



READER PROFILE

Legacy Inspires is a lifestyle magazine intended for guests at Legacy Hotels & Resorts throughout Africa. The magazine appeals to a variety of people and interests, from families going on holiday to men and women on business trips, and offers each and every reader 'the edge'. With a print run of 10 000 copies, Legacy Inspires is distributed to all hotel rooms and retail stores within the Legacy Group, making the magazine a unique and superb read for local and international travellers by keeping them up-to-date with the latest social diaries, fashion trends and property development news. The magazine will also be digitised and distributed to all of Legacy's VIP members (approximately 1 500).

Income Group LSM 7 - 10

Age Group: 25 +

LEGACY

Legacy Hotels & Resorts owns and manages a collection of four- and five-star hotels, bush lodges, and leisure resorts in key tourism and business locations throughout Africa, and is expanding into the emerging European and Middle Eastern markets. Legacy Hotels & Resorts have been carefully designed and built to complement the special features of each destination, while maintaining the unique charm, elegance and commitment to service excellence to which the discerning traveller has become accustomed.

EDITORIAL EXPOSURE

The magazine comprises four main sections:

- Legacy Diary – Must-see, must-experience events nationwide
- Main Features – Topical and inspiring articles – including luxury international travel destinations and motoring – illustrated with stunning visuals
- Lifestyle – Revealing life's finer luxuries, including style, food and drink, décor, and wellness
- Social Pages – Covering A-list parties in Jo'burg, Durban and Cape Town

MAGAZINE SPECIFICATIONS

Frequency: 3 issues per annum
 Print run: 10 000
 Pagination: 116 + 4
 Distribution: Legacy Hotels & Resorts throughout Africa, Legacy Malls, Restaurants, Online
 Estimated Readership: 160 000 (Based on hotel room, retail and online readership over the period)

MATERIAL REQUIREMENTS

Web Offset Printing Process
 All advert material to be supplied in closed PDF Type 1 embedded fonts and CMYK colour space (no RGB).

Please deliver via CD or e-mail to marketing@legacylifestyle.co.za. Documents to conform to correct size and trim requirements and should contain crop marks to indicate the trim area and registration marks. If a document contains TrueType fonts, it must be opened in PhotoShop and rasterised at 300dpi in CMYK colour. It must then be flattened and saved as a PhotoShop PDF with a maximum quality (12) jpeg preview.

ADVERTISING RATES	RETAIL RATES	LEGACY LIFESTYLE RATES	3 ISSUE RETAIL RATE	3 ISSUE LEGACY LIFESTYLE RATE
IFC	R22 000	R17 600	R14 080	R11 264
IBO	R22 000	R17 600	R14 080	R11 264
OBC	R22 000	R17 600	R14 080	R11 264
Double-page spread	R32 000	R20 800	R16 640	R13 312
Full page	R18 000	R14 400	R11 520	R 9 200
1/2 page	R 9 200	R 7 360	R 5 888	R 4 710
1/3 page	R 7 800	R 6 240	R 4 992	R 4 000

* All rates exclude VAT.

IF YOU WOULD LIKE TO STOCK MAGAZINES IN YOUR STORES
 PLEASE SEND A REQUEST TO: MARKETING@LEGACYLIFESTYLE.CO.ZA

ADVERTISING SPECIFICATIONS - Trim (excl. 3mm bleed)

- 10mm safe type area
 - Double-page spread 297 x 420
 - Full page 297 x 210
 - 1/2 page horizontal 148 x 210
 - 1/2 page vertical 297 x 105
 - 1/3 page vertical 297 x 70
- Please note: 3mm bleed all round for DPS and corporate advertisements only



MONTHLY DIGITAL NEWSLETTER:

Rate: Free
 Frequency: Monthly
 Estimated Readership: 160 000 (Based on hotel room, retail and online readership over the period)
 Advert specifications: All specials and adverts to be sent to Legacy Lifestyle by 16th of every month: marketing@legacylifestyle.co.za

WEBSITE BANNER:

Rate: Free
 Frequency: 6 seconds per cycle
 Banner specifications: 470px width x 100px height
 Animated gif or flat jpg
 Max Size: 50KB

LEGACY CORNER MALL TV WALL:

Rate: Retail Rate – R3000 per month
 Legacy Lifestyle Rate – R1000 per month
 Minimum of 3 months
 Frequency: 10 seconds per cycle
 Location: Legacy Corner Mall, Corner 5th and Maude Street, Nelson Mandela Square, Sandton
 Advert Specifications: Video: MPEG, Windows® Media HD, DivX, all Quick Time supported formats including MPEG4 native format.
 PowerPoint ®2007*
 Audio: WAV, WMA, MP3.
 Images: BMP, GIF, JPEG.

DAVINCI PANELS:

Rate: Retail Rate – R12 000
 Legacy Lifestyle Rate – R 9500
 Minimum of 3 months
 (excludes production, installation and artwork design)
 Specs: Dependant on panel availability

INTERNAL HOTELS TV CHANNEL:

Rate: Free
 Frequency: Once per hotel cycle
 Advert Specifications: Landscape advert or power point slide
 (minimum file size of 3MB)



*Where necessary Legacy Lifestyle can be contracted to design all advertising artwork.