

Billboard

FAR SOUTH • CAPE TOWN • SINCE 1996

YOUR LOCAL BUSINESS & LIFESTYLE INFORMATION SERVICE FOR THE SOUTH PENINSULA



ALL THE INFO >>

- >> Monthly printed publication: The Billboard Magazine
- >> Annual printed publication: The Blue Book
- >> Online Advertising on www.thebillboard.co.za
 - >> Facebook and Twitter advertising
 - >> Distribution of your flyers and pamphlets
 - >> Detailed Marketing plans

10 GOOD REASONS TO ADVERTISE WITH BILLBOARD

- 1 Billboard Magazine has been in business for **21 years** and has become a trusted source of information and entertainment in the Far South.
- 2 Surveys show that the magazine is **exceptionally well read** by dynamic urban professionals who live very active and sociable lifestyles; important consumers for many and varied industries.
- 3 We distribute **20 000** high quality full colour **copies every month** to households and businesses in the Far South, as far as Tokai and Meadowridge.
- 4 The Billboard is a **handy size** good quality publication which is kept for many months by readers for **future reference**.
- 5 45% of magazine readers react on **competitions** - we have the Sudoku and Crossword competitions & Give-Aways every month.
- 6 40% of consumers state that they pay more attention to advertising in print media than in other media.
- 7 53% of South Africans state that **print media** makes them **aware** of **new products and services**.
- 8 45% of South Africans **trust** services and products being offered in **print media**.
- 9 We offer **discounts** for 3, 6 and 12 months contracts, which will create a **lasting impression in readers minds** at lower cost for you.
- 10 **You receive the following BONUSES with your print advert:**
 - 1: free entry in our Business Directory on www.thebillboard.co.za
 - 2: free advertisement design
 - 3: free FB and Twitter post
 - 4: online **searchable** flip-through version of our printed publications

Please have a look through the following pages with sizes and prices (all inclusive 15% VAT) and choose the ideal one for you. We look forward to working out a tailor-made marketing plan for you.



For all enquiries please contact Barbara on 021 782 7136/7



1 COLUMN ADVERTS - 6.5CM WIDE

1 cm = R194.20

2 cm = R382.80

No discount is given on 1 & 2 cm ads unless the whole amount is paid upfront.

**3 cm
R477.15**

**4 cm
R577.00**

**5 cm
R726.82**

**6 cm
R848.88**

**7 cm
R987.59**

**All prices are per month and inclusive 15 % VAT.
Discount for a 3 month placement is 7.5%,
for 6 months it is 10% and for 12 months 12.5% off your advert price.**



1 COLUMN ADVERTS - 6.5CM WIDE

**8 cm
R1 142.95**

**9 cm
R1 287.20**

www.thebillboard.co.za

2 COLUMN ADVERTS - 13.4CM WIDE

1 cm = R399.47

2 cm = R776.75

No discount is given on 1 & 2 cm ads unless the whole amount is paid upfront.

**3 cm
R965.40**



2 COLUMN ADVERTS - 13.4CM WIDE

4 cm
R1 165.13

5 cm
R1 459.19

6 cm
R1 708.86

2 COLUMN ADVERTS - 13.4CM WIDE

7 cm = **R1 986.27**

8 cm = **R2 308.70**



View all these shops
in our business directory
www.thebillboard.co.za



View all our
magazines on
www.thebillboard.co.za



Full Page
inside the magazine
= R4 771.50

Full Page
Back cover of magazine
= R5 348.50

All prices are per month and inclusive 15 % VAT.

Half page horizontal (9cm)

R2 441.23



**WANT TO STAND OUT
IN THE CROWD?**

HERE IS HOW:

Sudoku competition
get one full page exposure
at below cost price + R500
worth of readers prizes.

Brainteaser competition
get 2 full pages exposure at
below cost price + R1000
worth of readers prizes.

Spotlight
Free half page exposure on
page 2 or 4 with all 6 months
contracts from 4cm upwards.

Testimonial Exposure with
photo & your company name
on page 3.

Join our feature **Double Page
Centre Spread** with monthly
themes.

Place your advert underneath our
specific editorials.

Place your advert
underneath the
monthly
Tide Table.



