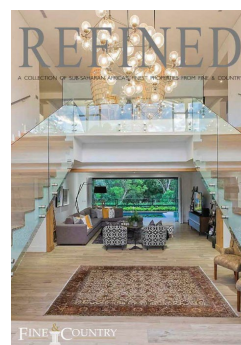


REFINED

A COLLECTION OF GREAT BRITAIN'S FINEST PROPERTIES FROM FINE & COUNTRY

Rate Card 2019

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.

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.

Refined Magazine is also distributed to airport lounges, upmarket boutique hotels and exclusive leisure clubs.

"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."

READERSHIP (25,000)

AGE GROUP

24–34	15%
35–45	20%
46–57	40%
57 plus	25%

GENDER

Male	46%
Female	54%

LANGUAGE

English	76%
Afrikaans	15%
Other	9%

LSM

LSM 10 High	100%
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PERCENTAGE OF READERS WHO

Own one or more property	81%
Own two or more cars per household	73%
Are interested in renovating	55%
Keep Refined Magazine as reference	41%
Have a personal monthly income of R50 000+	74%
Travel overseas at least once a year	28%
Invest in shares	18%
Invest in art	10%

Each edition of **Refined Magazine** is available online at www.freemagazines.co.za and boasts 10,500 subscribers.

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.

"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."



INSERTION RATE	1 INSERTION	2 INSERTIONS	3 INSERTIONS	4 INSERTIONS
Double Page Spread	R33,250	R31,667	R30,227	R28,913
Full Page	R19,950	R19,000	R18,136	R17,348
Half Page	R11,471	R10,925	R10,428	R9,975
PRIME PAGES				
Inside Front DPS	R38,238	R36,417	R34,761	R33,250
Next To Contents	R21,945	R20,900	R19,950	R19,083
Inside Back Cover	R21,945	R20,900	R19,950	R19,083
Outside Back Cover	R23,940	R22,800	R21,764	R20,817

MATERIAL SPECIFICATIONS			
SIZES	TRIM (mm)(hwxw)	BLEED (mm)(hwxw)	TYPE (mm)(hwxw)
DPS	297 x 420	307 x 426	287 x 410
Full Page	297 x 210	307 x 220	287 x 200
Half Page (Vertical)	297 x 100	307 x 110	277 x 85
Half Page (Horizontal)	145 x 210	155 x 220	125 x 190

Please supply material in print optimised high resolution (300dpi) PDF format with a colour proof**. All fonts must be embedded.
**If proof is not supplied, TCB Media cannot be held responsible for colour matching in the final product.

ISSUE	Dec - Feb 2018	Mar - May	Jun - Aug	Sept - Nov
EDITORIAL DEADLINE	19/09/2018	11/01/2018	9/04/2018	09/07/2018
COVER DEADLINE	19/10/2018	15/02/2018	23/04/2018	26/07/2018
MATERIAL DEADLINE	17/01/2018	18/02/2018	24/04/2018	17/08/2018

Terms & Conditions:

- All rates are for full colour insertions and include 16.5% Agency Commission and exclude VAT.
- 5% Discount with payment upon placement. Payment options are specified on booking form. For series bookings, pay upon receipt of invoice for each edition.
- Third page strip adverts are limited to 10 per edition. Placement at the discretion of the editor.
- 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.



Laptops & Desktops



Tablets



Smart Phones

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Also available on your favourite platform at www.freemagazines.co.za



Four time award-winner of the Best
International Real Estate Agency Award