

PRIVATE EDITION

2019 MEDIA KIT

EXCLUSIVE LUXURY | EXCLUSIVE REACH

Brand philosophy

For over 10 years Private Edition has been covering what matters most to our discerning and affluent audience, showcasing South Africa's and the world's finest products, services and experiences through both editorial and advertising, and embracing every aspect of fine living, unexpected bespoke service and intriguing inventions and interests.

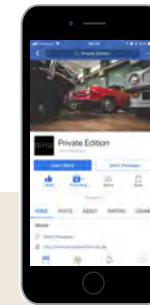
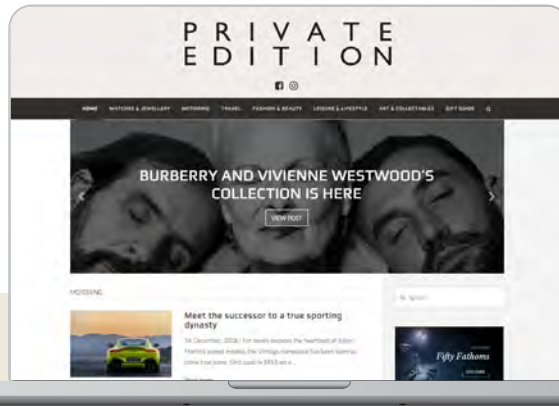
The brand, in print and digital, speaks to a reader whose strong purchasing power is matched by an understanding of the choices available to them.

Private Edition readers are astute global thinkers who follow local and international news and trends. The assurance of quality is key to these readers' decision-making. And quality will always trump mere 'cool'.



Bespoke media solutions across all platforms

With a reach of 125 000 high net worth South Africans, Private Edition is the leader and authority on true high-end luxury.



MAGAZINE

- Exclusive partnerships
- Brand adverts
- Advertorial features
- Expert columns/opinions
- Profiles
- Cover brand placements
- Sponsorships

WEBSITE

- Home page slider
- Category sponsorship
- Image galleries
- Video
- Banners
- Digitentials
- Full brand amplification for extended reach

NEWSLETTER

- Exclusive newsletter
- Curated newsletter
- Sponsored feature in our bi-weekly newsletter

SOCIAL MEDIA

- Targeted and boosted Facebook and Instagram posts
- Lead capturing
- Remarketing

EXCLUSIVE EXPERIENCES

- Private Gatherings are not events but discreet gatherings at some of SA's flagship hotels and private venues where top end brands, experts in the field, and our valued partners and guests share exclusive experiences from rare whisky tastings to industry



Editorial

Private Edition is the eye on the luxury and investment zeitgeist and authoritatively covers all aspects of this affluent lifestyle, delivering unique insight, surprising stories and rich imagery on everything from art, fashion, watches and jewellery to yachts, cars, décor, technology and fine wine.

Private Edition is glamorous, and revels in the luxury of detail. An engaging mix of local and international writers, photographers and illustrators create and curate thought-provoking features, insightful profiles and insider information and inventions, with a discerning readership in mind.

Our magazine pages remain printed on exceptional paper and, in an era of formulaic content production, our stories and design are original and intriguing.

Editorial pillars

Our stories aim to pursue the different, lean towards experience, push limits and always offer great style.

LUXURY INVESTMENT

Alternative investments offer more than just the promise of cash returns, they allow people to indulge in their passions. But with the prospect of returns over and above those offered by traditional, and currently uncertain, markets, the glamorous side of investment remains a seductive proposition. Private Edition delves deeper into the people and places and value behind the products appreciated by investors and collectors around the world.

ACCELERATE

If, 20 years ago, you'd asked someone to sum up what goes into a luxury car, the equation would have been: wood + leather = luxury. These days it's about design, innovation, exclusivity, and customisation, and the emotional connection that you feel when you drive that beast. Private Edition connects the reader to driving experiences, educates them about trailblazing innovations and celebrates the beauty of car design. Innovation, adventure and elegance are also embodied in aviation and marine, and we focus on the worlds of wings and water too.





