



RASPERS MEDIA
COMMUNICATIONS, BRANDING & DIGITAL

Eswatini Property Review
Publication Profile & Advertising Rate Card



RASPERS MEDIA
COMMUNICATIONS, BRANDING & DIGITAL

Physical Address

Office 1 | Ground Floor | Msizi House | Corner Siphefu St

Postal Address

P.O. Box 1656 | Mbabane | Swaziland | H100

Email

info@raspermedia.com | ntokoza@raspermedia.com

Tel / Mobile

+268 7661 8219



ABOUT US

Raspers Media is a 100% Swazi owned company that specializes in business to business communications, with a key focus on niche publishing and corporate communications.

Our main aim is to espouse companies and industry competitive advantages which aren't tackled by the mainstream media. We talk industry issues.

Raspers Media publications are always tailored and distributed to the relevant individuals, companies, sectors and industries as we know that success rests on telling the right people, the right story at the right time.

Our publications provide decision makers and key target audiences with the key information they need in the format that suits their professional and social lifestyle.

Tell your story through our digital media and hard copy print channels via our specialist business to business publications. What's more is that our specialist publications each have their own engaging websites and social media platforms offering regular and frequent news updates and a wider target audience reach.

Raspers Media also specializes in the design and printing of newsletters, corporate reports, company profiles, annual reports, corporate branding and advert designs.

Eswatini Property Review, published by Raspers Media a 100% Swazi owned B2B communications agency, is a quarterly publication that seeks to profile and enhance the property industry in the Kingdom of Swaziland.

Eswatini Property Review will provide readers with news, views and reviews from Swaziland's property industry with insights from industry players such as , property developers, property managers, property valuers, property consultants, architects, town planners, estate agents and institutional investors at large.

Eswatini Property Review will also delve and analyse the opportunities provided by the lucrative sector, locally, regionally and abroad.

With a diverse and intricate target audience ranging from thought leaders and key industry players to first time property buyers, Eswatini Property Review provides great opportunities for large and small companies alike to market their product and service offering to a tangible target market.

As publishers of Eswatini Property Review and other niche publications, Raspers Media also employs innovative brand marketing strategies to provide advertisers with effective advertising options driven to generate greater advertising reach for its clients. Strategic partnerships with companies such as brand communications agencies Barcode Creative, enables Raspers Media to provide clients with valuable advertising packages that provide advertisers with discounted advert on Swaziland's largest In-Mall Digital Advertising Network and enhanced brand exposure on social media networks and other digital media channels.

For more information on advertising options available in Eswatini Property Review view the publication advertising rate card on the following page or contact Raspers Media for more information on tailored advertising packages or to feature in the publication.



Content Features

- Property Development
- Real Estate News
- Financial Focus
- Public Affairs: Government, Municipal & Parastatal Focus
- Industry Leader Focus
- Retail Property Insight
- Commercial Property
- Residential Property Market
- Hospitality & Leisure Property Review
- Property & Law
- Industry News & Updates
- Classifieds & Property Listings
- Lifestyle: Interior Design, D.I.Y, Event Guide & More

Readership Target Market

Eswatini Property Review will primarily focus on a target market consisting of Investors, Decision Makers, Financial Advisors, Real Estate Agents, Buyers, Business Owners, Home Owners, Interior Designers, Architects and other Property Specialists in addition to the general public with the following characteristics:

Demographics

Age: 30 - 55 • Tertiary Education (including Masters +) • Mid Level Management to High Level Executives & Successful Entrepreneurs Reside in Urban / Peri-Urban Locations • Property Owners or Renting 2 bedroom+ Accommodation • Average Household Income E10 000 + Own Private Vehicle(s) & Advanced Technological Gadgets

Psychographics

Family Orientated • Espouse to Healthy Lifestyle Living • Mid to High Level Executives, Successful Entrepreneurs • Reside in Urban / Peri-Urban Residence • Own Property Owners or Renting 2 bedroom+ Accommodation • Average household income E10 000 +



Eswatini Property Review

Advertising Rate Card

Eswatini Property Review : Publication Info Sheet

Publication Categorization: B2B Publication; Quarterly Periodic Production

Production Spec: 48 Pages; A4 Gloss Cover; A4 Gloss Inside Pages | **Print Run:** Min750 copies (Additional print run copies subject to demand)

Distribution: 250 copies distributed freely to advertisers, high profile industry companies & used for marketing purposes; 500 copies sold to retailers, subscribers & general public

Digital Distribution: Free digital version of publication released periodically (limited pages included in digital edition); Approx 10mb per edition.

