



Pink Loerie

Mardi Gras and Arts Festival 2017 Knysna

MEDIA PARTNERS / EVENT LISTINGS / SOCIAL MEDIA

2017

Dear Sir or Madam

The upmarket 23-year-old Gay Pages is the only glossy South African gay title with comprehensive national distribution. Many premium brands advertise with us, as the affluent, brand loyal gay consumer segment is highly valued. Focussing on travel, lifestyle, motoring and luxury products, has made this stylish magazine a household name and popular with international tourists.

Globally gay consumers are valued for their high per-capita spend on cars, luxury goods, travel, restaurants, homes and homeware. As early adopters of technology their trendsetting behaviour is well documented. Our readers vary mainly in age from 18 to 68 and tend not to retire. Most remain actively employed well into their 70s and that significantly changes the demographics of our older readers from the mainstream.

We publish four quarterly standard sized editions and one large format annual publication. Our 8th magnificent flagship Special Collector's Edition will be on sale over the December 2016 to March 2017 holiday season, as an annual coffee table fifth edition.

Advertisers receive the best visibility and longest shelf life due to the useful business directory at the back of the magazine, featuring a range of services. Readers use it extensively and most of our advertisers have been with us longer than 5 years. These advertisements vary in size from half pages to listings. Full page advertisements always appear in the first half of the magazine and our restaurant section at the back has expanded considerably and features some of the best establishments in the country.

All advertisers are listed free on www.gaypagessa.co.za.

Please contact us if you need more information.

Sincerely,

Rubin van Niekerk – Editor
Alan Samons – Deputy Editor

THE ABNSA GAY CONSUMER PROFILE 2008

This historically significant research about the South African gay consumer is the largest, most comprehensive gay consumer survey in South African history, providing statistically significant marketing data and insight. Unbiased, professional third party involvement contributed to the independence and validity of the study. No independently verified, analysed and interpreted gay consumer study has ever been conducted on this scale, consequently it remains the research benchmark.

To receive the full survey results in PDF format at no charge, please contact us.

GAY PAGES

The 22 year-old Gay Pages is the premium South African gay title, offering over two years of shelf life per edition due to its popular business directory at the back of the magazine with over 300 services aimed at gay clients. All our advertisers are also listed for free on our website where we have more than 600 service providers.

We distribute to over 1000 outlets countrywide via RNA, with limited distribution beyond our borders. Our subscription database reaches across the globe and we distribute 2000 copies via mail, courier and by hand through our network. In total 8500 copies are distributed every 10 weeks.

Our demographics have changed remarkably little during the past 22 years, but the age range of our readers has increased and 96% are aged 18 to 65. Our racial profile changed slightly with an increase in the black, coloured and Asian readers, indicating higher social acceptance and greater integration of those racial groups. Racial integration amongst gay people is higher than mainstream society and the number of multi-racial couples is growing. Few gay men retire before 75 and most remain active for life with creative hobbies that frequently become owner-managed businesses that they run well into old age. Consequently a large percentage becomes quite affluent with age, remaining active consumers much longer than their peers in mainstream society.

The coming out age is becoming younger, especially in the white and coloured community where over half are out of the closet by age 20, suggesting a more relaxed society that encourages self-acceptance.

Approximately 40% own more than two properties and property ownership changed in favour of smaller, more luxurious and safer properties. Home ownership has increased and property is still seen as a good investment, as the growth in multiple property ownership suggests. A growing percentage of Johannesburg-based readers have also bought Cape Town properties and commute frequently between these cities. Johannesburg remains the business capital, but Cape Town offers a great gay lifestyle. Since the nineties a great number of predominantly gay Europeans have started retiring in Cape Town and far more direct flights are now available between Cape Town and Europe.

Car ownership at 95% is very high with frequent purchasing of new cars. Premium segment cars are the most popular and approximately 50% of new cars are from German origin, while French cars have also become very popular.

Readership 45 000

Circulation 8 500

Age Groups 24% are aged 18 to 30

28% are aged 31 to 40

23% are aged 41 to 50

21% are aged 51 to 65

4% are aged over 65

Gender 96,5% Male

Demographics 50% are White

21% are Black

15% are Coloured

14% are Asian

The cost per issue is R42,00 and we produce 4 standard size editions (275 x 210mm) and 1 large format Special Collector's Edition (240 x 320mm) that is for sale over the December to February holiday period as a collector's edition. We print on magnificent quality 100 gsm paper with a 250 gsm cover, placing the quality of the Gay Pages amongst the top 10 titles in South Africa from a publishing quality perspective.

