

DETAIL

Close-up with Decorex. Décor. Design.

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Be seen in Detail -
Decorex SA's ultimate "little black book"

Rate Card 2010

Marketing and advertising will have to work harder and be more focused than ever to catch the discerning eye of the new consumer. Consumers have become responsible spenders; and wooing them will have to push the right buttons. Marketers who take the challenge seriously are moving towards niche targeted adspend. DETAIL, the official show magazine for Decorex SA, offers one such targeted, effective solution.

Decorex SA aims to transform aspirations into something tangible, and so does DETAIL. As the title suggests it's compact (A5), nifty, short, sharp and show-savvy. Both consumers and industry professionals use DETAIL as a must-keep reference book for at least a year after the shows.

In the future DETAIL will also be published on www.decorex.co.za as an easy to read e-magazine flip format, with links to advertisers websites. AS DETAIL will now also be available on the internet, advertisers (exhibitors and non exhibitors) will enjoy the extended benefit of a much wider circle of readers, adding to the current readership of show visitors.

Not only will the new consumers, focused on more responsible, planned purchases, get to see, feel and experience your product at the show, their positive experience will be reinforced through your presence in DETAIL - both in print and online.

Advantages of advertising in Detail

Stand out in the crowd. Be noticed. Be remembered. While all exhibitors are listed free, take advantage and use the power of a visual ad or advertorial to make a lasting impression.

You are refreshing the reader's memory about your products and services.

Unlike loose flyers your presence in DETAIL keeps your details at visitors fingertips.

You will need less flyers, which is eco-caring and produces less waste.

DETAIL is printed on Sappi Triple Green, an environmentally-sound, locally manufactured coated fine paper.

DETAIL is a niche magazine, whereby the audience has actively chosen to visit Decorex SA or do a search on home decor and renovating: a genuinely interested target market.

Visitors are making a more conscious decision on what exhibitions they visit and what printed material they keep.

Decorex SA is a trusted brand: the audience values and trusts its advertising — and is therefore more likely to engage with it.



Sizes (A5 Format)	Durban	Cape Town	Joburg
Double page spread	R 15,250.00	R 20,700.00	R 25,800.00
Full page	R 8,295.00	R 11,235.00	R 14,175.00
Half page horizontal	R 6,150.00	R 7,715.00	R 9,345.00
Half page vertical	R 6,150.00	R 7,715.00	R 9,345.00
Quarter page	R 4,040.00	R 5,615.00	R 6,170.00
Business card vertical	R 2,100.00	R 2,300.00	R 2,500.00
Outside back cover	R 15,000.00	R 16,300.00	R 19,300.00
Inside back cover	R 11,500.00	R 16,300.00	R 19,300.00
Inside front cover	R 11,500.00	R 16,300.00	R 19,300.00
Booking deadline	5 February 2010	12 March 2010	18 June 2010
Material deadline	8 February 2010	15 March 2010	21 June 2010

*All Prices are exclusive of VAT *Decorex SA Exhibitors receive a 10% discount on the above advertising rates

*If you need Decorex SA to make up material for you, a design fee of will be charged.

To advertise please contact: Julie Powell 084 595 3898 or juliepowell@polka.co.za

Distribution

DETAIL magazine is handed out free to show visitors and we try limit the distribution to 1 per family so there is minimal wastage. It is included in the delegate bags for Conversations on Architecture, VIP s, Trade, Media and Industry functions.

A copy is given to each Exhibitor.

Any copies left over after the show are distributed to relevant industry professionals.

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Circulation

10 000 Decorex Durban and KSA Kitchen & Bathroom Faire
 15 000 Decorex Cape Town
 25 000 Decorex Joburg

Website Statistics

51 428 visits during 2009, with between 500 and 2 000 visits per day leading up to and during show time.

Decorex SA Demographics and Visitor Statistics

Majority of visitors are LSM 7-8, with 60% female between the ages 26 - 45. 82% own their own homes and are either looking to renovate or decorate them. 90% have internet access, with over 80% living in the area of the exhibition.

Over 60% are repeat visitors.

The main interests are latest trends, new products, inspiration, and good deals.

The main business activities of the trade attending the show are architects, interior decorators / designers, contract specifiers, property developers, retail and gift buyers and project managers.

