



## South Africa's *Leadership* tops 2010 Tabbies

"Leadership's overall quality is exemplary ... the magazine is a delight for the eyes and the mind, which are qualities not often found in the same publication."

**Judges at the 2010 Tabbie Awards**

## What people say about *Leadership* magazine

"Leadership's overall quality is exemplary. From a design standpoint, the layout is cohesive and appealing. The magazine flows effortlessly from one article to another. The writing is top notch, and it is easy to see how it is immediately useful to its target audience. The reporting is balanced and evolves from a wide range of writers who are knowledgeable in their subject matter.

The columns and viewpoints are engaging and relevant to the magazine's audience. Overall, the magazine is a delight for the eyes and the mind, which are qualities not often found in the same publication."

**Judging comments at the annual international Tabbie Awards, where South Africa's Leadership topped the 2010 Tabbies by winning the Gold Award for Best Single Issue**

"A slick, well-laid-out magazine that features the leaders of South Africa from many different walks of life. It's an eye-candy magazine, but the articles do offer blunt, honest opinions from that country's leaders on a variety of subjects."

**Judging comment at the annual international 2010 Tabbie Awards**

"Leadership has emerged – Phoenix-like, from the ashes of virtual obscurity – as a respected and powerful voice for the southern African business community.

The return to former glory is underscored by significant year-on-year copy sales and advertising, with the past recessionary year proving no exception.

The magazine serves as a platform for the opinions of highly influential leaders in every sphere of the economy. Leadership's longevity has not dulled its commitment to delivering diverse and relevant interviews, insights and intelligence to its high-worth selected target market."

**The judges of the 2009 MPASA PICA Awards comments about Leadership magazine which won the prestigious Magazine of the Year Award**

"This iconic magazine has made a major publishing comeback. Once again raising Leadership publication to top-of-mind status among South Africa's thought leaders"  
**The judges of the 2008 MPASA PICA Awards about Leadership magazine.**

"I am delighted to hear about the Leadership Gold award and wish all concerned, heartiest congratulations on such an achievement!"  
**Raymond Ackerman**

"I loved your Green edition of Leadership and thank you for highlighting the issues. Keep up the good work."  
**The Honorable Al Gore**

"Leadership magazine has not only made a comeback but is now something of which it's founder, the late Hugh Murray, would be proud."  
**Chris Moerdyk**

"Congratulations on the awards and achievements—well deserved."  
**Tony Leon**

"Your special Mandela tribute edition was worthy of your magazine's reputation."  
**Andre Brink**

Congratulations! All the accolades being eaped on your head are so well deserved! You have your finger on the pulse. Keep up the excellent work.  
**Michele Alexander  
 Michele Alexander Communications**

"It's not many publications that can boast having people like Barack Obama, Richard Branson, Mark Shuttleworth, Al Gore and Kofi Annan in their magazine in the last year. I am not talking about being profiled but personally writing for Leadership!"  
**Editor - Robbie Stammers**

"Excellence of your publication and your professionalism was evident in the advert that you designed and effected on behalf of Springbok Lodge. It makes me very proud to be associated with a magazine of your caliber and indeed the effort, quality and dedication enjoyed with you and your team was impressive."  
**Megan Narainsamy  
 Marketing Manager Springbok Lodge**

"The response to the Leadership article has been massive leading to a blizzard of phone calls, SMSs and e-mails. Thanks for being such a good vehicle for our article."  
**Clem Sunter**

"I was on a BA flight from Vic Falls and saw your mag. I was initially reluctant to read it because it looked like a typical business magazine, i.e. boring!! I was pleasantly surprised as to how easy it reads, the topics you covered, the layout and did I mention it was not boring at all? Nice one to you and team."  
**Sibusiso Mkwanazi,  
 Features writer, Vibe, The Citizen**

"I was struck by the equally diverse nature of women featured in this publication. Their outstanding achievements have to be celebrated by all of us. Leadership deserves every praise for highlighting their successes."  
**Maria Ramos  
 Ceo Transnet**

"I think that you captured the essence of what I am about and I was delighted with the way you put it across."  
**Andrew Golding  
 CEO of Pam Golding Properties**

"I saw the article and it is great. I believe in a free press and the freedom of journalists to express what they see when they see it and to comment fairly. Thank you for the article and thank you meeting with Jacob Zuma and expressing an independent view."  
**Jessie Duarte  
 ANC Head of Communications**

"We thoroughly enjoyed the cover. It seems surreal in a way that you managed to bring together the Pollocks from different eras. I'm surprised it took all these years for someone to develop creative like this. But you can be sure, both my father and I will display this photograph in our homes as an unusual and sentimental reminder of our wonderful years in cricket.

I would have loved to have played in a test match with my dad and uncle and I suppose this is as close as I'll ever get."  
**Shaun Pollock**

"Congratulations on a job well done, we have received many compliments regarding the picture that appeared on the cover of the Leadership Sports supplement and in the Sunday Times. It looks great please pass our best on to the team who put it all together."  
**Graeme Pollock**

# About Leadership

*Leadership* magazine is aimed at dynamic middle and senior business managers and Directors, entrepreneurs, an influential political class and those who aspire to leadership roles, across all sectors of the economy.

*Leadership* magazine is one of the oldest and most prestigious magazines in South Africa. Founded by Hugh Murray in 1983, *Leadership* became the choice read for the country's business and political leaders.

*Leadership's* aim is to give insights, intelligence and interviews with those leaders who are defining the world around us. It offers leaders a space to express their views, fears and hopes, without those being travestied by truncation, or refracted through the ideological prism of the commentariat.

