

MEDIA KIT 2016

SOUTH AFRICA'S FIRST CIGAR AFICIONADOS MAGAZINE



LAUNCH
ISSUE
2016



GoodLife

MEN'S ELEMENTS

CIGAR AFICIONADOS LIFESTYLE MAGAZINE

GOOD LIFE

CIGAR AFICIONADOS LIFESTYLE MAGAZINE

MEN'S ELEMENTS

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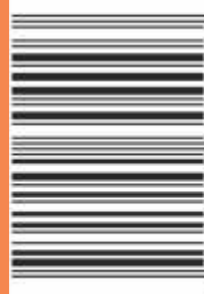
THE IMMIGRANT CHAIRMAN
A DISCUSSION WITH MELUSI GIGABA

ON THE SUNSEEKER

CRUISING THE WILDEST
OCEANS: GOODLIFE SPECIAL

SOUTH AFRICA: TOP CIGAR JOINTS | THE REBIRTH OF THE ROLLS.
GL PEOPLE | 20 CIGARS RATING | GOODLIFE CIGAR MOMENTS

R49.00 SA | R43.00 excl SADC | \$5.00 International



OCTOBER 2016

EXCLUSIVE!

ZEGNA | STYLE SPECIAL

LAUNCH
ISSUE
2016

EXCLUSIVE! THE BACK SEAT WAR:

BMW

BENZ



GOODLIFE

CIGAR AFICIONADOS LIFESTYLE MAGAZINE

MEN'S ELEMENTS

Men's Elements GOODLIFE magazine is a monthly Cigar Aficionados lifestyle magazine. Designed to celebrate a specific target of the reading market, affluent cigar smokers. Success is celebrated in many ways and we feel that our readers have grown and in the process had the opportunity to contribute greatly to our economy. This is in all aspects of life; business, showbiz, sports, media and many more. GOODLIFE will communicate and refer to these men with dignity and respect for their achievements and the role they play in inspiring our society. A men's lifestyle is made up of a variety of topics; health, family, business, relationships, leisure, entertainment, knowledge, habits, association, money, technology and lots of fashion. And this is what GOODLIFE is all about, things that maketh a man.

Apart from profiling stories [Cigar Moments], issues that will form part of GOODLIFE will educate, inform and bring a lot of entertainment to its readers. This magazine feels a gap that has been in existence long before our democracy. Now that the grounds are leveled we feel that the African man [Black & White] deserves a magazine that will not only nourish his ego, but also build his capacity as a man. Make him aware of what is expected of him and what he is capable of achieving with a little bit of effort. Our concentration span as men would not win us an award; maybe a beautiful lady

and that is where it ends. Making our reading ability easy to disrupt. Our stories will therefore be designed to capture and encourage our fellow colleagues to stay glued to these pages. As a lifestyle magazine, GOODLIFE will be between the speciality magazines. Being able to discuss health, money, sports and fashion issues under one cover. Products that stands to benefit from the establishment of GOODLIFE as a medium will be; Automotive, consumables, professional and corporate companies, technology, gadgets, leisure and holiday resorts, adults beverages, interior decor, furnishing and architecture, financial institutions, health products, perfumery and fashion. GOODLIFE will bring together our countries most crucial market, with an unquestionable and amazing buying power and decision making.

GOODLIFE will be circulated all over the country and its surroundings monthly. This will include Swaziland, Botswana, Mozambique and Namibia. With an initial run of 15,000 copies. This will be increased by 20% annually as determined by our market growth. GOODLIFE will be marketed intensively in Johannesburg, Pretoria, Cape Town, Durban and Nelspruit. This will also include Five Star hotels, Cigar Bars and Lounges, Airline Lounges and Cabins, Golf Clubs, Automotive dealers of note and it will be sold as a sealed-copy magazine on news stands and bookshops.

Don Viterelli

When the South African Department of Health revised tobacco laws back in 1999 and actually implementing them in 2001. It was to protect our own society and families. Infect in some states in the US you cannot even smoke in your own house. It is such a pity that we needed a law to teach us responsibility. Our fore fathers enjoyed tobacco in serene places under the tree with a pot of African beer or glass of Port. It was never in closed spaces or with their family close by. I furiously condemn smoking in public places especial when young boys and girls find it classy and hype.

While on the subject, what drew me to cigar smoking was not just the prestige and panache that come with clamping a cigar between your jaws. It felt like a trade much as precious stones and wine. Like the sport of golf it has a language which would expose a novice. I fell in love with cigars approximately five years before I could actually hold my first cigar in 1999. The same year the tobacco law was passed in South Africa. Which I support totally. In a way I feel the tobacco law will promote the distinctiveness of cigar smoking. We should see more and more dedicated lounges well equipped with extractors, air-conditioning and comfortable browns [Soft leather singles] established by resorts and sports pubs. I find myself booking not only in hotels that allows smoking in their rooms but I make it a point that they have a dedicated space for cigar smokers. With that out of the way, I believe I should welcome you to a wonderful editorial for cigar aficionados in Southern Africa.