Best regards

Rubin van Niekerk - Editor

mamba

www.mambaonline.com

The screenshot shows the Mamba website interface. At the top, there's a navigation bar with links like Home, Features, Galleries, Headlines, Entertainment, Reviews, and What's On. Below this is a main content area with several article thumbnails and headlines. A prominent article on the left is titled 'Coming out to my parents - Vives story'. Other headlines include 'Father Awards', 'Shook as Star Trek's George Takei condemns Sulu being made gay', and 'Equality Court victory against Pink Leslie "gay curse" woman'. The right sidebar features a vertical banner for 'Go to health4men.co.za' and a 'HEALTH4MEN' logo.

Over the past 14 years, Mambaonline.com has grown to become South Africa's largest and most popular gay news and lifestyle medium, reaching more than 75,000 unique visitors a month...

Aimed at urban, trend-setting internet-connected gay men and women, Mambaonline offers a unique combination of compelling content, interactivity and that special - and oh-so-very-stylish - Mamba sensibility.

The Mamba offering - consisting of Mambaonline, MeetMarket (social networking / dating) and Mambagirl and Mambagirl Dating - was voted the most popular gay and lesbian medium in South Africa in two independent surveys (2011 & 2012).

With more reach than any other gay publication in the country, Mambaonline is the most effective way to target South Africa's influential gay community!

The Mambaonline package includes high-quality, lifestyle feature articles, daily news, an entertainment diary and the popular online dating service, Meet Market. Recognition of Mambaonline's credibility has meant exclusive interviews with numerous artists, musicians and personalities such as the late icon Brenda Fassie, Olympic swimming medalist Ryk Neethling, Supreme Court judge Edwin Cameron, songstresses Lira and Toya Delazy and the DA's former Parliamentary Leader Lindiwe Mazibuko. A highlight every two years is Mambaonline's Sexiest Man Award. Mambaonline advertisers have included Bidvest Bank, BlackBerry, Fiat, Ster Kinekor, Toyota, Lexus, Mercedes Benz, Seekers Travel and Vodafone, among many others. Mambaonline.com launched its lesbian sister site, www.mambagirl.com, in 2007.

Mambaonline's offerings

- More than **75,000** unique visitor a month
- More than **12,000** social media followers
- **Online dating service with 16 000 members**
- Regular **features, interviews and profiles**
- Local and global **news headlines**
- Info on **What's On** around SA: Theatre, arts and events listings
- **Community organisations listings**
- **Travel guide** to gay South Africa
- National **club and "hotspots"** listings

mambaonline

rate card 2016

*monthly average site visitor statistics

incorporating www.mambagirl.com & meetmarket.com

| PERIOD | VISITS | UNIQUE VISITORS | PAGE IMPRESSIONS |
|-------------------|-------------------|------------------|-------------------|
| Previous 3 months | 195 000 per month | 75,000 per month | 484,000 per month |

* Google Analytics

| DESCRIPTION | CPM (cost per thousand) | CPI (cost per impression) | SIZE (pixels) |
|---|----------------------------|------------------------------|--|
| HOME PAGE SQUARE (3 possible placements) (Prime position on Home page) | R300 | .30c | 300x250 |
| HOME PAGE SKYSCRAPER (Prime position on Home page) | R400 | .40c | 300x600 |
| HOME PAGE HEADER BANNER (Prime position on Home page) | R300 | .30c | 728x90 |
| REST OF SITE HEADER BANNER (Home page, What's On page, News pages, all Galleries pages and all Article pages) | R270 | .27c | 728x90 |
| REST OF SITE SQUARE BANNER (What's On page, News page, all Galleries pages, MeetMarket Landing page and all Article pages) | R270 | .27c | 300x250 |
| REST OF SITE SKYSCRAPER (Home page, What's On page, News pages, all Galleries pages and all Article pages) | R350 | .35c | 300x600 |
| MAMBA EDITORIAL BLURB + ADVERTORIAL (Home Page, MeetMarket Landing page, What's On & Features) | POA | POA | 145x100 thumbnail 800 word article with images & links |
| SECTION SPONSORSHIP - What's On (Entertainment). Eat, Beauty & Grooming, Motoring, Visit SA, Galleries) | POA | POA | TBC |
| WALLPAPER - HOME PAGE/ REST OF SITE | R800 | .80c | 160x1050 x 2 |
| | | | |

