

Real Brides

Designed to
International
Standards

GUARANTEED
WEDDING
COVERAGE

ON SALE
THROUGHOUT
SOUTH AFRICA

FEATURING
150 BRIDES
A YEAR

*Launching
February 1st*

Unmatchable
Advertising Rates

60 pages High Gloss

South Africa's exciting new monthly wedding magazine

Meet RamCom Publishers

Leaders In Publication Innovation

RamCom Publishing has been in operation for close to 20 years and has long been among the leaders in innovation in the publishing industry.

Over the years we have pioneered many unique publishing and communication ideas, some incorporating rewards structures. Our success lies in hiring and retaining the best people to maintain a 'best practice' workplace dedicated to teamwork.

RamCom Publishing comprises a network of accomplished professionals, including celebrated award-winning journalists Stewart and Robbyn Ramsay, who bring a wealth of experience, intelligence and talent to the table. Over the last 20 years the list of RamCom's achievements is long.

RamCom conceptualised and launched the Metro Beat magazine and the Metro Club. The Metro Beat had a circulation of 388 000 and incorporated the first ever rewards Club for Municipal ratepayers.

The company launched a similar project for Pietermaritzburg - the Capital Vibe magazine and the Capital Club. The Capital Vibe had a circulation of 60 000.

RamCom also conceptualised and launched the Barloworld Lifestyle magazine and the Mastercard4More magazine. The company also launched the South African Local Government magazine Voice, which was distributed to every senior decision maker in South Africa.

Recently RamCom pioneered the launch of the first "Newzine" (Newspaper/magazine) in South Africa. This is the Nationally distributed Motorsport World, which is the first motorsport "newspaper" to be launched and distributed in the country.

After conducting an in depth survey and feasibility study RamCom are now to launch Real Brides. As is the trademark of RamCom Publishing, Real Brides will be the most innovative wedding/bridal magazine in South Africa.

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Real Brides is a National publication on sale at outlets throughout South Africa

South Africa's Monthly Wedding Magazine Will be Launching on February 1st

TO SUCCEED YOU MUST ADVERTISE

The building and establishment of a brand is key to the success of any business enterprise. To achieve this objective it is imperative to be actively advertising your product.

HIGH ADVERTISING RATES MAKE THIS DIFFICULT

High advertising rates and budget constraints often make this difficult.

This often places a business enterprise at a major disadvantage with their competitors and hampering the success of the business.

NOT ANY MORE, THANKS TO REAL BRIDES

For all enterprises associated with the wedding industry this is about to change.

In February 2012 a new wedding publication will be hitting the shelves, which will provide major new opportunities for all in the wedding industry – at a price everyone can afford. The new publication will be titled – REAL BRIDES

INTERNATIONAL STANDARDS

Real Brides will be a 60 page, A4, high gloss, quality magazine designed to international standards.

PUBLISHED MONTHLY

The REAL BRIDES publication structure will be unique in that it will be published MONTHLY. It will in fact be the only major wedding/bridal magazine published on a monthly basis. This will provide advertising partners with the opportunity to continually present their brand to "Brides To Be". It will also ensure that the coverage of weddings is current and highly newsworthy.

150 BRIDES/WEDDINGS A YEAR

REAL BRIDES editorial content will be unique. REAL BRIDES will publish coverage of 150 "real" weddings per year. The pictorial coverage of the weddings will include the Bride and Groom and all the main components of their wedding. Supplier credits will be published on all pictorials at no charge to the supplier. This will provide the opportunity for brides-to-be to assess and see just what "real" brides and weddings looked like and which suppliers and services they used.

MONTHLY EDITORIAL

Every month Real Brides will publish feature articles covering all aspects from wedding planning to looking good.

NATIONAL DISTRIBUTION

The distribution of REAL BRIDES will be National.

Distribution will be through major leading outlets.

PRINT ORDER

The latest statistics from Statistics South Africa show that there are 5 000 weddings on average in South Africa every month. Based on this fact, the print run of the magazine will be 5 000.

COVER PRICE

Unmatchable cover price of R24.95

Real Brides provides the opportunity to market your product and services throughout the year - at unmatched advertising rates.





ADVERTISING RATES ARE THE BIG NEWS

REAL BRIDES provides the opportunity to market your product and services throughout the year - at unmatched advertising rates.

THE RATES ARE:

Single placement:

- Full page full colour: Just R4 000.
- Half page full colour: Just R2 400.
- Quarter page full colour: Just R1 450

Special Packages:

The advertising rate structure also contains exciting special packages, which will once again provide excellent value.

Three month contract:

- (One advert per month for three months)
- Full page full colour : TOTAL cost for three adverts: Only R10 500 (*R3 500 per month*)
- Half page full colour: TOTAL cost for three adverts: Only R6 500 (*R2 160 per month*)
- Quarter page full colour: TOTAL cost for three adverts: Only R3 900 (*R1 300 per month*)

Six month contract:

- (One advert per month for six months)
- Full page full colour: TOTAL cost for six adverts: Only R19 200 (*R3 200 per month*)
- Half page full colour: TOTAL cost for six adverts: Only R11 500 (*R1 900 per month*)
- Quarter page full colour : TOTAL cost for six adverts: Only R6 900 (*R1 150 per month*)

Double Page Spread:

Single placement: R7 000

Special Positons:

- Inside Front Cover: R5 000
- Inside Back Cover: R5 000
- Outside Back Cover: R5 000

All rates are quoted Ex Vat and agency commission.

GUARANTEED COVERAGE OF YOUR WEDDINGS

There is added value for any advertiser booking a full page on a three month or six month contract.

For no extra charge, Real Brides will guarantee to publish the full coverage of one of your client's weddings during the three month period of your contract.

If you book a six month contract, Real Brides will guarantee to publish the coverage of two of your weddings during the six month period of your contract. Three month contract advertisers will get:

- Three full page full colour advertisements
- A Double Page Spread coverage of a wedding/bride of your choice
- A total of 5 full pages in full colour for just R10 500

Real Brides provides the opportunity to put your brides in the picture throughout the year at unmatched advertising rates.