Over the last 26 years *Leadership* has acted as a nexus point for the opinions of some of the smartest, most intelligent and indeed most vocal people South Africa and the world has had to offer.

*Leadership* is proud to act as the host for some of South Africa's greatest Thought Leaders, to provide them with a podium to express their opinion.

The nature of our target market is difficult to segment, but is holistically professionals, whether they be in industry, government or other market segments. Readers of *Leadership* in the last year alone, have been privy to *Leadership* secrets and insights personally penned by people such as Richard Branson, Kofi Annan, Mark Shuttleworth, Maria Ramos, Clem Sunter, Barack Obama and many more.

The multi-award winning *Leadership* magazine gives you your most cost-effective way to reach your target market



## SA's top award-winning business magazine

### PICA AWARDS

- 2010 Business Magazine of the Year
- 2010 Business Editor of the Year
- 2010 Best Supplement of the Year (Leadership in Sport)
- 2010 Best Design and Layout of the Year Nominee
- 2010 Best Cover Design of the Year Nominee
- 2009 Business Magazine of the Year
- 2009 Business Editor of the Year
- 2009 Best Publication Professional Services
- 2008 Best Publication Professional Services
- 2008 Highly Commended for Cover Design

### INTERNATIONAL TABBIE AWARDS

- 2010 Best Global Single Issue Gold Award
- 2009 Best Global Single Issue 6th Place

### MONDI PREMIER AWARDS

- A record 14 Mondri Premier Awards

## Distribution

- Mailed by name to business and political leaders
- Government ministers
- All SA embassies abroad
- ALL CEOs of 380 JSE-listed companies
- Airport lounges
- Chambers of Commerce nationwide
- Tertiary education institutions
- The hospitality sector (over 600 locations)

Including the Legacy Group, Hilton Group, Protea Hotels, Southern Sun, Sun International, Mugg & Bean, Nino's, News Café, Dulce Café Group, Gloria Jeans, The Grace Hotels etc.

- Businesses (over 300 locations)
- Selected local newsagents
- Subscribers
- Electronic edition on *Leadership* website

## Content

- Interviews with business and political leaders featuring current issues
- Business visionaries and entrepreneurs
- Corporate achievers
- Environmental and sustainable energy issues
- Executive training
- BEE issues
- Telecommunications
- Technology features
- Executive lifestyle/leisure
- Luxury goods
- Corporate Social Investment



PRINT RUN: 10 000  
FREQUENCY: Monthly

This PDF includes Rich Media. To view the full version, you must have *Adobe Reader 6* and *QuickTime 5* installed on your computer.

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# Contact

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### Proprietor

Kaqala Media Ltd  
Reg # 99/23655/06

### Directors

Andrew Fehrser, Royston Lamond



## Advertising Rates 2011

	1 Edition	2-6 Editions	7-11 Editions
IFC - DPS	R38 500	R34 650	R32 000
DPS	R37 000	R33 500	R30 000
FP Prime Position	R30 000	R27 000	R24 300
Full Page	R26 500	R23 950	R21 600
IBC - DPS	R36 500	R32 850	R29 600
IBC - FP	R28 000	R25 200	R22 700
OBC	R35 500	R32 000	R28 800

The rates above are inclusive of agency commission but exclude VAT

## Profile Specials

Can include full page, full colour advert

DPS CORPORATE SPECIAL	R35 750
3 X PAGE PROFILE	R53 000
4 X PAGE PROFILE	R66 000
5 X PAGE PROFILE	R77 000

Rates exclude agency commission and VAT

## Material Sizes (width x height)

Size	Type Area	Trim	Bleed
DPS	440 x 255 mm	460 x 275 mm	470 x 285 mm
FP	210 x 255 mm	230 x 275 mm	240 x 285 mm

## Material Requirements

### (Digital material only)

1. **Printing:** Sheetfed Offset in CMYK at 175 screen ruling. No RGB, LAB, spot or Pantone colours will be accepted.
2. **Material:** Print-optimised PDF (preferably PDF/X-1a:2001) with fonts embedded, images CMYK at 300 dpi resolution, have no ICC profile embedded or live transparency black text set to overprint and white text to knock-out.
3. **Output resolution:** 2400 dpi
4. Material can be sent via an accredited clearing house such as Quickcut (telephone 011-317 8000) or Websend (telephone 011-712 5700). Can also be sent via YouSendIt (yousendit.co.za) or delivered to Cape Media House attention of Eunice Visagie.

## Publication Schedule 2011

Month	Cover Story and Theme	Advertorial Deadline	Material Deadline
February	Cyril Ramaphosa cover feature	14-01-11	19-01-11
March	Special entrepreneur edition	04-02-11	11-02-11
April	Special IT edition	04-03-11	18-03-11
May	To be confirmed	06-04-11	18-04-11
June	Green Edition	06-05-11	16-05-11
July	To be confirmed	08-06-11	17-06-11
August	Special Women;s edition	08-07-11	18-07-11
September	To be confirmed	05-08-11	15-08-11
October	To be confirmed	08-09-11	16-09-11
November	To be confirmed	07-10-11	17-10-11
December	To be confirmed	04-11-11	16-11-11

## Notes

1. All rates quoted exclude VAT.
2. All positions are at the publisher's option. In no event will adjustments, reinstatements or refunds be made because of the position and/or section in which the advertisement has been published. *Leadership* will seek to comply with position requests and other stipulations that appear on insertion orders but cannot guarantee that they will be followed.
3. All advertisement sales are subject to Leadership in Sport standard terms and conditions of sale and credit approval procedures.
4. A commission of 16.5% is paid on display advertising placed by advertising agencies accredited with the Magazine Publishers Association on condition that completed material is supplied.
5. Contract rates available on request.