



RATES  
FOR  
**2016**



**FANCOURT**  
LIFESTYLE & LEISURE

**HEAD OUT ON THE HIGHWAY**  
TOP MOTORBIKE RIDES FROM GEORGE

**FOODS OF THE FOREST**  
*The Garden Route as a forager's paradise*

**SIMPLY THE BEST**  
*Fancourt's The Links is still number one*

COMPLEMENTARY COPY  
WINTER 2016





FANCOURT

Celebrating Life

# THE OFFICIAL IN-HOUSE PUBLICATION FOR FANCOURT HOTEL AND COUNTRY CLUB ESTATE

*Fancourt Lifestyle & Leisure* is a biannual publication, and the definitive information source on all recent developments at Fancourt. It highlights Fancourt's vital contribution to the South African golfing and hospitality industry. There is a specific focus on the lifestyle and leisure pursuits of the magazine's affluent readership. The content and layout are designed to inspire the imagination, and showcase the elegance, sophistication and style that have become synonymous with the Fancourt brand.

## Circulation

ABC certified: 5 000 copies

## Distribution

Complimentary copies are placed in all the hotel rooms, suites, conference rooms, Club House, Wellness Centre and Spa, as well as sent to all Fancourt official supply contractors, frequent guests, timeshare owners, homeowners and travel/tourism partners for the six-month duration of each issue. Frequency is twice annually (printed in May and November).

## Features

Included in *Fancourt Lifestyle & Leisure* are features that reflect lifestyle living at the estate. On occasion, household names such as Gary Player and Ernie Els contribute to the editorial content.

## Material specifications

Sizes (mm) Full page

Bleed 302 x 215

Trim 297 x 210

Type 287 x 200

Our production department will contact you with regards to deadlines and full technical specifications.

## Members

Age 30-90

Income group A+

70% Local market

30% Foreign market

## Estate living

110 lodges

280 residential houses

80 new residential housing developments will be constructed during 2016

## Accommodation

150 rooms

34 manor house rooms

55 garten studios

37 executive rooms

## Occupancy rate

Weekends: full all year round

Winter (April-September): average 80%

Summer (October - March): average 100%

Average two guests per room per day

## Conclusion

We offer optimum exposure directly to an exclusive target market – one which is confirmed, and not just aspiring.

Many thanks for your consideration, and we hope to be able to include you in the next edition of *Fancourt Lifestyle & Leisure*.



Fancourt advertising sales manager: Jonathan Abramowitz – JonathanA@hsm.co.za – 071 458 6398

21st Floor, Metlife Centre, 7 Walter Sisulu Avenue, Foreshore, Cape Town 8001, PO Box 8145, Roggebaai 8012, Tel: +27 21 416 0141 Fax: +27 21 418 7312 , www.hsm.co.za

ltd 2004/031056/07

Directors: B Allie, K Ferguson (UK), M Ngoasheng, R Nicolle, N Page, A Walker





FANCOURT

Celebrating Life

Reach a discerning audience by aligning your brand with *Fancourt Lifestyle & Leisure* magazine

# RATE CARD 2016

HALF PAGE FULL COLOUR:.....	R14 950
INCLUDING AGENCY COMMISSION:.....	R17 905
FULL PAGE FULL COLOUR:.....	R24 950
INCLUDING AGENCY COMMISSION:.....	R29 880
INSIDE BACK COVER:.....	R35 950
INCLUDING AGENCY COMMISSION:.....	R43 054
DOUBLE PAGE SPREAD:.....	R49 950
INCLUDING AGENCY COMMISSION:.....	R59 820
OUTSIDE BACK COVER:.....	R53 950
INCLUDING AGENCY COMMISSION:.....	R64 611
INSIDE FRONT COVER:.....	R57 950
INCLUDING AGENCY COMMISSION:.....	R69 400
DPS MOTORING ADVERTORIAL:.....	R39 950
INCLUDING AGENCY COMMISSION:.....	R47 850
BUY AND LARGE, SPONSORED EDITORIAL:.....	R9 950
INCLUDING AGENCY COMMISSION:.....	R11 917

ALL THE ABOVE EXCLUDE VAT AND PRODUCTION COSTS, IF APPLICABLE.



Fancourt advertising sales manager: Jonathan Abramowitz – JonathanA@hsm.co.za – 071 458 6398

21st Floor, Metlife Centre, 7 Walter Sisulu Avenue, Foreshore, Cape Town 8001, PO Box 8145, Roggebaai 8012, Tel: +27 21 416 0141 Fax: +27 21 418 7312 , www.hsm.co.za

ltd 2004/031056/07

Directors: B Allie, K Ferguson (UK), M Ngoasheng, R Nicolle, N Page, A Walker