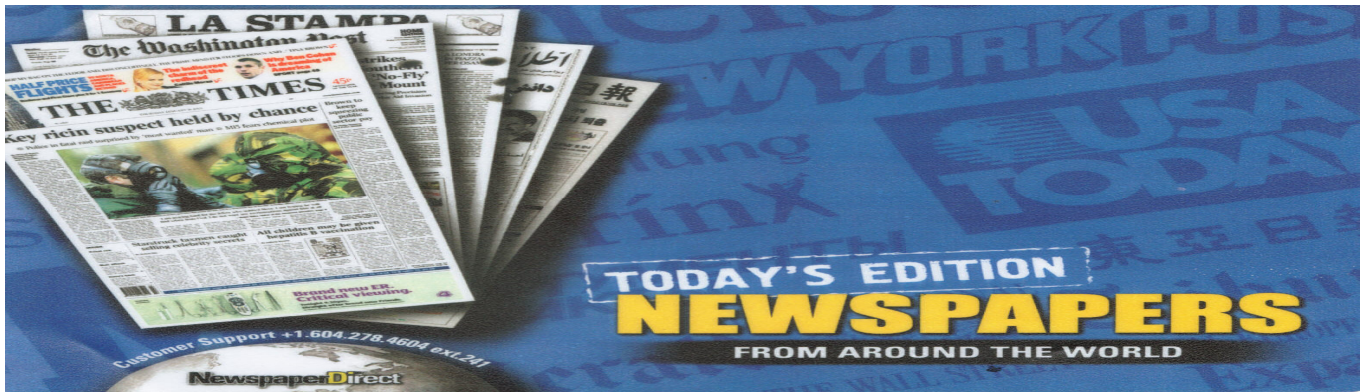


NewspaperDirect

Your Newspaper...Where You Are

ADVERTISING RATE CARD



PRODUCT DESCRIPTION

NewspaperDirect South Africa is licensed to print and distribute in excess of 750 Out-of-Market Daily International Newspapers from over 76 countries worldwide. These high quality, laser-printed newspapers are tabloid-sized replicas of the current day versions of high profile brands such as *The Times of London*, *The Wall Street Journal*, *The Daily Mail* and *Suddeutsche Zeitung* to name but a few, allowing international tourists and business travelers the luxury of enjoying up to date copies of their hometown newspapers whilst in South Africa.

TARGET MARKET and READER PROFILE

Readership is mainly the foreign tourist market, but we also service a number of local subscribers. Our readers are high net worth individuals staying at exclusive establishments and looking for the best in service and product. By advertising with us you can be sure your product or service is being seen by a very valuable and niche market sector.

DISTRIBUTION

All the top hotels use our service and have found it to be highly valued by their guests. The following is a small sample of our regular customers:

Cape Town:

- The Mount Nelson Hotel
- The Table Bay Hotel
- The Commodore Hotel
- Ellerman House Boutique Hotel
- The Radisson V&A Hotel
- The Vineyard Hotel
- The Cellars-Hohenort
- The Cape Grace
- The Victoria & Alfred Hotel
- The Bay Hotel

Johannesburg:

- The Melrose Arch Hotel
- The Westcliff
- The Saxon Boutique Hotel
- Ten Bompas Boutique Hotel
- The Hyatt Regency Hotel
- The Grace Rosebank
- The InterContinental Airport Sun
- The InterContinental Sandton
- The Sandton Sun

The following is a sample of our retailers:

Cape Town:

- Wordsworth Bookshop V&A
- Ulrich Naumann German Books
- CNA International Airport
- Exclusive Books Constantia
- Exclusive Books Airport (Domestic & International)
- Exclusive Books V&A Waterfront

Johannesburg:

- Exclusive Books, Airport (Domestic & International)
- Exclusive Books, Mandela Square Sandton
- Exclusive Books, Hyde Park
- Estoril Books, Sandown

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CIRCULATION

NewspaperDirect South Africa is a relatively new business concern, started in October 2005 which services both local subscribers and international tourists; the tourist season running from August through to April. Since our first year, we have added numerous hotels and have also increased our retailer presence from 2 to 12, giving us a huge market footprint and you, the advertiser a fast track route into the highly lucrative foreign tourist market!

To further enhance the product **NewspaperDirect** will afford **exclusivity to one advertiser** in each sector (i.e. only one tour guide or one restaurant will be allowed to advertising in our publications) – allowing them **direct access to this niche market** at the **expense of their competition**.

January and February 2008 has seen a year on year increase in volume of 35% on the prior year's circulation and stands at over 10 000 monthly country wide. It should also be noted that approximately 2 000 copies per month are communal copies at leading hotels and these will thus receive viewings by multiple hotel guests thus further increasing exposure for the advertiser.

SEASONAL ADVERTISING RATES (OCTOBER to APRIL)

(Please note that all rates are exclusive of VAT, advertising commission and artwork, if any)

1. Flagship A3 advert (280mm X 400mm) – left or right page : R 42,000
2. Half A3 page advert (280mm X 200mm) – left or right page : R 24,000
3. DL sized advert (200mm X 90mm) : R 9,000
4. Insert Brochure or Booklet (max A5 size) : R1,500 per thousand
5. Spine binding strip – R 17,500