Marketing & Sales: Direct sales to/via retailers (RSP E35.00); Promotions & Activations; In-Mall Digital Advertising; Social & Online Media

Advertising Rates: Premium Pages

Advert Size	Price	Value Added Benefits		Available Spaces
Cover Page - Strip Ad	E8500.00	<input checked="" type="checkbox"/> Website Ad: Banner Ad on header & footer (All Pages) <input checked="" type="checkbox"/> 3 Social Media Posts Per Week	<input checked="" type="checkbox"/> Digital Publication Advertising <input checked="" type="checkbox"/> 15% Off In-Mall Digital Advertising*	1
First Inside Page Double Page Spread	E14 000.00	<input checked="" type="checkbox"/> Website Ad: Banner Ad on header & footer (All Pages) <input checked="" type="checkbox"/> 3 Social Media Posts Per Week	<input checked="" type="checkbox"/> Digital Publication Advertising <input checked="" type="checkbox"/> 20% Off In-Mall Digital Advertising*	1
Front Page Inside Cover - Full Page	E8500.00	<input checked="" type="checkbox"/> Website Ad: Banner Ad on header & footer (All Pages) <input checked="" type="checkbox"/> 3 Social Media Posts Per Week	<input checked="" type="checkbox"/> Digital Publication Advertising <input checked="" type="checkbox"/> 15% Off In-Mall Digital Advertising*	1
Second Inside Page - Full Page	E8000.00	<input checked="" type="checkbox"/> Website Ad: Banner Ad on header & footer (All Pages) <input checked="" type="checkbox"/> 3 Social Media Posts Per Week	<input checked="" type="checkbox"/> Digital Publication Advertising <input checked="" type="checkbox"/> 15% Off In-Mall Digital Advertising*	1
Full Page (FP) Advert (Pg 8 - 13)	E7500.00	<input checked="" type="checkbox"/> Website Ad: Banner Ad on header & footer (All Pages)	<input checked="" type="checkbox"/> Digital Publication Advertising <input checked="" type="checkbox"/> 15% Off In-Mall Digital Advertising*	3
1/3 Page Strip Advert (Pg 8 - 13)	E4750.00	<input checked="" type="checkbox"/> 3 Social Media Posts Per Week	<input checked="" type="checkbox"/> 15% Off In-Mall Digital Advertising*	2
Back Page Inside Cover	E8250.00	<input checked="" type="checkbox"/> Website Ad: Banner Ad on header (All Pages) <input checked="" type="checkbox"/> 2 Social Media Posts Per Week	<input checked="" type="checkbox"/> Digital Publication Advertising <input checked="" type="checkbox"/> 15% Off In-Mall Digital Advertising*	1
Back Cover	E10 000.00	<input checked="" type="checkbox"/> Website Ad: Banner Ad on header & footer (All Pages) <input checked="" type="checkbox"/> 3 Social Media Posts Per Week	<input checked="" type="checkbox"/> Digital Publication Advertising <input checked="" type="checkbox"/> 20% Off In-Mall Digital Advertising*	1

