

PRIVATE EDITION

2024 MEDIA KIT

EXCLUSIVE LUXURY | EXCLUSIVE REACH

Brand philosophy

For over 14 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.

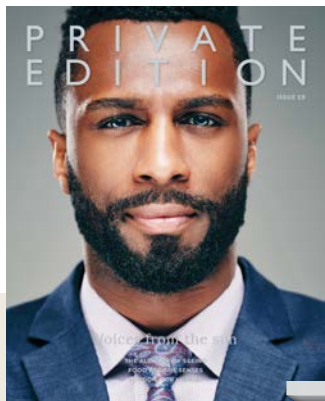
The brand, in print and digital, speaks to a reader whose strong purchasing power is matched by an understanding of the choices available to them.

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 unique reach of over 75 000 high net worth South Africans, *Private Edition* is the leader and authority on true high-end luxury.



MAGAZINE

- Exclusive partnerships
- Brand adverts
- Advertorial features
- Profiles
- Cover brand placements
- Sponsorships

WEBSITE

- Homepage slider
- Category sponsorship
- Image galleries
- Video
- Banners
- Digitorials
- 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 expertise.



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, investment, style, watches and jewellery to yachts, cars, décor, technology and fine food and 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.





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 top 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.

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.



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 and fittings, we inspire and stimulate readers to surround themselves with the genius of top designers, artists and craftspeople.

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 style 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.

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.

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 10 000 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 HNWI's.

THE MAGAZINE IS DELIVERED TO

- 25+ leading international airport lounges in SA and the rest of Africa
- Leading international airline suites in SA
- Lew Geffen Sotheby's International Realty's top clients
- Hand delivered to homes on 75+ most affluent streets for SA's ultra wealthy
- 50+ leading SA five-star hotels including Relais & Chateaux establishments
- Virgin Active's Classic Collection Clubs
- Selected media and blue-chip advertisers
- Motoring dealerships: Bentley, Ferrari & Maserati



2024 Rates and booking schedule

BOOKING SCHEDULE

ISSUE	APRIL	JULY	SEPTEMBER	DECEMBER
Booking deadline	20 March	10 June	14 August	4 November
Material deadline	25 March	14 June	19 August	11 November
On street	23-30 April	15-22 July	16-23 September	9-17 December

RATES

FP	DPS	IFC DPS	IBC	OBC
R41 500	R75 500	R86 500	R49 500	R58 000

PACKAGE DEAL RATES

BOOK UPFRONT for all 4 issues and become a Platinum or Gold Brand Partner with saving and added value

PLATINUM PACKAGE DEAL

4x Double Page Spreads - 1 in each issue (April, June, Sept & Dec) - value R302 000

2x Digital Campaigns with social Media and Newsletter - value R31 500

Editorial snippets - value R41 500

TOTAL COST R60 400 per issue x 4 = R241 600 +vat

TOTAL VALUE R375 000

GOLD PACKAGE DEAL

4x Full Pages - 1 in each issue - value R166 000

2X Digital Campaigns with social Media & Newsletter - value R31 500

Editorial snippets - value R20 500

TOTAL COST R33 200 PER issue x4 = R132 800 +vat

TOTAL VALUE R218 000

Prices exclude VAT and agency commission.

Guaranteed positions carry a 15% loading.

Rates for advertorials, inserts, frequency discounts and other prime positions are available on request.



2024 Print Specifications

PAGE SPECIFICATIONS

SIZE	TYPE AREA	TRIM AREA	BLEED AREA
FPFC	249 X 195	290 X 230	300 X 240

NB! Please note all DPS material must be supplied as 2 single pages and must be clearly marked LHP or RHP

MATERIAL REQUIREMENTS

PDF format

CMYK Colour

Type 1 Embedded Fonts

300 DPI



Digital

Private Edition website, Facebook page, Instagram 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.

Private Edition-exclusive digital platforms have a combined unique reach of 59 000.

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.

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.

MOTORING

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



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 style trends.

DESIGN & DECOR

From new frontiers in architecture to ecologically sound infrastructures, from fabrics and furnishing to fine finishes and fittings, we inspire and stimulate readers to surround themselves with the genius of top designers, artists and craftspeople.

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.

