



2017 RATES



MATERIAL DEADLINE

To be advised in writing by HSM Ad Traffic Department.

CANCELLATION FEE:

50% before and 100% after any material deadline given in writing by HSM Ad Traffic Department.

ALL RATES EXCLUDE VAT



2017 RATES

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COST PER THOUSAND (CPM)

Half Page	R32 950
R506 / 1000	
Full Page	R49 950
R768 / 1000	
Inside Back Cover	R54 950
R845 / 1000	
Outside Back Cover	R62 950
R968 / 1000	
Double Page Spread	R74 950
R1153 / 1000	
Inside Front Cover DPS	R79 950
R1230 / 1000	R79 950

All rates exclude VAT

ADVERTISING PACKAGES

The above rates include campaigns across Print, Desktop, Mobile and Social Media

CIRCULATION

65 000 copies (ABC audited at 64 493 copies for the period Jun - Sep 2016)

DISTRIBUTION

50 000 copies for Private distribution;

- Copies posted on request to the homes of the Private Platinum & Black cardholders.

15 000 copies for Corporate distribution;

- 8000 copies to the secretaries and PA's of blue-chip companies such as Anglo American, Barloworld, Coca-Cola and De Beers who use Diners Club as their preferred card to settle all Travel & Entertainment expenditure.
- 2500 copies to Standard Bank Private Banking & Private Client Suites.
- 2000 copies to the Premier Lounges at OR Tambo, Cape Town International and Durban International airports.
- 2000 copies to leading 5-Star establishments such as The Saxon Hotel, The One & Only, Zimbali Fairmont Hotel, Ebotse Golf Club and Hartford House.
- 500 copies to leading ASATA Travel Agents and Travel Management Companies.

DEMOGRAPHIC PROFILE

LSM 10

Male 65%

Aged 30 - 50 67%

English 70%

JHB 51%

Minimum earning of R37 500 per month

FREQUENCY

April 2017

August 2017

November 2017



HIGHBURY
MEDIA



FOR ANY ADVERTISING ENQUIRIES, PLEASE CONTACT CLIVE KOTZE ON 021 416 0141 OR CLIVE@HSM.CO.ZA



"Excellent response by the consumer to adverts!" **CELLINI LUGGAGE - Alistair Seegers, marketing director**

"Signature Magazine allows us to speak directly to our target market, we've always had good results and positive feedback after advertising in Signature!" **MIELE - Liam Gawne, product manager**

"As per our telephonic conversation I would like to confirm that we have received a good couple of leads who have stated that they saw our ad in the Signature magazine."

"Just dropping you a note to say that Signature has been great for us. Thanks for the support as well you've given us as well!" **PATEK PHILIPPE - Angelina Tan, GMT Africa (Patek Philippe Timepieces, The Watch & Jewellery Gallery).**

"I'm happy to say that we regularly use the publication and are impressed with its look and feel as well as its reach." **LEXUS - Clynton Yon, product communications manager**

"Impressed" - **BREGUET - Jose de Cardoso, CEO, Swatch Group**

"Just to let you know, I received all my magazines today and they look amazing. What a stunning magazine you guys have." **BRICS LUGGAGE - Genevieve Wight, marketing manager**

"I am pleased to see some of the Luxury Brands advertised in your magazine. It is important also that you are reaching the correct target market." **OMEGA - Gerald Garbers, brand manager, Swatch Group**

"Signature has become a credible luxury title with an impressive look and feel." **LONGINES - Tanya Miles, brand manager, Swatch Group**

"I think your magazine is fantastic and one of the best reads in South Africa" **JEWELLERY DESIGN COMPANY - Mark Kopelowitz**

"Signature is the customer magazine for Diners Club international (published by Highbury Safika Media) and it had a little make-over recently. This is the first issue in the new look, and the cover image is what caught my attention immediately. I'm a big Sydney fan, and after reading the online edition of Signature (free if you register), I'm also now a fan of Signature magazine..." **MARKLIVES.COM**

"I just want to congratulate you on the current issue of Signature. It is a great read and so well supported" **DINERS CLUB MEMBER - Mike Stormer, Pelham Advertising**

"Thought I would drop you a note to let you know that the current issue of Signature is one of the best I have received to date. Professional touch and interesting." **DINERS CLUB MEMBER - Craig Hemmes, Managing Director, Future Electronics South Africa**



"Signature Magazine is the perfect combination of style and elegance, exactly what LG Electronics new range of Premium TV products stands for, and therefore advertising in the publication was a perfect match. The clientele to which Signature reaches is whom LG Electronics would like to engage with and this is evident in the fact that a possible direct lead and sale was generated from a recent advert in the publication." **LG - Gavin Spark, Electronics Brand Manager, Home Entertainment, TV Product Marketing Team**



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