Advertising Rates: Standard Inside Pages

Advert Size	Price	Value Added Benefits		Available Spaces
Full Page (FP) Advert	E6500.00	<input checked="" type="checkbox"/> Website Ad: Top of Page Sidebar Ad (High Traffic Page)	<input checked="" type="checkbox"/> Digital Publication Advertising <input checked="" type="checkbox"/> 25% Off In-Mall Digital Advertising (T&Cs Apply)	8
FP Advertorial (Half Page Ad + Half Page Content)	E6000.00	<input checked="" type="checkbox"/> 3 Social Media Posts Per Week	<input checked="" type="checkbox"/> 25% Off In-Mall Digital Advertising (T&Cs Apply)	8
Double Page Spread (DPS)	E11 250.00	<input checked="" type="checkbox"/> Website Ad: Top of Page Sidebar Ad (High Traffic Page)	<input checked="" type="checkbox"/> Digital Publication Advertising <input checked="" type="checkbox"/> 35% Off In-Mall Digital Advertising (T&Cs Apply)	3
Double Page Spread Advertorial (Full Page Ad + Full Page Content)	E10 500.00	<input checked="" type="checkbox"/> 3 Social Media Posts Per Week	<input checked="" type="checkbox"/> 35% Off In-Mall Digital Advertising (T&Cs Apply)	3
Half Page Advert	E4500.00	<input checked="" type="checkbox"/> Website Ad: Top of Page Sidebar Ad (High Traffic Page)	<input checked="" type="checkbox"/> Digital Publication Advertising <input checked="" type="checkbox"/> 20% Off In-Mall Digital Advertising (T&Cs Apply)	2
Half Advertorial (Quarter Page Ad + Quarter Page Content)	E3750.00	<input checked="" type="checkbox"/> 2 Social Media Posts Per Week	<input checked="" type="checkbox"/> 20% Off In-Mall Digital Advertising (T&Cs Apply)	2
1/3 Page Advert	E3500.00	<input checked="" type="checkbox"/> Website Ad: Middle Page Sidebar Ad (Home Page Only)	<input checked="" type="checkbox"/> Digital Publication Advertising <input checked="" type="checkbox"/> 15% Off In-Mall Digital Advertising (T&Cs Apply)	3
1/3 Page Advert (Vertical)	E3500.00	<input checked="" type="checkbox"/> 3 Social Media Posts Per Month	<input checked="" type="checkbox"/> 15% Off In-Mall Digital Advertising (T&Cs Apply)	2
1/4 Page Advert	E3000.00	<input checked="" type="checkbox"/> Website Ad: Middle Page Sidebar Ad (Home Page Only) <input checked="" type="checkbox"/> 2 Social Media Posts Per Month	<input checked="" type="checkbox"/> Digital Publication Advertising <input checked="" type="checkbox"/> 10% Off In-Mall Digital Advertising (T&Cs Apply)	4
Strip Advert (Bottom of page)	E1750.00	<input checked="" type="checkbox"/> 1 Social Media Posts Per Month <input checked="" type="checkbox"/> Digital Publication Advertising	<input checked="" type="checkbox"/> 5% Off In-Mall Digital Advertising (T&Cs Apply)	4
Property Listings	E500.00	<input checked="" type="checkbox"/> Website Ad: Listings Page Ad + Homepage Listings List <input checked="" type="checkbox"/> 2 Social Media Posts Per Month	<input checked="" type="checkbox"/> Digital Publication Advertising <input checked="" type="checkbox"/> 5% Off In-Mall Digital Advertising (T&Cs Apply)	12
Classifieds / Business Directory	E400.00	<input checked="" type="checkbox"/> Website Ad: Directory Page Ad + Homepage Classifieds List <input checked="" type="checkbox"/> 1 Social Media Posts Per Month	<input checked="" type="checkbox"/> Digital Publication Advertising <input checked="" type="checkbox"/> 5% Off In-Mall Digital Advertising (T&Cs Apply)	24



Eswatini Property Review

Design & Content Production Rate Card

At Raspers Media we cater for our clients varied corporate communications requirements and provide them with professional advertisement design and advertorial content write up services. Below are our design & content production rates for Eswatini Property Review.



Double Page Spread

Advert Design Cost: E3750.00
Dimensions: 420mm (w) x 297mm (h)
(Min Bleed: 5mm)



Full Page

Advert Design Cost: E3250.00
Dimensions: 210mm (w) x 297mm (h)
(Min Bleed: 5mm)



Half Page

Advert Design Cost: E2500.00
Dimensions: 210mm (w) x 148.5mm (h)
(Min Bleed: 5mm)



1/3 Page

Advert Design Cost: E2250.00
Dimensions: 210mm (w) x 99mm (h)
(Min Bleed: 5mm)



1/3 Page - Vertical

Advert Design Cost: E2250.00
Dimensions: 70mm (w) x 297mm (h)
(Min Bleed: 5mm)



1/4 Page

Advert Design Cost: E1250.00
Dimensions: 105mm (w) x 148.5mm (h)
(Min Bleed: 5mm)



Strip Ad (Cover & Inside Pages)

Advert Design Cost: E750.00
Dimensions: 210mm (w) x 30mm (h)
(Min Bleed: 5mm)

NB
* Cover Page Strip Dimensions: 210mm (w) x 40mm (h)



Property Listings Ad

Advert Design Cost: P.O.A*
Advert Size: 97.5mm (w) x 87.5mm (h)
(Min Bleed: 5mm)

* Client to supply company logo, 100 word Listing description & contact details - Commission photograph charged at E450/hr



Classifieds Ad

Advert Design Cost: P.O.A*
Dimensions: 92.5mm (w) x 25mm (h)
(Min Bleed: 5mm)

* Client to supply company logo, 100 word company description / sales copy & contact details.