FOOD & DRINK

Luxury experiences, events and products that excite us in the fine wining and dining space. *Private Edition* delves deeper into the people and places behind the products appreciated by connoisseurs around the world.



Website

Uniques	12 239
Page views	32 166

Source: Google Analytics, September 2019

DIGITAL USER PROFILE

- 50.1% are male
- 49.9% are female
- Almost 90% are in the 25-65+ 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

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 monthly reach
600 000

Average monthly impressions
1 100 000

WE TARGET THE RIGHT AUDIENCE BASED ON:

BROAD DEMOGRAPHICS

Education level university graduates & above

Age 28 – 60yrs +

Gender all

GEOGRAPHIC LOCATIONS

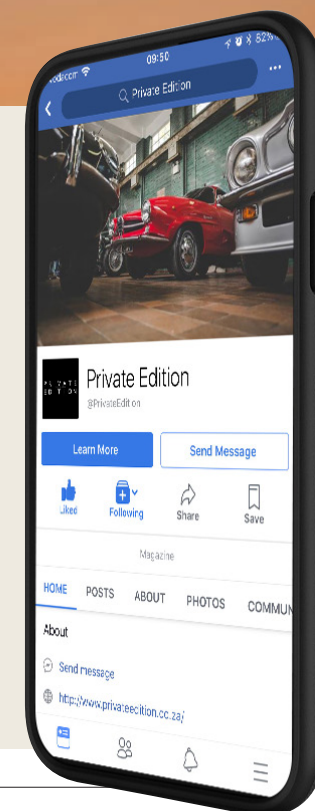
■ Top 40 suburbs by average property prices in SA

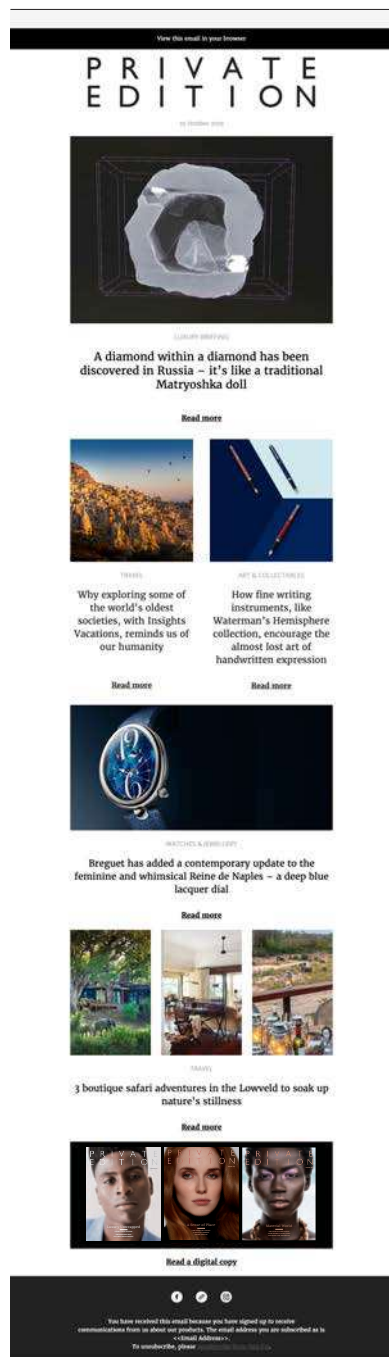
BEHAVIOURS

■ 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





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	8 000
Open rate	13.4%





Amplifying your digital audience

In addition to our bespoke readership across platforms, we have created a broader online audience which mirrors the demographics and interests of the luxury market.

WE USE ONLINE ANALYTICS TO REACH THIS MARKET, USING KEY CRITERIA SUCH AS

- Interests including luxury travel, real estate, business, investment, art collection and luxury vehicles and lifestyle goods
- Prime geographical targeting locations, such as Sandhurst, Bishopsclourt, Clifton
- Keywords associated with luxury brands

Our unique *Private Edition* base, extended by this wider luxury footprint, offers comprehensive, highly focused access to this specialised, niche and hard-to-reach audience.

2024 Digital rates



DIGITAL ADVERTISING PACKAGE

- 1 Targeted and boosted social post on Facebook and Instagram
- 1 Advertorial including homepage exposure for one week
- ROS display banner for 1 week
- Newsletter feature

TOTAL COST: R15 750



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