

# New product launch packages



## Drive awareness in the trade for your new product across three media platforms

The three platforms that carry your new or revamped product report:

- **Email:** **9 004 email alerts** go out to our readers with hotlinks to email, phone contact, web page and product video
- **Website:** **2 000 exposures** to your new or revamped product reports per month
- **Magazines:** your report goes out in our magazine with hotlinks to email, web page, product video and full spec sheet/presenter to **9004 readers**

New products are considered the life blood of the trade. In research we have found new products are our audiences' favourite topic in the magazine with 92% approval rating.

For the best exposure and action for new products, we hotlink contact details such as sales phone numbers, email addresses, web pages, full spec sheet/presenter and product-demo videos.

### Standard package

Direct

Agency

Includes

- Email alerts – **9 004** recipients
- Website report – **2 000** exposures
- Magazine report: **9 004** magazines sent

R7 420

R 8 890

### Enhanced package

Added to the standard package, you get...

- **advertisement in the magazine** (full page | half page | 2 x full pages)
- **Facebook exposure**
- **Twitter exposure**

Includes:

- Facebook exposure: **5 000** average weekly reach
- Twitter exposure: **2 700** average weekly reach
- Magazine circulation: **9 004** sent

#### Enhanced package cost...

Direct

Agency

Half page

R13 500

R16 170

Full page

R22 500

R26 950

Two page option

R40 500

R48 500

For more information contact us:

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& **RETAILER**