WATCHES AND JEWELLERY

Our watches and jewellery sections cover the latest news, innovations and trends, and show off the classic beauties, audacious moderns and singular spoils and collectables, from the world's most covetable brands. In every issue - and with absolute focus, in Private Time - we feature a selection of the world's most luxurious timepieces, and exclusive report-backs on Salon International De La Haute Horlogerie and Baselworld each year.

STYLE

Whether we're admiring the latest 'London cool' of a British brand or the finesse of the French, we won't forget to look local when sharing next season's fashion trends. Our fashion content is carefully curated, from statement pieces to accessories as well as industry news. In beauty and grooming, we explore the innovation, routines and features of products that are on the forefront of skin regeneration and wellness.



DESIGN & DÉCOR

Private Edition design and décor content speaks to readers who invest capital in real estate and look to experts for design innovation. From new frontiers in architecture to ecologically sound infrastructures, from fabrics and furnishing to fine finishes, we inspire and stimulate readers to surround themselves with the genius of top designers, artists and craftspeople.

TRAVEL

Private Edition travel includes bucket-list destinations that inspire and delight, hotels and transport that offer a level of service that sets them apart, and insights into the best places to eat, shop and explore from some of the best local and international travel writers and photographers. The Private Edition reader travels more frequently than the average tourist, both for business and pleasure. Our travel stories attract highly engaged readers who have the desire and the means to pursue the luxury of authentic experiences.

FINE DINING, WINE AND SPIRITS

We feature luxury experiences, events and products that excite us in the fine wining and dining space. People say winemakers and Master Blenders are part technician, part artist. The same can be said of culinary masters as they experiment and concoct flavours, foods and techniques beyond our imagination. Private Edition delves deeper into the people and places behind the products appreciated by connoisseurs around the world.





NEWS

The fast-paced news pages profile the best and latest products and people in every aspect of the luxury lifestyle and industry news: watches, jewellery, fashion, beauty, cars, bikes, yachts, décor, property, design, architecture, art, fine food and drink, travel and tech.

PHOTO ESSAY

The Private Edition photo essays give you a close-up look at places and characters you might not otherwise have encountered. Some illustrate contemporary social trends, some showcase our incredible natural world, and yet others bring fearless explorers into the spotlight. They all tell stories, and serve as a reminder that at its best, photography is a storytelling tool.

END NOTE: THE BEST...

A beautifully written and personal story by specialists in their field – a mix of South African and international experts.

“The best...
... book I ever read” by an author

“The best...
... glass of wine I ever tasted” by top
sommelier/master blender



Editorial Calendar 2019 Special Focus Issues

APRIL Motoring

With the dust settled on the new model launches of 2018, we round up the best of the year's supercars, sport cars and luxury SUVs.

JULY Private Time

SIHH and Baselworld sees the release of thousands of new watch editions. In Private Time we focus on a handful and outstanding examples of ingenuity, imagination and craftsmanship.

SEPTEMBER Design & décor

Luxury design moves with the times and shifts perspectives, from material opulence to rarity. We cover the latest in trends, interviews with industry shapers and inspired interior know-how.

DECEMBER Luxury Unwrapped

We present the most beautiful festive gifts in the best possible taste - thoughtful, unusual, bespoke and with a shelf life that will long outlast the seasonS.

Reader profile

Our readers buy luxury cars, are well-travelled, well-dressed, enjoy solo sports and activities, are game for extreme adventure, invest in beautiful properties and collect and appreciate fine wines, art, vintage cars and other rare items.

Our print target market is a small group (less than 1% of the population) with a combined wealth estimated at \$184 billion. Highly sought-after and difficult to reach, our readers are as selective about choosing information sources as they are about sharing their time and attention. Trust and respect are critical – and what they read says a lot about them.





