

Eswatini Property Review : Publication Info Sheet

Publication Categorization: Trade Publication; Bi-Monthly Periodic Production

Production Spec: 32 - 40 Pages; A4 Gloss Cover; A4 Gloss Inside Pages | **Print Run:** Min750 copies (Additional print run copies subject to demand)

Distribution: 250 copies distributed freely to advertisers, high profile industry companies & used for marketing purposes; 500 copies sold to retailers, subscribers & general public across 25+ retail outlets nationwide.

Digital Distribution: Free digital version of publication released periodically (limited pages included in digital edition); Approx 10mb per edition.

Marketing & Sales: Direct sales to/via retailers (RSP E29.90); Promotions & Activations; In-Mall Digital Advertising; Social & Online Media

Advertising Rates: Premium / Lead Pages

Advert Size	Price	Value Added Benefits		Available Spaces
Cover Page - Strip Ad	E8750.00	<input checked="" type="checkbox"/> Website Ad: Banner Ad on header & footer (All Pages) <input checked="" type="checkbox"/> 3 Social Media Posts Per Week	<input checked="" type="checkbox"/> Digital Publication Advertising <input checked="" type="checkbox"/> 15% Off In-Mall Digital Advertising*	1
First Inside Page Double Page Spread	E14 000.00	<input checked="" type="checkbox"/> Website Ad: Banner Ad on header & footer (All Pages) <input checked="" type="checkbox"/> 3 Social Media Posts Per Week	<input checked="" type="checkbox"/> Digital Publication Advertising <input checked="" type="checkbox"/> 20% Off In-Mall Digital Advertising*	1
Front Page Inside Cover - Full Page	E9500.00	<input checked="" type="checkbox"/> Website Ad: Banner Ad on header & footer (All Pages) <input checked="" type="checkbox"/> 3 Social Media Posts Per Week	<input checked="" type="checkbox"/> Digital Publication Advertising <input checked="" type="checkbox"/> 15% Off In-Mall Digital Advertising*	1
Second Inside Page - Full Page	E9250.00	<input checked="" type="checkbox"/> Website Ad: Banner Ad on header & footer (All Pages) <input checked="" type="checkbox"/> 3 Social Media Posts Per Week	<input checked="" type="checkbox"/> Digital Publication Advertising <input checked="" type="checkbox"/> 15% Off In-Mall Digital Advertising*	1
Full Page (FP) Advert (Pg 8 - 13)	E8750.00	<input checked="" type="checkbox"/> Website Ad: Banner Ad on header & footer (All Pages)	<input checked="" type="checkbox"/> Digital Publication Advertising <input checked="" type="checkbox"/> 15% Off In-Mall Digital Advertising*	3
1/3 Page Strip Advert (Pg 8 - 13)	E4750.00	<input checked="" type="checkbox"/> 3 Social Media Posts Per Week	<input checked="" type="checkbox"/> 15% Off In-Mall Digital Advertising*	2
Back Page Inside Cover	E9000.00	<input checked="" type="checkbox"/> Website Ad: Banner Ad on header (All Pages) <input checked="" type="checkbox"/> 2 Social Media Posts Per Week	<input checked="" type="checkbox"/> Digital Publication Advertising <input checked="" type="checkbox"/> 15% Off In-Mall Digital Advertising*	1
Back Cover	E10 000.00	<input checked="" type="checkbox"/> Website Ad: Banner Ad on header & footer (All Pages) <input checked="" type="checkbox"/> 3 Social Media Posts Per Week	<input checked="" type="checkbox"/> Digital Publication Advertising <input checked="" type="checkbox"/> 20% Off In-Mall Digital Advertising*	1

