

Why advertise your product in the GREAT FLOORING GUIDE?

- **We have the largest décor related distribution in the country!** The print run of the GREAT FLOORING GUIDE amounts to 135 000 copies, making this is the BIGGEST magazine drive of its nature in South Africa. We found a vehicle for you to spend less and reach more consumers with your message.

- **Our route to market includes print media, face to face interactions and online publishing** thereby ensuring you 3 contact opportunities.

- **We partner with current top décor magazines and speak to consumers that are actively building and renovating.** We put your product in front of people that want to buy!

- **The GREAT FLOORING GUIDE has been successfully published for 11 years** and is now the sought after and trusted publication for consumers when purchasing flooring.

- **As publishers of the well-established FLOORS IN AFRICA, we have the skilled expertise to produce a flooring guide** with a correct and timeous message to the consumer market. This insures that they read and refer to the publication in their decision making. We are a trusted source of information.

- **The GREAT FLOORING GUIDE prides itself on the fact that it's the only one of its kind** and has helped thousands of homeowners to purchase wiser when they buy flooring.

- **Investing in the GREAT FLOORING GUIDE gives you the opportunity to position your company** as a main player in the flooring industry.

- MEDIA IN AFRICA specialises in niche publications. **We have a built reputation** of producing magazines that give you return on investment in a very competitive economy.

- **The GREAT FLOORING GUIDE takes your product to almost a million consumers.** It is by far the best advertising buy for you to reach these numbers in the residential market.

PERFORMANCE COMPARISON STATISTICS

Competitive circulation

Print order per magazine

**GREAT FLOORING GUIDE
135 000**

Garden & Home	55 000
Tuis & Home	79 000
SA Garden/SA Tuinpaleis	66 042
Die Tuinier	20 448
House & Leisure	40 767
SA Home Owner	36 436
SA Country Life	50 000
The Gardner	25 813
Elle Decor	31 000
Habitat	13 641
Visi	10 604