WHERE THEY LIVE

Gauteng	50%
Western Cape	22%
KZN	11%
Other	17%

THEIR AGE

25 – 34	13%
35 – 49	42%
50 +	45%

RACE BREAKDOWN

White	56%
Black	31%
Indian/Asian	7%
Coloured	6%

HOUSEHOLD GROSS MONTHLY INCOME

R500 000+	26%
R250 000 - R500 000	22%
R200 000 - R250 000	9%

Source: Brandmapp SA Lifestyle survey



Unique distribution

We print 17 000 copies of Private Edition magazine which are distributed to a targeted, niche audience. What makes Private Edition's print magazine and digital newsletter distribution unique is our exclusive databases. Many of the copies are addressed directly to HNWIs.

THE MAGAZINE IS DELIVERED TO

- SA's top 1 600 JSE company CEOs and chairmen
- McLaren, Rolls Royce & Aston Martin owners (Daytona clients)
- Lew Geffen Sotheby's International Realty's top clients
- 75+ most affluent streets for SA's ultra-wealthy
- 45+ leading SA five-star hotels including Relais & Chateaux establishments
- 20+ leading international airport lounges in SA and Africa
- Leading international airline suites in SA
- Virgin Active's Classic Collection Clubs
- Hyde Park Corner and The Diamond Walk
- VIP guests at exclusive, invitation-only events
- Selected media and blue-chip advertisers
- Motoring dealerships: Bentley, Ferrari & Maserati



RATES

FP	DPS	IFC DPS	IBC	OBC
R38 500	R68 500	R78 500	R45 000	R52 500

Prices exclude VAT and agency commission.
Guaranteed positions carry a 15% loading.

BOOKING SCHEDULE

ISSUE	APRIL	JULY	SEPTEMBER	DECEMBER
Booking deadline	1 March	31 May	16 August	1 November
Material deadline	8 March	7 June	23 August	8 November
On street	1 April	1 July	17 September	3 December



Digital

Private Edition website, Facebook page and newsletter are guides to the luxury lifestyle. The content is a balance of smart story-telling and the latest lifestyle news about what matters most to this discerning market.

Our digital team write and curate daily updates, reviews, happenings and features in the world of luxury.

PE-exclusive unique digital platforms have a combined reach of 58 925.

Content pillars

WATCHES & JEWELLERY

Our watches and jewellery sections cover the latest news, innovations and trends, and show off the classic beauties, audacious moderns and singular spoils and collectables, from the world's most covetable brands.

MOTORING

The latest in exclusive automobiles – whether high-performance supercars, opulent limousines or super SUVs.

TRAVEL

Private Edition travel includes bucket-list destinations that inspire and delight, hotels and transport that offer a level of service that sets them apart, and insights.

FASHION & BEAUTY

Whether we're admiring the latest 'London cool' of a British brand or the finesse of the French, we won't forget to look local when sharing next season's fashion trends.



LEISURE & LIFESTYLE

Experiences, events and products related to fine dining, wine and spirits, and luxury property, architecture and design and decor.

ART & COLLECTABLES

Luxury investments offer more than just the promise of cash returns, they allow people to indulge in their passions. We delve into the news, people, places and value behind the products appreciated by collectors around the world.

Special Content Features 2019



FEBRUARY SIHH

The horological launches and innovations coming out of SIHH as they happen.

MARCH Motoring

With the dust settled on the new model launches of 2018, we round up the best of the year's supercars, sport cars and luxury SUVs.

MAY Travel

Stay in touch with the latest openings and refurbishments in luxury travel destinations around the SA and the rest of the world.

JUNE Private Time

Our take on the finest watches and latest developments in horology coming out SIHH and Baselworld.

SEPTEMBER Yachting

We round up the latest luxury boat launches – power and sail, and the best suites at sea.

NOV/DEC Golf

Exclusive adventures in the realm of golf, including travel, golf estates and more.