Advertising Rates: Standard Inside Pages

Advert Size	Price	Value Added Benefits		Available Spaces
Full Page (FP) Advert	E8250.00	<input checked="" type="checkbox"/> Website Ad: Top of Page <input checked="" type="checkbox"/> Sidebar Ad (High Traffic Page)	<input checked="" type="checkbox"/> Digital Publication Advertising <input checked="" type="checkbox"/> 25% Off In-Mall Digital Advertising (T&Cs Apply)	8
FP Advertorial (Half Page Ad + Half Page Content)	E7000.00	<input checked="" type="checkbox"/> 3 Social Media Posts Per Week	<input checked="" type="checkbox"/> 25% Off In-Mall Digital Advertising (T&Cs Apply)	8
Double Page Spread (DPS)	E12 500.00	<input checked="" type="checkbox"/> Website Ad: Top of Page <input checked="" type="checkbox"/> Sidebar Ad (High Traffic Page)	<input checked="" type="checkbox"/> Digital Publication Advertising <input checked="" type="checkbox"/> 35% Off In-Mall Digital Advertising (T&Cs Apply)	3
Double Page Spread Advertorial (Full Page Ad + Full Page Content)	E11 250.00	<input checked="" type="checkbox"/> 3 Social Media Posts Per Week	<input checked="" type="checkbox"/> 35% Off In-Mall Digital Advertising (T&Cs Apply)	3
Half Page Advert	E5800.00	<input checked="" type="checkbox"/> Website Ad: Top of Page <input checked="" type="checkbox"/> Sidebar Ad (High Traffic Page)	<input checked="" type="checkbox"/> Digital Publication Advertising <input checked="" type="checkbox"/> 20% Off In-Mall Digital Advertising (T&Cs Apply)	2
Half Advertorial (Quarter Page Ad + Quarter Page Content)	E5250.00	<input checked="" type="checkbox"/> 2 Social Media Posts Per Week	<input checked="" type="checkbox"/> 20% Off In-Mall Digital Advertising (T&Cs Apply)	2
1/3 Page Advert	E3500.00	<input checked="" type="checkbox"/> Website Ad: Middle Page <input checked="" type="checkbox"/> Sidebar Ad (Home Page Only)	<input checked="" type="checkbox"/> Digital Publication Advertising <input checked="" type="checkbox"/> 15% Off In-Mall Digital Advertising (T&Cs Apply)	3
1/3 Page Advert (Vertical)	E3500.00	<input checked="" type="checkbox"/> 3 Social Media Posts Per Month	<input checked="" type="checkbox"/> 15% Off In-Mall Digital Advertising (T&Cs Apply)	2
1/4 Page Advert	E3000.00	<input checked="" type="checkbox"/> Website Ad: Middle Page <input checked="" type="checkbox"/> Sidebar Ad (Home Page Only) <input checked="" type="checkbox"/> 2 Social Media Posts Per Month	<input checked="" type="checkbox"/> Digital Publication Advertising <input checked="" type="checkbox"/> 10% Off In-Mall Digital Advertising (T&Cs Apply)	4
Strip Advert (Bottom of page)	E2000.00	<input checked="" type="checkbox"/> 1 Social Media Posts Per Month <input checked="" type="checkbox"/> Digital Publication Advertising	<input checked="" type="checkbox"/> 5% Off In-Mall Digital Advertising (T&Cs Apply)	4
Property Listings	E500.00	<input checked="" type="checkbox"/> Website Ad: Listings Page Ad + Homepage Listings List <input checked="" type="checkbox"/> 2 Social Media Posts Per Month	<input checked="" type="checkbox"/> Digital Publication Advertising <input checked="" type="checkbox"/> 5% Off In-Mall Digital Advertising (T&Cs Apply)	12
Classifieds / Business Directory	E380.00	<input checked="" type="checkbox"/> Website Ad: Directory Page Ad + Homepage Classifieds List <input checked="" type="checkbox"/> 1 Social Media Posts Per Month	<input checked="" type="checkbox"/> Digital Publication Advertising <input checked="" type="checkbox"/> 5% Off In-Mall Digital Advertising (T&Cs Apply)	24