We would like to interact with every cigar aficionado in Southern Africa. So we are looking forward to hearing from clubs and individual aficionados. Please write to us with loads of information to: donviterelli@concorse.com.

Gentlemen let us indulge responsibly. Welcome to GOODLIFE Magazine, a cigar aficionados' lifestyle magazine.

Marvin Shaken

When Habanos S.A. named Sr. Marvin R. Shanken Owner and Magazine Editor "Cigar Aficionado" and chairman of M. Shanken Communications Inc. Communications Habano Man of the Year and the first person to win this prestigious award back in 1996 for 1995. Habano S. A. endorsed Cigar Aficionado Magazine as the ultimate smokers journal and the good life magazine.

Habano S.A. the sole exporter of Cuban cigars all over the world established the award in an effort to single out the most distinguished harbingers in the art of smoking. Each year, the award is presented in several categories to manufacturing and marketing executives, business personalities, journalists and artists who anoint and give Habanos brands a good name. The same award was to be received by the late legendary Theo Rudman, a connoisseur and world reknown cigar aficionado from South Africa in 2001.

Today Cigar Aficionado magazine is what every cigar smoker lives by, with up to date cigar reviews and ratings. Through this magazine you are able to grow your knowledge for cigars and learn to appreciate the good life associated with cigar smoking.



EDITOR AND PUBLISHER
CIGAR AFICIONADO MAGAZINE

A TASTE OF THE GOOD LIFE

THE BACK
SEAT WAR

Urban lifestyle and busy streets can be exhausting. There comes a period in our lives when we have the choice of occupying the back seat; affording ourselves a chauffeur to help us run around through the meddling crowds of inner city. GOODLIFE magazine takes a moment in the back seat of South Africa's most loved Super Saloons. BMW, Mercedes Benz, Audi and Lexus are the signature of luxury and strength.

Let us help you make a choice in the battle for the back seat. This issue visits every detail of note and luxury in these German but one horses. **DETAILS ON ISSUE!**

To punch or not to punch; the Etiquette of cigar smoking. Like all other indulgences; cigar smoking has its unspoken rules. GOODLIFE Magazine will take you from a novice to a connoisseur in one edition. We discuss all issues of cigar smoking. From buying your logs to how you store them for maximum quality.

This will include sharing or offering a cigar; preparing and burning your cigar. This magazine has all an aficionado in Southern Africa needs. We will also accessorize; burners, cutters, cases and humidors. Travel with us in our early voyage to a splendid life.

ON THE
SUNSEEKER

Aboard the Sunseeker you cannot help it but get elevated. This is a true definition of precision and craftsmanship. I am yet to see a home designed and built better than a Sunseeker 116 yacht. Now I understand why billionaire spend most of their time floating in the coast of Monte Carlo. The experience and the hospitality of being a guest in such lavishness leaves you in awe and utter bliss. Our coverage of such luxury will allow our readers to aspire to such indulgence. See me on the deck of the 116 Sunseeker; clamping a Nicaraguan Box Pressed Davidoff which is also sampled and tasted in this issue. These are cigar moments of note. **DETAILS ON ISSUE!**



NICARAGUA

THE NEW CIGAR MECCA

An outline of one of the world's largest exporter of premium cigars, show cases our awareness and thorough understanding of the trade of cigars and the new age of great life. GOODLIFE Magazine is about leisure and indulgence; cigar smokers are inspired by the lifestyle and the prestige that comes with the art of making and smoking cigars. Nicaragua is home to world renowned cigar rollers and manufacturers. With their cigars rated top of the pile by reputable cigar magazines and bloggers. What better way to establish a cigar magazine than paying respect to fellow new kids on the block? 20 years ago Nicaragua was just one of those want to be cigar manufacturers. An influx of original rollers from inland Cuba has turned these green mountains to the world's number one cigar manufacturing country.

Through this magazine we will paint an Expose' of Nicaragua's top factories and fine cigar makers. We plan to run the Nicaraguan tobacco fields like crazy kids playing hide and seek. Share in a tradition re-invented by a brand new clan of cigar makers who now call Nicaragua home and smoke some of the world's best cigars while at it. We will see the sun set through lush tobacco slopes standing next to a proud tobacco farmer. Experience the morning breeze and Nicaraguan dews. This story is a summary of an experience and moments spent in total bliss. Nicaragua the new cigar Mecca.