Website

Uniques	10 152
Page views	31 583

Source: Google Analytics, November 2018

DIGITAL USER PROFILE

- Over 70% are male
- Almost 90% are in the 35-50+ age brackets
- 66% have a post graduate degree
- 80% live in either Gauteng or the Western Cape
- 37% have R80 000+ per month household incomes
- 45% own 2 or more residential properties
- 23% have assets, excluding property, worth R5 million+
- 79% own their home
- 67% have a home loan
- 80% subscribe to newsletters
- Over 90% are on social media and here's where they are:
 - 67% Facebook
 - 42% Instagram
 - 61% LinkedIn
 - 70% YouTube

Source: Brandmapp SA Lifestyle survey 2018

Facebook

Private Edition's social content thrills a passionate community of connected luxury connoisseurs, providing a daily burst of indulgence and inspiration on the most beautiful and coveted products and experiences.



STATS

Facebook Likes

+ 41 000

Average campaign reach

53 815

Average campaign impressions

156 644

WE TARGET THE RIGHT BASED ON:

BROAD DEMOGRAPHICS

Education level university graduates & above

Age 28 - 60yrs +

Gender all

GEOGRAPHIC LOCATIONS

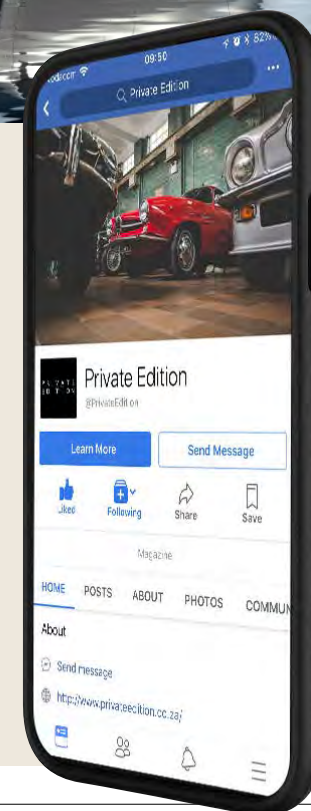
■ Top 40 suburbs by average property prices in SA

BEHAVIOURS


■ Prefer high value goods (maps roughly to LSM 8, 9, 10)

■ Frequent international travellers


72% of the Private Edition Facebook community is between 25 and 54 years old.



“Having owned this model for years, it is still a pleasure”



PRIVATE EDITION




Christie's sale of Magnificent Jewels, which took place at the Hotel des Bergues in Geneva on Tuesday, had a combined total of \$126,312,257. The gorgeous pink diamond above was responsible for a substantial part of that. Read more below and about Aston's first SUV...

Catherine

LUXURY IN NUMBERS

Earlier this week Harry Winston bought the 18th-century Pink Legacy diamond for \$50,375,000 during Christie's Magnificent Jewels auction in Geneva.




WATCHES & JEWELLERY

A tribute to wartime technology

As part of the Seamaster 70th Anniversary celebrations, Omega is releasing four limited edition tributes to the early battle-proven timepieces.

READ MORE




LIFESTYLE & LUXURY

Inside the Guggenheim Sommelier Awards

The highest honor in the wine world was crowned the winner of the first Essential awards held in Beijing.

READ MORE



ASTON MARTIN

Aston Martin's first SUV comes alive

DSX is said to be unveiled in the first quarter of 2019.

READ MORE

Newsletters

The newsletter is the ideal platform to drive brand recognition and lead generation for advertisers while providing timely news about our readers' passions.

The Private Edition newsletter is delivered every second Friday and acts as a round up of the stories on the site and new ones touching on all aspects of a luxury lifestyle.

Subscribers	8 638
Open rate	13.38%





DIGITAL ADVERTISING PACKAGE

ADVERTISING ON PRIVATEEDITION.CO.ZA CONSISTS OF A PACKAGE OF ELEMENTS:

- Homepage exposure
- Feature story in Private Edition editorial style
- A Facebook post
- Exposure in our fortnightly email newsletter
- Amplification

TOTAL COST FOR ONE MONTH'S ONLINE EXPOSURE: R19 500



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