Packages / Added Value: It is strongly suggested that clients supply Mambaonline with a budget range allowing us to propose an effective campaign package. Mambaonline will offer added-value related to the length and spend of the campaign. The minimum campaign for Mambaonline is R2000.

Creative / Material: As a standard, final advertising material is supplied by client. However, Mambaonline can design artwork on request at an hourly rate of R370, or included as part of an individually designed campaign package.

Payment Terms: Standard terms are 50% on signing, and 50% upon completion. (Unless otherwise agreed and / or in the case of special rates, packages or agency bookings.)

Right of Refusal: Mambaonline reserves the right to reject any advertising creative or campaign should it feel that it is not appropriate.

Agency Discount: 16.5% off rate card prices.

Monitoring / Targeting: Mambaonline's uses Google DFP to serve and effectively monitor advertising

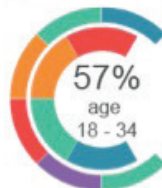
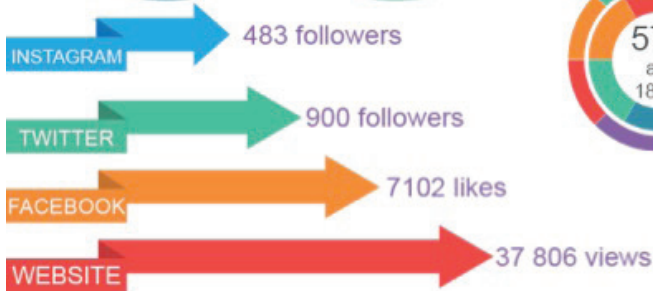
For more information on Mambaonline and /or advertising opportunities please contact:

Editor: Luiz DeBarros | Tel: +27 83 653 7577 | E-mail: luiz@mambaonline.com | Web: www.mambaonline.com

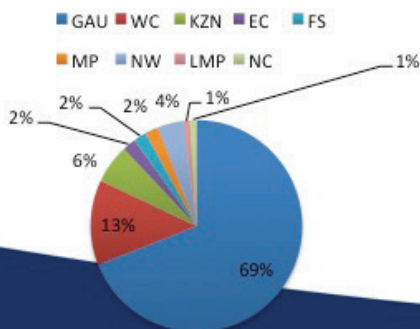
Postal address: P.O. Box 413952, Craighall, 2024, Johannesburg, South Africa

GAMSA RADIO

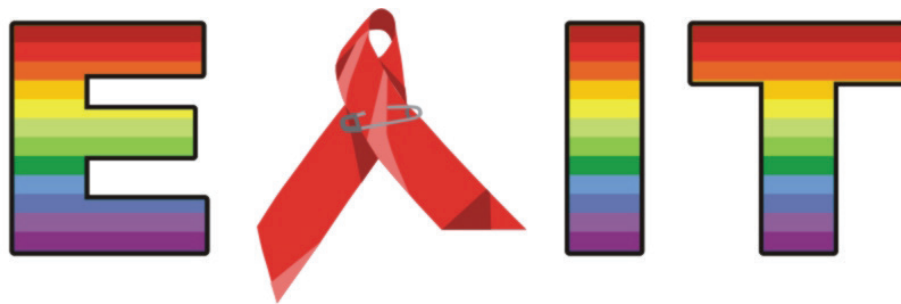
where you are family



Listener Locations*



*based on Facebook stats



Exit has been the LGBT community newspaper in South Africa since the 1980s. Exit is a monthly tabloid newspaper distributed throughout South Africa, and even in neighboring countries. Internationally, it is one of very few LGBT newspapers with national distribution, as in most other countries such publications are distributed locally. Exit is supplied by the distributors RNA to more than 200 agents, being primarily branches of CNA and Exclusive Books around South Africa, and in Botswana and Namibia.

