



REFINED

A COLLECTION OF SUB-SAHARAN AFRICA'S FINEST PROPERTIES FROM FINE & COUNTRY

Rate Card 2021

Official Magazine for Fine & Country South Africa

Refined Magazine is the glossy lifestyle and property magazine as published quarterly on behalf of Fine & Country South Africa.

Fine & Country appreciates that the most exclusive and more expensive properties require a more compelling, sophisticated, and intelligent presentation.

Refined Magazine is the perfect presentation for a wide selection of the finest property for sale, in a traditional format that mirrors the lifestyle to which Fine & Country clients aspire – from country estates in the UK, to the vineyards of South Africa and investments abroad. As such, the magazine serves as an ongoing source of reference for potential buyers and sellers.

“With Arguably the best address in the world – Park Lane, London – Fine & Country reach the markets other agents cannot reach and provide its clients with the best of all worlds – local, national and international buyers and sellers.”

Refined Magazine offers a sophisticated look and feel, intelligent editorial, and creative layout that captures the lifestyle and interests of the high net worth reader. This coffee table-quality publication provides a selection of feature articles that cover a wide spectrum of upmarket trends, including:

- Interior design
- Green development
- Home décor
- Exclusive travel
- Premium motoring, and
- Expert advice to buyers and sellers

As a quarterly publication with only ten pages of advertising available, promotional space in **Refined Magazine** is limited and in demand, so early booking is advisable.

DISTRIBUTION

Refined Magazine is a national publication that is distributed through more than 50 Fine & Country agencies to select clients. The magazine is hand delivered to prospective Fine & Country clients who qualify to purchase properties of R2 million or more.

Each edition of **Refined Magazine** is available online at www.freemagazines.co.za and boasts close to 15,000 unique monthly digital subscribers.

“We don’t just sell homes – we sell a lifestyle to which our clients aspire. People buy as much into the lifestyle of the property and its location as they do the bricks, mortar and dimension of its construction.”



ABOUT FINE & COUNTRY

Fine & Country is a global network of licensed real estate offices specialising in the marketing, sale and rental of luxury residential property. With its origin in the UK, offices in over 275 locations worldwide, Fine & Country has established itself as one of the leading real estate brands in South Africa. Fine & Country South Africa, with its Head Office in Sandton, boast more than fifty agencies in Gauteng and the Western Cape that represent commercial and residential properties, including exceptional country homes, farms, lodges, guesthouses, and developments.

A major strength of Fine & Country is the ability to market property on a local, regional, national and international level. Fine & Country's showroom in London is amongst the very best in Europe, attracting clients from all over the world. The Fine & Country International Property Centre serves not only the lucrative London market, but also provides marketing services for Fine & Country agencies in South Africa, and serves as a vital hub for referring clients from all over the world.

Insertion Rate	1 INSERTION	2 INSERTIONS	3 INSERTIONS	4 INSERTIONS
Double Page Spread	R33,250	R31,670	R30,230	R28,915
Full Page	R19,950	R19,000	R18,135	R17,350
Half Page	R11,470	R10,925	R10,430	R9,975
Prime Pages				
Inside Front DPS	R38,235	R36,415	R34,760	R33,250
Next To Contents	R21,945	R20,900	R19,950	R19,085
Inside Back Cover	R21,945	R20,900	R19,950	R19,085
Outside Back Cover	R23,940	R22,800	R21,765	R20,820

ISSUE	Mar - May	Jun - Aug	Sept - Nov	Dec - Feb 2022
EDITORIAL DEADLINE	15/01/2021	09/04/2021	12/07/2021	11/10/2021
COVER DEADLINE	28/01/2021	23/04/2021	26/07/2021	25/10/2021
MATERIAL DEADLINE	28/01/2021	26/04/2021	28/07/2021	27/11/2021

Terms & Conditions:

- All rates are for full colour insertions and includes Agency Commission and exclude VAT.
- Payment options are specified on booking form. For series bookings, pay upon receipt of invoice for each edition.
- Cancellation deadlines are the same as booking deadlines.
- Clients who fail to supply copy / photographs / finished advertising material by deadline will be billed for the space booked and the right to refuse/edit advertorial is reserved.

EDM

[Electronic Digital Mailer] / Newsletter Rates

	In-Line Banner [3 x available per weekly EDM]	Main Bottom Banner [1 x available per weekly EDM]	Button [3 x available per weekly EDM]	Snippet [Image / 100 words / url link [1 x per advertiser]	Advertiser Exclusive EDM [per Advertiser: EDM - 1 per week]
	R3,290	R5,480	R4,290	R6,250	R12,290
Size/Requirements per EDM Advertising Element: [Hyperlinked to url landing page/s supplied by advertiser or hyperlinked to Advertisement/Editorial in Digimag.]	800px width 120px height	800 px width 300px height	200 px width 200 px height	Advertiser supplied 100 words [in .doc format] + 1 x high res image + url link to embed in Snippet with direct click through to advertiser landing page	This emailer we custom design for advertiser booking this option. The EDM includes only advertiser sup- plied content and all elements in the email are hyperlinked to advertiser supplied url landing page/s [ad- vertiser website landing page/s]. TCB Media custom designs this/these EDM's on behalf of Advertiser

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REFINED DIGITAL

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