

South Africa is a sports-mad country where on

# Any Given Saturday

- Four to -10 stadiums have 40,000-plus 'bums on seats' (aka paying spectators).
- 1,000,000-plus active sportsmen and -women are playing their sport, which costs them money,
- At least 250,000 DStv users are tuned into a wide array of sporting coverage.

**So we think there's room in the market for more than one multi-sports magazine with 40,000 readers\* .**

(\*referring to Sports Illustrated's latest ABC figure of a bit under 40,000 copies per month)

:No Bull:

# The Ball

:Just Ball:

What The Ball promises is

**more, more,  
more, more,  
more, more.**

The way we have structured our magazine ensures that every issue we cover more players from more teams and across more countries than other multi-sport magazines in South Africa are able to cover.

They do their thing, we do ours.

They have their readers, we have ours.

**The Ball**

:No Bull:

:Just Ball:

SASI hasn't cornered the market because ...

# two markets we grow!

**Getaway** was a major 80,000 circulation magazine for years. **Weg** popped into the market and in a year had roughly an equal share of the market, without causing **Getaway** to lose any real market share.

15 years ago one men's magazine sold around 15,000 copies. Today there is **FHM** (120,000), **Men's Health** (95,000) and **GQ** (40,000).

Magazine markets **GROW** when a good new title enters the market and offers readers something different to the existing title.

:No Bull:

# The Ball

:Just Ball:

We don't want to sound opinionated when we say

# sasi is no competition

Sports Illustrated (aka SASI) is a phenomenal success in South African sports publishing.

They do what they do really, really well.

But they can't cater for everyone's needs in their magazine. They service probably a third to a half of the market's needs of a South African multi-sport magazine. SASI can't be all things to all men.

That leaves a large segment of the market open for The Ball to service. And that's a large segment of men and women who are waiting for The Ball!

:No Bull:

# The Ball

:Just Ball:

What will The Ball offer to its readers?

# our place in the niche

The Ball's editorial content is centred around the Big Five ball sports that are part of the primary DStv sport content mix.

Our magazine is targetted at the DStv viewer and the person who buys their sporting equipment at Sportsmans Warehouse.

That's a large readership.  
That's a lot of spending power.

:No Bull:

# The Ball

:Just Ball:

But we're not restricting ourselves. We realise

# there's more to it than just balls.

We cover other sports that are also of interest to our readers, even if those are 'sports without balls'.

We won't let 'our name' prevent us from bringing cricket-, rugby-, soccer-, tennis- and golf-fans great sporting pictures and articles on Formula 1, swimming, athletics, netball, hockey and so on.

That wouldn't be playing ball, now would it?

:No Bull:

# The Ball

:Just Ball:

So how is The Ball going to grow so quick?

# we've got the readers

The Ball has negotiated an exciting distribution deal  
with **Sportsmans Warehouse**.

Our next three issues will each have a print run  
of **50,000 COPIES**, of which 40,000 copies will  
be distributed free to customers and card-holders  
when they make any purchase at one of  
Sportsmans Warehouse's 23 branches nationwide.

The remaining 10,000 copies will be on sale  
nationwide at CNA and selected retail outlets.

:No Bull: **The Ball** :Just Ball:

So although we're a new company

# we're bigger than sasi

And we're local. Some people think there are too many magazines in South Africa that are franchises of overseas brands. Some people think our local publishers can produce world-class publications without relying on copy-and-pasting from CDs burnt in the USA.

Why not support a local publisher who offers a page rate far greater than 50% cheaper than the rate offered by SASI, and with a cost per reader that will take the Play of the Day honours every, um, day?

:No Bull:

# The Ball

:Just Ball:

Before I sign up, give me some specifics

# The Ball

276x210mm.

Stapled.

Full colour.

64pp plus cover

With a guaranteed readership of 40,000 (before any copy sales are achieved) by issue four, our cost per reader is extremely low considering our readership has good spending power.

:No Bull:

# The Ball

:Just Ball:

How much do I make my cheque out for?

# R9,999

Will you repeat that?

Yes, a rate of R9,999 for a full page ...

and if you book space in each of the first three issues we'll freeze that rate for YOU for the next 24 ISSUES, regardless of how BIG we are by THEN and how EXPENSIVE our page rate has become.

**It's as if you have a share in The Ball's future.**

- R 9,999 for a full page
- R 14,999 for the OBC, IFC DPS or the centre DPS
- R 6,999 for a one-third page vertical strip
- R 4,999 for a 420x25mm DPS pic spread strip

**Our rates exclude VAT (14%) and any agency commission.**

For advertising agencies our **special deal** is that any 'price freeze' rates they qualify for can then be passed onto ANY of their clients.

**You have to call that The Phew Deal!**

:No Bull:

# The Ball

:Just Ball:

Client \_\_\_\_\_ Agency \_\_\_\_\_

Advertisement \_\_\_\_\_ Order No. \_\_\_\_\_

Account manager \_\_\_\_\_ Marketing manager \_\_\_\_\_

Client phone / fax / e-mail \_\_\_\_\_

**ADVERTISING SPACE BOOKED IN THE BALL MAGAZINE**

- FULL PAGE @ **R9,999** + VAT (14%) + AGENCY COMM **OCT 2006 / NOV 2006 / DEC 2006**
- DPS/OBC @ **R14,999** + VAT (14%) + AGENCY COMM **OCT 2006 / NOV 2006 / DEC 2006**
- 1/3 STRIP @ **R6,999** + VAT (14%) + AGENCY COMM **OCT 2006 / NOV 2006 / DEC 2006**
- DPS STRIP @ **R4,999** + VAT (14%) + AGENCY COMM **OCT 2006 / NOV 2006 / DEC 2006**

I WANT THE ADS INDICATED **ALSO/ONLY** BOOKED IN THE FOLLOWING ISSUES IN **2007**

**JAN / FEB / MAR / APR / MAY / JUN / JUL / AUG / SEP / OCT / NOV / DEC**

Special Requests \_\_\_\_\_

**CONFIRMATION OF ORDER BY CLIENT** \_\_\_\_\_ Date \_\_\_\_\_  
AND ACCEPTANCE OF ALL TERMS AND CONDITIONS

Name \_\_\_\_\_ Position \_\_\_\_\_

**ACCEPTANCE OF ORDER BY SIMON LEWIS** \_\_\_\_\_ Date \_\_\_\_\_

**TERMS AND CONDITIONS**

1. **THIS ORDER CONSTITUTES A BINDING CONTRACT WITH AND A FIRM COMMITMENT TO UM STUDIOS PUBLICATIONS CC.**
2. The parties hereto consent to the jurisdiction of the Cape Magistrate's Court in terms of Section 45 of Act 32 of 1994, as amended, for the purpose of any dispute arising herefrom.
3. The client indemnifies UM Studios Publications CC from any claims arising from the publication of their advert in The Ball.
4. UM Studios Publications CC reserves the right to reject any advertising material deemed inappropriate for the target market.
5. UM Studios Publications CC offers clients a Price Freeze for advertising in the October, November and December 2006 issues. Clients advertising in **all three issues** will have their rate 'frozen' for any future advertising of the same page size they wish to place during the 24 issues of The Ball that are scheduled for publication during 2007 and 2008.

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