text, images, logos, contact details) must be submitted prior to design of the first proof. New material cannot be submitted beyond this point, unless requested by the Welcome To art department.

Proof 1 - Clients will be required to check editorial and address details for accuracy, and that the correct image/s have been used.

Proof 2 - If necessary, clients have the opportunity to check that the requested changes from Proof 1 have been made. This is the final opportunity to make changes.

Sending PDFs electronically is the preferred method of proofing. For clients who are unable to read PDFs, a black and white laser printed version will be supplied. Chemical proofs cannot be supplied.

Once alterations have been made, the client is required to sign off by the material deadline as listed on their contract.

The Welcome To series is governed by a strict production schedule for the benefit of all advertisers. To avoid delaying the publication, if the client declines to sign off by the advised deadline, the most recently altered version of their advertorial will be deemed ready and printed accordingly.

Advertisements designed by agency or other

All artwork to be supplied at as per the specifications and at 300dpi. We will only accept artwork in the following formats in versions equal to or below: QuarkXPress 6.5, Adobe InDesign CS 3, Adobe Illustrator CS 3, Adobe Photoshop CS 3. CMYK colour must be used throughout. No spot colours permitted. All scans, logos, illustrations and fonts used in both the layout document and EPS files must be supplied. Adobe Acrobat PDF version 6.0 or 7.0 composite files.

Note: guidelines for the production of hi-res, print quality PDF files must be obtained from our art department.

Any format not listed above must be discussed with our art department to determine if conversion is possible. If supplying files requiring conversion, the client accepts responsibility for the final output quality. The client will incur charges for converting the file.

Any advertisement, which in the opinion of the publisher could be confused with editorial, will be modified to include "Advertisement" or similar wording in a prominent position within the advertising space.

All artwork should be supplied in final form and on CD (CDR, CDRW or Zip) or via FTP or email.

Proofing of advertisements

Please refer to the procedure used in the proofing of advertorials.

Please forward material to:

Levin and Associates
 Irwin Levin
 210 Rivermeade, Sally's Alley
 Kentview, Johannesburg 2196
 South Africa
 Tel: + 27 11 440 8017
 Mob: +27 84 731 2986
 Fax: +27 11 786 5154
 Email: levinassociates@absamail.co.za



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WELCOME TO

- Abu Dhabi
- Australia
- Bahrain
- China
- Dubai
- Hong Kong
- New Zealand
- South Africa Guest Information
- Victoria