Half page vertical
R2 441.23



Emergency Call Centre 24 HOURS: 021 782 0333/444. SMS 7am – 7pm: 072 344 5102

Animal Welfare Services

Animal Welfare (All Hours)	021 692 2626
Cart Horse Protection Association	082 659 9599
Equine Emergencies	083 326 1630/31
SPCA (All Hours) or	021 700 4140
SPCA Emergency (a/h)	083 326 1604
Small Animal Emergencies	021 674 0034
TEARS	021 785 4482
TEARS Emergency	061 722 7903

Emergency Services

Disasters	107
Police Flying Squad	10111
Ambulance	10177
Poison Emergency Centre 24hr	0861 555 777

Environmental Services

Weather Forecast	021 935 5777/8
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Fire Brigade

Fire Control Centre (All Areas)	021 590 1900
Fish Hoek Fire Station	021 782 9082
Lakeside Fire Station	021 788 1843 enquiries

Hospitals

Constantiaberg Medi-Clinic	021 799 2911
Constantiaberg 24hr	021 799 2196/3
False Bay 24hr	021 782 1121
Living Hope Healthcare Centre	021 784 2828
Melomed Tokai Hospital	021 764 7000
Melomed Tokai 24hr Emergency Unit	021 764 7500
Red Cross Children's	021 658 5111
Tokai Medicross	021 715 7063
Victoria 24hr	021 799 1111

Law Enforcement

Law Enforcement (FH & Simon's Town)	021 784 2033
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Magistrates Court

Wynberg	021 799 1800
Simon's Town	021 786 1561/2

Municipality / Council

South Peninsula	021 784 2000/9
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Municipality Electrical Services

Emergencies	086 010 3089
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Municipality Water Services

South Peninsula 24 hrs	086 010 3089
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Police Services

Diep River Police	021 710 7306
Fish Hoek Police	021 784 2700
Kirstenhof Police	021 701 1536/2426
Muizenberg Police	021 787 9000/14/15
Ocean View Police	021 783 8306/7/8
Simon's Town Police	021 786 8646/7/8
Wynberg Police	021 799 1400/300

Rescue Services

Mountain Rescue	021 937 0300
Sea Rescue	021 449 3500

Telephone Services

Directory Inquiries	1023 / 10 11 8
Faults & test-a-number	10210

Transport Information

Cape Town Public Transport	080 065 6463
Hillstar Traffic Department	021 799 5111

Talk of the town slot one

Advertiser number 1

**FREE SPACE GIVEN
ON BOOKING
A SIX MONTH
CONTRACT WITH
A MIN SIZE 4 X 6.5
ADVERT.**

This is your free space - as a once off we give you exposure on page 4 under Town Talk to introduce your new business or new products.

We would ask you to supply 150 words or we can also write the editorial for you, accompanied by photographs of yourself and / or your business premises, products, etc.

This is all subject to you signing a 6 months contract of an advert which is minimum 4cm by 6.5 cm big.

The spot on top can be used for your advert or photograph. You will therefore for one month receive space for 2 adverts as well as the 150 word write up.

Call: XXXXXXXXXX

Email: XXXXXXXXXXXXXXXX

>> See our display advert on pg xx

Talk of the town slot one

Advertiser number 2

This is your free space - as a once off we give you exposure on page 4 under Town Talk to introduce your new business or new products.

We would ask you to supply 150 words or we can also write the editorial for you, accompanied by photographs of yourself and / or your business premises, products, etc.

This is all subject to you signing a 6 months contract of an advert which is minimum 4cm by 6.5 cm big.

The spot on top can be used for your advert or photograph. You will therefore for one month receive space for 2 adverts as well as the 150 word write up.

Call: XXXXXXXXXX

Email: XXXXXXXXXXXXXXXX

>> See our display advert on pg xx

Emergency number advert space

(6cm x 14 cm)

R1 941.90

(no discount available)

General enquiries:

Tel: 021 782 7136/7 | Fax: 086 719 0885
 info@billboardmag.co.za
 PO Box 37846, Vallyland 7978
 www.thebillboard.co.za

CEO / Publisher: Rob Cowan
 rob@billboardmag.co.za

Sales: Barbara Jennings
 info@billboardmag.co.za
 manager@billboardmag.co.za

Layout and design: Bronwen Moys
 design@billboardmag.co.za

Accounts:
 accounts@billboardmag.co.za

Cover: Shutterstock, Getty Images, Pexels

Printing: Paarlmedia
 www.paarlmedia.co.za | 021 510 7427

Distribution:
 P Le Grange & Seuns/Sons
 Tel: 021 939 9117 | Fax: 021 939 9501
 Please note that The Billboard is distributed in the first week of the month.

