

PRIVATE EDITION

IT'S NOT WHAT YOU KNOW



DESIGN, PRODUCTION & FREQUENCY

This quarterly, high-quality publication's contents are printed on 135gsm and the cover on 250gsm silke art paper. The cover is embellished with metallic ink, or foiled, and is laminated. It is colour saturated with powerful images that evoke sensuality and excitement.

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MATERIAL REQUIREMENTS

Sheetfed offset printing process. All ad material to be supplied in closed PDF Type 1 embedded fonts and CMYK colour space (no RGB). Please deliver via Quickcut or Websend (011 712 5700), or on an Apple Mac compatible disc. Documents to conform to correct bleed and trim requirements, and contain tick marks to indicate trim. If a document contains TrueType fonts, it must be opened in Photoshop, rasterised at 300dpi in CMYK colour, flattened, and saved as a Photoshop PDF with a maximum quality (12) jpeg preview. For ad material queries, contact Janice McLean on 021 488 5928. Colour proofs or epsons must be supplied.

PRIVATE EDITION IS PUBLISHED BY
TPP
THE PUBLISHING PARTNERSHIP

PRIVATE EDITION

IT'S NOT WHAT YOU KNOW

WINNER OF
A PICA AWARD
FOR PUBLISHING
EXCELLENCE

ADVERTISING RATES FOR PRIVATE EDITION

FP	DPS	IFC DPS	IBC	OBC
R38 000	R69 000	R79 500	R48 000	R52 000

Prices include agency commission, but exclude VAT. Guaranteed positions carry a 15% loading. Rates for advertorials, inserts, frequency discounts and other prime positions are available on request.

BOOKING SCHEDULE 2013

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	ON STREET
July 2013	10 June 2013	17 June 2013	01 July 2013
September 2013	19 August 2013	26 August 2013	03 September 2013
December 2013	11 November 2013	18 November 2013	03 December 2013
April 2014	7 March 2014	14 March 2014	01 April 2014

MATERIAL SPECIFICATIONS

	TYPE	BLEED	TRIM
DPS	249 x 435mm	300 x 470mm	290 x 460mm
Full page	249 x 195mm	300 x 240mm	290 x 230mm



2013 ADVERTISING AND BOOKING INFORMATION



For readers of *Private Edition*, wealth is a means to a more exciting end. The magazine opens a window to their world. This discerning market astutely grows its wealth. Money gives them a comfortable, even luxurious, lifestyle but it also buys the life experience. If it is a work of art, it is likely to be a commissioned work – or the discovery of new talent and the ‘next big thing’. If it is a superbly engineered car, chances are the *Private Edition* buyer has had a hand in its final look and feel. The keys to this market are ‘different’ and ‘rare’. Another important insight into the target market is their desire to experience life from a new perspective – domestic flight may become high-altitude ballooning; yachting may become a race against time and nature. In *Private Edition*, features tell stories about courage, power, leadership, broken records and benchmark setting. The men and women admired by this market have imagination, courage and an ‘X factor’ that turns an explorer into a pioneer. *Private Edition* is focused, knows its market and how readers spend their wealth. Top-quality paper and design that’s contemporary, clean and powerfully visual make the magazine stand out a masthead above others in a similar genre. See your market... experience their world... reach them through this unique magazine.

Les Aupiais, Editor



Prophet of Boom
A revolutionary vision for Cape Town could see the city wake from its slumber with a very forceful guest.



Private Edition
10 of the Best

10 of the Best



Simple investment truths handed down through generations have relevance even in these ever-changing times. Stephen Hirsch shares the timeless lessons taught by a JSE doyen.



Son of the Soil
1925's Louisa Phekoche Muzwa has an air of understated authority and the physical strength of the Queen Elizabeth. Her story's a tale of resilience. Here he talks about his people, progress and power.



My grandfather never treated us as orphans. The community did, but at least he made us sure everything we wanted.



REFINED TASTE
Carefully considered watches make mechanical art.
DEEP MEANING
There's something about the combination of art and gold and steel that creates luxury watches in a world that's often so much more about the material than the spiritual.
DRILLING DEcoration
The Patek Philippe Nautilus is a watch for the discerning collector. It's not just the design that makes it special, but the way it's made.

DISTRIBUTION

Private Edition is targeted at and read by 15 500 of South Africa's highest net worth individuals. The magazine is mailed to:

- Investec Wealth & Investment (IW&I)
- MTN Business VVIP customers
- CEOs, chairmen and other key decision makers at South Africa's top companies
- Low Geffen Sotheby's International

Additional copies are distributed to:

- SA Relais & Châteaux hotels and lodges
- African Pride Group
- Moloko Investment Group
- SALA, the South African Luxury Association group
- SLOW Lounge
- Emirates Airlines
- Execujet corporate and private charters
- Bentley and Aston Martin clients
- BMW
- VIP guests at exclusive, invitation-only events such as the Audi quattro Cup
- Selected media and blue-chip advertisers



Private Edition is an intelligent, often provocative, read. If there is one word that characterises the look of every issue, it is 'glamour' – be it in architecture, fashion, leadership, art, motoring or travel



Master Strokes
Challenging and provocative reads change your life for the better. Just ask any avid surfer.

