

MAGAZINE SPONSORSHIP OPPORTUNITIES

about
creative
cape
town

Creative Cape Town is a programme of the Cape Town Partnership, a public-private organisation tasked to develop, promote and manage Cape Town Central City. Creative Cape Town works to nurture and support the growth of the creative and knowledge economies in the Central City.

about
creative
cape
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magazine

Creative Cape Town Magazine is an annual publication now in its second year after a successful first edition. The publication:

- **Connects** the dynamic Cape Town Central City role players, policy makers and stakeholders;
- **Showcases** the Cape Town Central City partnerships and initiatives;
- **Promotes** the development of Cape Town Central City as a leading centre for knowledge, innovation, creativity and culture.

Creative Cape Town Magazine is produced in partnership with award-winning Bell-Roberts Publishing.

reader
ship
profile

Creative Cape Town Magazine 5000 copies printed:

- 2 500 copies reaches key Cape Town Central City stakeholders, including creative and knowledge economy players and government leaders
- 2 500 copies are distributed to delegates at the prestigious 32nd Annual Loerie Awards in October 2010
- In addition a small number will be delivered to influential players and policy leaders in other major centres in SA and internationally

sponsorship
opportunities

KEY SPONSOR (Limited to 2) **R15 000** excl VAT

- Your company name and logo on the contents page
- A double page full colour advertising/advertorial spread OR outside back cover position.
- A mention at the launch party as a key sponsor
- PLUS 100 copies of the magazine to distribute to your stakeholders

SPONSOR (Limited to 5) **R8 500** excl VAT

- Your company name on the contents page
- A single page full colour advert/advertorial
- A mention at the launch party as a sponsor
- PLUS 40 copies to distribute to your stakeholders.

DEADLINES

Booking deadline **16 July 2010**

Material deadline **30 July 2010**

Briefs for advertorials to be in by **15 June 2010**

To book Email advertising@bell-roberts.com or call Catherine on 021 465 9108
For more information contact Zayd Minty, Zayd@capetownpartnership.co.za



BELL-ROBERTS
PUBLISHING

MAGAZINE ADVERTISING RATES

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Creative Cape Town Magazine will be distributed to 5 000 key Cape Town Central City stakeholders, including creative and knowledge economy players and local and provincial government leaders. In addition to distributing to the more than 1000 organisations in the Central City, a small number will be delivered to influential players and policy leaders in other major centres in SA and some international players.

advertising
rates

| | |
|---|----------------|
| DOUBLE PAGE SPREAD (340 x 200mm) | R10 000 |
| SINGLE PAGE (170 x 200mm) | R6 000 |
| HALF PAGE HORIZONTAL (160 x 100mm) | R3 500 |
| HALF PAGE VERTICAL (78 x 200mm) | R3 500 |
| QUARTER PAGE (78 x 98mm) | R2 000 |

Advertising rates exclude VAT and 16.5% agency commission.

DEADLINES

Booking deadline **16 July 2010** Material deadline **30 July 2010**

Briefs for advertorials to be in by 15 June 2010. Advertorials carry an additional cost of 15% for design and production.

Double and single page advertisers receive 10 copies of the magazine to distribute to stakeholders.
Half and quarter page advertisers receive 5 copies of the magazine to distribute to stakeholders.

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