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Accommodation

- Hotels and B&B 44

Babies & Kids

- AuPairing, Jumping castles, Party rentals & clothing (See our middle spread) 27

Building & Repair Services

- Architectural design 10
- Construction 9-10
- Decks 11
- Electricians & suppliers 11-12
- Flooring 12-13
- Garages, gates & walls 13
- Glass fitters & suppliers 16
- Handymen 14-15
- Hardware shops 15
- Kitchens 16
- Painting 17
- Plumbing 18-21
- Roofing 22
- Solar & renewable 17
- Tool hire 16
- Wood work 21

Business Services

- Accounting & financial services 23
- Branding 24
- Courier services 23
- Graphic & web design 24
- Stationery & office 23

Education

- Schools 28

Electronics & TV

- Computers, TV & DVD 24-25

Fashion & Beauty

- Hair & beauty 28

Food, Restaurants & Catering

- Bakeries & confectioners 46
- Catering services 46

Garden

- Gardening services 29-30
- Swimming pools 30
- Tree felling 31



Health & Medical

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Home

- Appliance & repairs 33
- Cleaning services 34-35
- Curtains & blinds 36
- Fumigation 32
- Gas suppliers & services 37
- Housesitting services 37
- Interiors, homeware & furniture 37
- Locksmiths 37
- Pest control 32
- Security & alarms 38-41
- Steel works 37

Motoring

- Car sales, repairs & accessories 42-43
- Motorcycles 43

Pets

- Grooming 44
- Kennels 44
- Pet Food & accessories 44
- Pet sitting 44

Property, Sales & Rentals

- Real estate services 44
- Self catering accommodation 44

Sports & Hobbies

- Arts, crafts & photography 45

Transport & Tourism

- Airport transfers 45
- Car rental 45
- Travel 45

Features

- Billboard conference 6
- Photography tips 7
- Motoring editorial 8
- Be safe in the sun 26-27
- Recipe - Summer fish braai 46
- Useful ways to save water 48
- Tips to survive New Year's 49
- Tide table 49
- Book competition give-away 45
- Sudoku - The Write Shoppe 47
- South Peninsula Markets 50-51

Get extra exposure with your testimonial and photograph and company name. Email us if you would like to appear in this fantastic upfront slot.

What do our advertisers say?

“Your new ideas have certainly increased the volume of enquiries so keep up the good ideas! Thank you. Have a wonderful year end break.”

Sonia McShane: Work Force Plumbing/Land Lock

THE SUDOKU PAGE WITH YOUR COMPANY BRANDING & EXPOSURE

The Sudoku will be in every edition as people have become used to it and our hard-core Sudoku fans expect this page to be there. This is obviously a page of high interest and we will give this space to you for R2 875 plus a prize for our readers worth min R500.

Cost: R 2 875 plus readers prize worth min R500



Don't miss out on this chance as this is excellent and repeated exposure for your business.

WIN A GIFT VOUCHER TO THE VALUE OF R500!

SUDOKU

How to play?

Sudoku is easy to play and the rules are simple.

Fill in the blanks so that each row, each column, and each of the nine 3 x 3 grids contain one instance of each of the numbers 1 through 9 without omitting or repeating any.

1	3		2					9
4		8						
			1	8				
2								3
				7	2			8
		9			4		7	
		7		2		5	9	
9	4							
5		6		7			1	

To stand a chance of winning a Gift voucher to the value of R500, find the numbers in the 4 coloured squares.

SMS the words 'Sudoku January', with your full name & your answer to 082 793 7101 or send your answer via e-mail to competitions@billboardmag.co.za

You can also post your answer on our Facebook page (Facebook billboardinfomag) or tweet us on @billboardsa by the xxxxxxxxxxxx 2017.

CONTACT US >>>

Now it is your call

Not sure what the best option is for you?

We are happy to help!

Please call Barbara for a marketing strategy tailored for your business. We combine print and social media for best results.

Your advertisement can be designed by us – **completely free.**



Call us now

Tel: **021 782 71 36/7** (office)

Email: **info@billboardmag.co.za**
www.thebillboard.co.za



www.facebook.com/BillboardInfoMag



@billboardsa