

CapeTownMagazine.com

KaapstadMagazine.nl KapstadtMagazin.de

The largest internet magazine on Cape Town
and South Africa in English, German & Dutch.



Reaching the overseas market

CAPETOWNMAGAZINE.COM

COMPANY PROFILE

“The power of the internet used to it's fullest in three languages so as to promote the Mother City and South Africa; love it.” Sheryl Ozinsky

FORMAT CapeTownMagazine.com is an internet travel magazine that appears both online and as a monthly newsletter in three languages. The magazine exists in English (CapeTownMagazine.com), Dutch (KaaipstadMagazine.nl) and German (KapstadtMagazin.de).

BACKGROUND The idea behind the magazine was to develop the first internet magazine about Cape Town that integrates news, culture, tourism, music, movies and social upliftment initiatives; an internet magazine you would gladly recommend to friends visiting from overseas as a source of up-to-date information on the city & surrounds. The concept is based on the premise that information garnered from friends (i.e. word-of-mouth advertising) is usually the most effective marketing vehicle. So we set about to create an internet magazine that could act as the overseas visitor's surrogate first friend in Cape Town; the friend that shows you all the best tourist attractions and also lets you in on those hidden hotspots that only locals know about.

STONE The magazine's core strength is that its tone is not promotional, but warm and conversational – telling you everything you need to know about Cape Town in the same way that a good friend would.

TARGET MARKET & GROWTH* In its first year, CapeTownMagazine.com has become Cape Town's largest internet magazine on Cape Town in three languages. In the coming year, CapeTownMagazine.com is estimated to grow to 800,000 readers and 25,000 newsletter subscribers (compared to 350,000 readers and 12,000 newsletter subscribers from 2006-2007*). Our target market comprises of independent travellers, business travellers, the media, tour operators & South African residents.

*in 2008 a local version of the magazine will launch as 'CapeTownMagazine.co.za'. Further growth is forecasted to 1,4m readers in 2008-2009.

WHY ONLINE?

The majority of our key target market has high-speed internet connections. The global expansion of the internet in the last 12 years has made it the number one resource for information. And the internet is not just a youth marketing vehicle: 53% of our readers are 40 years or older.

WHY WORK WITH CAPETOWNMAGAZINE.COM?

We allow you to reach the overseas market before they have even arrived in South Africa; in their own language via a magazine article instead of an ad. We're not in the business of selling ads; we're in the business of developing long-term partnerships. Ask us about our showcases on large partners like Spier, Cape Grace or Pezula, or our smaller targeted showcases on quality partners such as The Showroom restaurant, Scuba Shack Dive Centre, The Roosevelt Club or Cabrinha Kitesurfing Centre. With us you can reach your target market in the most cost effective way possible to get optimum results.

READERSHIP PROFILE

- 350,000 readers from 2006-2007
 - 12,000+ subscribers to our monthly newsletter from 2006-2007
 - 800,000 readers forecasted for 2007-2008 (1.4m 2008-2009)
 - 25,000 subscribers forecasted for 2007-2008
 - 19% of readers are (South) African
 - 81% of readers are overseas
 - 69% of our readers come from Europe
 - 7% of our readers come from the USA
 - 2% of our readers come from South America
 - 3% of our readers come from Australia and Asia
 - 53% of readers are older than 40
 - 47% of readers are between 18 and 40
 - 14% of readers are between 18 and 23
 - 19% of readers are between 24 and 31
 - 14% of readers are between 32 & 40
- Of the people subscribing to one of the newsletter editions:
- 18% are resident in South Africa
 - 16% have visited SA 4 or more times already
 - 8% have visited SA 2 to 3 times already
 - 11% have visited SA once before
 - 47% haven't been to South Africa before

“CapeTownMagazine.com's niche is reaching the overseas market, in their own language, before they arrive, not selling but story telling, in the most cost effective manner possible. They deliver.”
Deon Goosen, Fun Car Hire

CONTENT PARTNERSHIPS

The core strength of CapeTownMagazine.com is reaching the overseas market, in their own language, for it's quality partners. Partnerships are highly recommended to all businesses in the tourism industry as well as other companies catering for the overseas market (such as the real estate industry and the film industry).

It is important to consider a partnership with CapeTownMagazine.com as an essential part of your marketing strategy to reach overseas visitors before they arrive in South Africa.

WHAT YOU GET:

1. FULL YEAR (12 EDITION) FEATURES & PRIME EXPOSURE
365 days exposure to our target market, including front page coverage; features in the relevant sections, cities & suburbs as well as links to related articles.