GURKHA PREMIUM CIGARS:



One would wonder what is a Himalayan district in Nepal has to do with a cigar in the Americas, especially in Nicaragua. History has it according to British Lieutenant Frederick Young who got captured by a Nepalese troop in the Nepal war of 1812; that these great warriors were respected by their British counterparts. And according to cigar maker Gurkha it was also in this century that colonial soldiers started smoking hand rolled local tobacco which were referred to as Gurkhas. This edition digs deeper into various Gurkha cigars mostly available in South Africa including the Cellar Reserve [LEFT].



ZEGNA STYLE
EXCLUSIVE
ON ISSUE

MONTHLY REGULARS |

The foundation and strength of GOODLIFE Magazine is the regular content that will be fresh and informative. These will tackle current issues and products development. This is your front desk reports:

EDITORS NOTES

HABITAT & DECOR

CIGARS ON THE MOVE

GADGETS GALORE

BUSINESS TRAVEL

CIGAR MOMENTS

GOODLIFE | DRIVE TIME

PLATE AND CRYSTAL : We visit and spend a week in CITIES just to feel our guts and get tipsy. Join us as we hop from one food corner to another and 'leaving' to tell the story.

COUTURE ROYALE

SAFARI | GAME TIME

GL PEOPLE

YOUR WEALTH

CIGAR JOINTS

SPORTS & MOTORSPORTS

FEATURES | REPORTS

CIGAR RATINGS

MUSIC

ZEGNA STYLE EXCLUSIVE ON ISSUE

MEN'S ELEMENTS
GOODLIFE
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GOODLIFE

MEN'S ELEMENTS

CIGAR AFICIONADOS LIFESTYLE MAGAZINE

RATE CARD 2016

ADVERTISING RATES |

FULL COLOUR	RATE
FULL PAGE	38 880.00
DOUBLE-PAGE SPREAD	77 760.00
TWO-THIRDS PAGE Vertical	32 700.00
HALF PAGE	29 600.00
ONE-THIRD PAGE Vertical	27 500.00
QUARTER PAGE Horizontal	23 500.00
ADVERTORIAL FULL PAGE	45 200.00

PRIME POSITIONS |

FULL PAGE	
OUTSIDE BACK COVER	53 600.00
INSIDE BACK COVER	46 300.00
LH PAGE OPPOSITE CONTENTS	44 600.00
RH PAGE OPPOSITE CONTENTS	44 600.00
OPPOSITE EDITOR'S LETTER	44 600.00
OPPOSITE MASTHEAD	44 600.00
OPPOSITE GOODLIFE FEEDBACK	44 600.00

DOUBLE-PAGE SPREAD	
FIRST SPREAD	91 875.00
SECOND SPREAD	86 475.00
THIRD SPREAD	86 475.00
VERTICAL MASTHEAD	34 500.00

- Special and specific positioning in the first 30 pages of the magazine will carry an additional 20% loading fee.
- A 50% fee will be levied on cancellation of bookings on prime positions requests.
- Discounts awarded for volume commitments that are not fulfilled will be reversed.
- Advertorial rate includes production costs and excludes agency commission
- All rate excludes agency commission and VAT.

INSERTS |

BOUND-IN	
2 pages	R 638.00 / 1 000
4-8 pages	R 863.00 / 1 000
12-24 pages	R 983.00 / 1 000

LOOSE	
2 pages	R 503.00 / 1 000
4-12 pages	R 713.00 / 1 000
16-24 pages	R 878.00 / 1 000
28-36 pages	R 938.00 / 1 000
40-48 pages	R 1 000.00 / 1 000

Delivery Address:
CTP Printers, Boompië Str., Parow, 7500 / Att: GOODLIFE

ADVERTISEMENTS SPECIFICATIONS |

SIZE	BLEED	TRIM	TYPE
FULL PAGE	240 x 290	230 x 280	210 x 260
TWO-THIRDS VERTICAL	155 x 290	150 x 280	135 x 260
HALF-PAGE VERTICAL	120 x 290	115 x 280	100 x 260
ONE-THIRD VERTICAL	85 x 290	80 x 280	65 x 260
HALF-PAGE HORIZONTAL	240 x 145	230 x 140	210 x 125
QUARTER-PAGE HORIZONTAL	240 x 80	230 x 75	210 x 60

- Type safety: Allow 10mm for trim and 15mm for bleed.
- Gutter: No type should appear within 5mm of gutter.
- DPS material to be supplied as two single pages with bleed.
- Copy running across the spine in a DPS advertisement must allow for 10mm space in the spine side for text to read.