Advertorial Content Development

DPS Advertorial: E1450.00
Full Page Advertorial: E1250.00
Half Page Advertorial: E825.00

Note:

- All advertisers to receive complementary copies of publication.
- Kindly contact Raspers Media for submission deadline of advert designs and advertorials.
- Payments are to be made directly to Raspers Media and for electronic payments bank details are provided below.
- All advert artwork to be submitted in high-resolution print ready PDF format. All images must be CMYK at 300 dpi. All fonts must be properly embedded or converted to curves. We cannot assume responsibility for digital ads supplied without a color proof. Ads may be submitted via digital transmission or CD.

Raspers Media Banking Details:

Bank: FNB Swaziland (Mbabane)
Account Name: Raspers Media
Account Number: 627 4072 6792
Branch Code: 280 164

IN-MALL DIGITAL ADVERTISING

Advertise your brand across Swaziland's largest and most visited shopping malls and with our affordable and flexible price packages you can reach thousands of consumers today!



SWAZI PLAZA CORPORATE PLACE RATE CARD (3 Screens)

Duration	Week Rate (7 Days)	Monthly Rate (4 Weeks)	3 Month Rate	6 Month Rate	12 Month Rate
Premium Rate	-	E2430.00	E6925.50 (E2308.50pm)	E13 122.00 (E2187.00pm)	E23 328.00 (E1994.00pm)
Premium Rate (Tenant)	-	E2025.00	E5842.50 (E1947.50pm)	E10 935 (E1822.50pm)	E19 440.00 (E1620.00pm)
Basic Rate	E350.00	E1080.00	E3078.00 (E1026.00pm)	E5832.00 (E972.00pm)	E10 368.00 (E864.00pm)
Basic Rate (Tenant)	E300.00	E900.00	E2565.00 (E855.00pm)	E4860.00 (E780.00pm)	E8640.00 (E720.00pm)

BHUNU MALL RATE CARD (7 Screens)

Duration	Week Rate (7 Days)	Monthly Rate (4 Weeks)	3 Month Rate	6 Month Rate	12 Month Rate
Premium Rate	-	E3037.50	E8656.86 (E2885.52pm)	E16 402.50 (E2733.75pm)	E29 160.00 (E2430pm)
Premium Rate (Tenant)	-	E2531.25	E7214.06 (E2404.69pm)	E13 668.75 (E2278.13pm)	E24 300.00 (E2025pm)
Basic Rate	E450.00	E1350.00	E3847.50 (E1282.50pm)	E7290.00 (E1215.00pm)	E12 672.00 (E1056pm)
Basic Rate (Tenant)	E350.00	E1125.00	E3206.25 (E1200.75pm)	E6075.00 (E1012.50pm)	E10 800.00 (E900pm)

SWAZI PLAZA CORPORATE PLACE + BHUNU MALL RATE CARD (10 Screens)

Duration	Week Rate (7 Days)	Monthly Rate (4 Weeks)	3 Month Rate	6 Month Rate	12 Month Rate
Premium Rate	-	E4920.30	E14 024.12 (E4674.71pm)	E26 572.05 (E4428.66pm)	E47 239.20 (E3936.60pm)
Premium Rate (Tenant)	-	E4100.63	E11 750.90 (E3916.97pm)	E22 143.38 (E3690.56pm)	E39 366.00 (E3280.50pm)
Basic Rate	E720.00	E2187.00	E6232.95 (E2077.65pm)	E11 809.80 (E1968.30pm)	E20 736.00 (E1728pm)
Basic Rate (Tenant)	E585.00	E1822.55	E5194.13 (E1731.38pm)	E9841.50 (E1640.25pm)	E17 496.00 (E1458pm)

Clients that advertise at Swazi Plaza Corporate Place & Bhunu Mall will be reward a 10% Discount on the total cost as per above rate card | Above rates cover all screens at specified location
Contact us to find out about our flexible payment options

BARCODE CREATIVE "EXPRESS" PACKAGE - E2500pm

3 Months In-Mall Digital Advertising (2 Slots - 1 Location) | 3 Months Social Media Management | Graphic Design Services @ E2500pm

TERMS & CONDITIONS APPLY | SUBJECT TO 3 MONTH CONTRACT | PACKAGE NOT APPLICABLE TO LARGE CORPORATES

d facebook.com/Kulture.SD | WE OFFER AFFORDABLE EVENT MARKETING FOR E250/WEEK or E800/MONTH (4weeks) | d facebook.com/Dvumisa.SD

ARTWORK DIMENSION: 680mm(w) x 1210mm (h) | Still Image Format: JPEG, PNG, PDF | Motion Picture Format: Mp4, AVI, WMV (30 Seconds Time Limit; No Audio)



RASPERS MEDIA

info@raspermedia.com | ntokoza@raspermedia.com