Exit also has a base of national and international subscribers. Libraries like the Harlan Hatcher at the University of Michigan, have a collection of Exits going back decades – the biggest outside of Africa.

In addition to sales, Exit is given away at gay clubs and bars in South Africa's major cities, and through NGOs like Health4Men and OUT.

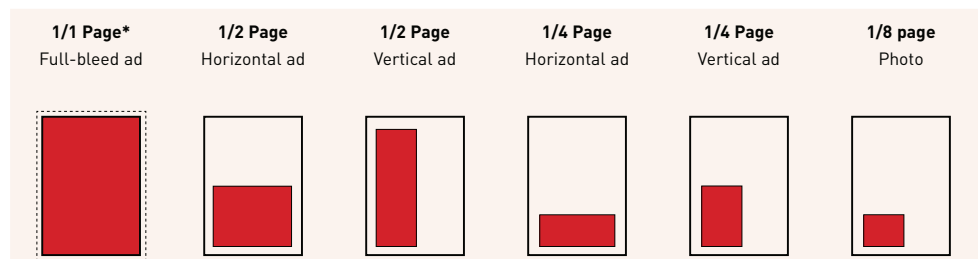
In the 21st Century, Exit gained a website, which has recently been upgraded. Exit.co.za receives tens of thousands of visits per month. Under Reach, mention must also be made of the Exit group on Facebook which has thousands of members, and the Exit Newspaper South Africa page, which can also boast thousands of Likes.

Gavin Hayward
Editor

spartacus

spartacus®

MORE THAN **1.6 MILLION** VISITORS PER YEAR!



| | | 1/1 Page* Full-bleed ad | 1/2 Page Horizontal ad | 1/2 Page Vertical ad | 1/4 Page Horizontal ad | 1/4 Page Vertical ad | 1/8 page Photo |
|------------------------------|----|----------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------|
| International Gay Guide | mm | 140 x 210* | 126 x 91 | 61.5 x 185 | 126 x 44 | 61.5 x 91 | 59.5 x 44 |
| | in | 5.51 x 8.27* | 4.96 x 3.58 | 2.42 x 7.28 | 4.96 x 1.73 | 2.42 x 3.58 | 2.34 x 1.73 |
| International Hotel Guide | mm | 140 x 210* | 123.5 x 90.5 | 59.5 x 183.5 | 123.5 x 44 | 59.5 x 90.5 | 59.5 x 44 |
| | in | 5.51 x 8.27* | 4.86 x 3.56 | 2.34 x 7.22 | 4.86 x 1.73 | 2.34 x 3.56 | 2.34 x 1.73 |
| International Sauna Guide | mm | 117 x 187* | 102 x 82 | 49 x 167 | – | 49 x 82 | 49 x 39 |
| | in | 4.61 x 7.36* | 4.01 x 3.22 | 1.92 x 6.57 | – | 1.92 x 3.23 | 1.92 x 1.53 |

* Please remember to add the bleed of 4 mm or 0.16 in on each side (dashed line). In view of this trim, text and image elements must have sufficient distance from the net format (4 mm / 0.16 in on all sides).