All print ready artwork can be supplied on the following platforms:

1. Adsend
 2. Quickcut
 3. Print ready High Resolution 300dpi PDF saved onto CD.
 4. CONTACT: production@concorse.com
- Direct Mobile : +2778 255 9394

An industry standard colour proof for colour matching on press can be supplied.

TARGET READING MARKET

Since 2016 is our launch year, we have no circulation audits to refer to. This Rate Card will outline GOODLIFE Magazine target market and other important details as necessary to secure your patronage. GOODLIFE Magazine features detailed and onsite reporting which entails loads of traveling and participation on covered stories and exclusive reports.

We are an interactive magazine which will be hosting gala nights and Big Smoke events to increase readership. Our magazine has tangible incentives for issue by issue partnerships and brand promotions. GOODLIFE Magazine is also host to the Don Viterelli Cigar Club which will promote a lot of interactive engagements with readers and cigar aficionados all over South Africa.

This is the home of **INDULGENCE!!**

OUR READERS

At least 70% Black

AVERAGE AGE

35 - 65

LSM 7-10

80% Envisaged

CIRCULATION

5000 Club Members

8000 Shelf

2000 Promotional

CIRCULATION

12 000 Local

3000 International

TERMS AND CONDITION |

- 1) CONCORSE, the owner and publisher of GOODLIFE magazine, reserves the right to withhold or cancel publication of any advertisement order that has been accepted. No liability is accepted by CONCORSE for losses arising from failure to publish, omission, or for publication on dates other than those stipulated by the advertiser, or for any typographical errors or mistakes of any kind.
- 2) Every precaution will be taken to ensure the correct printing and insertion of all advertisements, but no liability will be accepted for any colour-matching or content errors that may occur. The onus is solely on the advertiser to ensure that material is supplied in the correct format. Material will be stored for a maximum of 12 months.
- 3) Telephonic instructions must always be confirmed in writing before deadline date.
- 4) Booking deadlines stipulated are also cancellation deadlines. A cancellation fee of 50% of the advertising rate will be charged for cancellations received after the cancellation deadlines.
- 5) No changes to advertisements will be accepted once production of GOODLIFE magazine has commenced. Furthermore, no extensions will be granted for delivery of material. If material arrives after the stipulated deadline and too late for inclusion in the magazine, the full rate will be charged.
- 6) GOODLIFE magazine will not accept advertisements subject to editorial coverage being given to the product being advertised or subject to special positions. This does not apply to special or premium contractual positions and promotional partnership contracts.
- 7) Advertising space in GOODLIFE magazine may not be used for attacking or making negative comparisons with other advertisers, firms, persons or institutions.
- 8) GOODLIFE magazine reserves the right to edit, revise or reject, even after acceptance for publication, any advertisement the publication finds untruthful, misleading, or unsuitable for any other reason.
- 9) GOODLIFE magazine reserves the right to increase or decrease the number of editions published and quantity of magazines printed on a monthly basis without notice. Furthermore, the publisher does not guarantee any given level of circulation or readership for all forms of advertisements in GOODLIFE magazine.
- 10) Should an advertiser place an advertisement requiring money or stamps to be sent to a box number, the full name and address of the advertiser must be included in the advertisement.
- 11) When new advertising rates are announced, contract advertisers can maintain their contract rates for 60 calendar days after the announcement of the new rate. Thereafter, the balance of the order will be subject to the new rate. The advertiser may cancel the contract on the day the new or higher rate becomes effective by providing GOODLIFE with 30 calendar days' notice, unless a rate increase has been stipulated in the contract.
- 12) Accounts will be rendered monthly and payable within 30 days from the invoice date. Outstanding amounts will be charged interest at the prime rate stipulated by the publisher's bankers. Should the publisher incur collection costs, these will be for the advertiser's account. Payment that is received from agencies later than 45 days from the invoice date will not qualify for the 16,5% agency settlement discount.
- 13) All advertisement material is subject to the approval of the publisher. The publisher cannot be held responsible in any manner whatsoever for liabilities, claims, demands, actions, costs, losses and damages that occur as a result of the publication of an advertisement.
- 14) Advertorials and promotional pages must comply with GOODLIFE's style, design and editorial or procedural rules. The words "Promotion" or "Advertisement" will be placed above or below advertorials.
- 15) The publisher reserves the right to reject any creative material that resembles the design, layout and editorial style of the magazine.
- 16) The placing of an order or contract, either in writing or telephonically, qualifies as acceptance of the terms and conditions above. Any conditions stipulated in an advertiser's order form are considered void insofar as they conflict with the terms and conditions above.

**ZEGNA STYLE
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GOODLIFE MEN'S ELEMENTS
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