2. FEATURES WRITTEN BY EXPERIENCED FEATURE WRITERS
No design costs on your side. Our professional writers will write content features tailored to appeal to your target market.

3. THE TRANSLATION OF FEATURES FOR DUTCH & GERMAN EDITIONS
Your articles will be translated and featured for a full year on the German and Dutch internet magazines.

4. AN IMAGE GALLERY TO ACCOMPANY YOUR FEATURES
A photographic slideshow will accompany each article in all three language editions.

5. NEWSLETTER FEATURES IN ALL THREE LANGUAGE EDITIONS
Your article will be included in all three newsletter language editions (tourists, tour operators and media representatives worldwide subscribe to our monthly email newsletter).

6. PRESS OFFICE ARTICLES
By submitting regular news & press releases for publication in our 'new articles' section, your press release will be interspersed with other topical news articles to keep you top of mind.

7. PRESS OFFICE EVENTS
Your events showcased on CapeTownMagazine.com on a weekly, monthly or yearly basis to our targeted readership.

8. SEARCH ENGINE OPTIMISATION
Your features are 'optimised' in all three languages to ensure that search engines will pick up your features fast and very well on targeted searches in the different languages because of our rankings.

9. INCLUSION IN RSS & GOOGLE EARTH MAP
RSS feeds ensure immediate distribution of any new articles and events on CapeTownMagazine.com to people who have indicated that they want to receive it, worldwide. According to Gearthblog.com (31-10-06) our Cape Town Google Earth Map is the first of its kind.

10. INCLUSION IN MEDIA VISITS*
We have already assisted 11 large overseas newspapers, lifestyle magazines, internet publications and TV channels with media visits to Cape Town. We introduce these media channels to our suitable partners at no extra cost.

“CapeTownMagazine.com's Central Reservations Number booked 45 Safaris for us in only four days.”

Mandi Hodgson,
Aquila Private Game Reserve



PARTNERSHIP PACKAGES

Entry Partnership	From R1.500 & R285 per monthly edition*
Press Office Partnership	From R3.900 & R485 per monthly edition*
Premium Press Office Partnership	From R8.000 & R585 per monthly edition*
Premium Content Partnership	Tailor-made partnership from R2.800 per monthly edition*
Destination/Strategic Partnerships	Discounted combination of the above**

* Prices subject to change without notice. Discounts applicable for members of joining tourism organisations.

** A specific industry, province or region joins with a number (min. 10) of the above mentioned partnerships or facilitates in the process as an industry organisation. It can therefore receive strong structural & strategic exposure in the different parts of the magazine, news and event sections the whole year through and have special sections in the monthly newsletters, truly bringing out the industry/region. Costs benefits for all partners and free inclusion of a number of PDI partners included. Cost: combination of partnerships mentioned above depending on set up and number of partners.

ADVERTISING VIA BANNER CAMPAIGNS

CapeTownMagazine.com also offers companies the opportunity to push targeted campaigns to its readership via banner campaigns. Run-of-site or more targeted campaigns for specific sections can be arranged for premium exposure for specific products in specific languages or to drive larger events. This can be done in combination with newsletter advertising & content partnerships as well.

Banner Campaigns

FORMAT	MEASUREMENTS
skyscraper	120x600
block	220x240
large banner	468x60
mast head	720x90

Contact info@capetownmagazine.com or phone us at 078 686 7505 for our rate card & more information on campaigns & tailor-made advertising options.

THE BENEFITS OF PARTNERING WITH US

- Having your product featured on the largest internet magazine about Cape Town & South Africa in three languages.
- Reaching your overseas target market.
- Reaching the overseas visitor multiple times before arrival and/or the whole year through, until they return to Cape Town.
- Reaching your target market in their own language, i.e. English, German and Dutch.
- Being the article, instead of just an ad.
- Getting targeted readers through better Search Engine Rankings
- Channeling more visitors to your own website via our features & links.
- Reaching subscribed media & tour operators.
- Complimentary inclusion in media visits, Google Earth maps & RSS.
- Monthly access to your target market, media & tour operators.
- We provide you with a cost effective solution to reach your objectives. CapeTownMagazine.com is not in it to "sell an ad". We are in it to establish win-win partnerships with quality partners to grow a fantastic destination together.

PARTNERSHIP CONTACT:

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They managed to fill 5 boats in one weekend during a joint promotion. We are including their logo on all our flyers in the coming year.

PADI 5 Star Dive Centre Scubashack



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