Event listing

1. <http://www.spartacusworld.com/events/?month=5&year=2017>
2. <http://www.bizcommunity.com/Event/196/443/47257.html>
3. <http://www.themarketingsite.com/news/45982/pink-loerie-mardi-gras-arts-festival-knysna->
4. <https://app.evvnt.com/>
5. <http://www.myza.co.za/events/pink-loerie-mardi-gras-arts-festival-knysna-2017/>
6. <http://www.sa-venues.com/events/gardenroute/pink-loerie-mardi-gras/>
7. <https://www.knysnakeep.org/pink-loerie-festival-2017-bringing-back-fantasy/>
8. <http://thegremlin.co.za/knysna-news/wordpress/2016/12/30/pink-loerie-mardi-gras-arts-festival-knysna-2017/>
9. <http://showme.co.za/knysna/events-entertainment/pink-loerie-mardi-gras-arts-festival/>
10. <http://www.gaysaradio.co.za/event/gaysa-radio-at-pink-loerie-mardi-gras-arts-festival/>
11. <http://www.mediaupdate.co.za/media/125445/pink-loerie-mardi-gras-and-arts-festival-dates-announced>
12. <http://www.gaycapetown4u.com/event/pink-loerie-mardi-gras/>
13. <https://communityjustlanded.ch/en/events/Pink-Loerie-Mardi-Gras-and-Arts-Festival-2017>
14. <http://www.golfinthegardenroute.com/whats-happening-in-the-garden-route/>
15. <https://blog.rocktheroute.co.za/find-your-festival-2017/>
16. <http://www.dreambreaks.co.za/venues/accommodation/za/western-cape/11-oaklands-on-the-knoll/activities>
17. <http://clickonads.co.za/event/pink-loerie-festival.html>
18. <http://publicholidays.net.za/freedom-day/>
19. <https://www.purpleroofs.com/gay-travel-events-gay-pride.html>
20. <http://afrotourism.com/event/pink-loerie-mardi-gras/>
21. <https://www.brandsouthafrica.com/tourism-south-africa/travel/cultural/festivals>
22. <http://www.travelstart.co.za/blog/april-events/>
23. <http://www.roekeloos.co.za/feeste/>
24. <https://www.dreamvac.com/events-page.aspx>
25. <http://www.artlink.co.za/event.htm?eventID=411>
26. <http://friendlytur.com.br/?p=3796>
27. <http://www.loveknysna.com/about-knysna/schools-in-knysna/primary-schools/>
28. <http://africacomplete.co.za/slide-view/bradach-manor/>
29. <http://www.clickonads.co.za/event/pink-loerie-festival.html>
30. <http://www.mzansifresh.co.za/2017/01/04/pink-loerie-mardi-gras-and-arts-festival-dates-announced/>
31. <http://www.lekkercamper.co.za/event-listings.html>
32. <http://www.afrikaans.com/beleef/ontspan/kalender>
33. <http://www.dailyxtratrans.com/south-africa/western-cape/cape-town/events?AspxAutoDetectCookieSupport=1>
34. <http://www.expatscapetown.com/south-africa-festivals.html>
35. <http://www.privateproperty.co.za/estate-agency/pam-golding-properties-knysna/3421>
36. <http://www.jaminadventures.com/discover/knysna/>
37. <http://www.pinelodgegeorge.co.za/Category/newsletters/>
38. <http://www.lonelyplanet.com/south-africa/cape-town/gay-and-lesbian-travellers>
39. http://gardenroute.hotelguide.co.za/Hotspots_and_Highlights-travel/knysna-travel-guide.html
40. <https://afktravel.com/1227/15-festivals-in-south-africa/6/>
41. https://en.wikivoyage.org/wiki/April#Events_in_April / <https://en.wikivoyage.org/wiki/Knysna>
42. <http://www.frommers.com/destinations/cape-town/nightlife/gay--lesbian-clubs>
43. <http://www.albergo.co.za/events-in-plettenberg-bay/>

some of the event listings found via **google**
search words **pink loerie 2017 knysna lgbt**

Social Media Information

WEBSITE

www.pinkloeriefoundation.com
www.pinkloerie.co.za
www.bearcolony.co.za
www.wigstock.co.za
www.pinkloerietravel.com
www.pinkloeriemagazine.com
www.pinkloerieweekend.com
www.mrgmgsa.com

TWITTER

@PinkLoerie
@PLTravelZA
@Bear_Colony
@Wigstock

FACEBOOK

/PinkLoerieFoundation
/PinkLoerieTravel
/BearColonyFestival
/Wigstock
/groups/PinkLoerieTwo
/groups/PinkLoerieThree
/groups/MSGMGSA
/groups/MRGMGSA

INSTAGRAM

/pinkloerieknysna
/wigstockfestival

HASHTAG

#pinkloerie
#pinkloerie2017
#pinkloeriefoundation
#pinkloerietravel
#pinkloeriemagazine
#pinkloerieweekend
#fairytale
#wigstock
#bear_colony
#bearwear
#LGBTQfestival
#knysna
#pinkfootfwd
#pinktown
#showyourcolors
#donthateparticipate
#missgaymardigras
#mrgaymardigras
#worldgayfoundation

mailing list **13397** subscribers / facebook **11951** followers and or likes / twitter **5536** followers / instagram **1288** followers
as on 16 January 2017

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