

Gateway Guides Stable • 2024



Gateway Guides

Gateway Guides has printed comprehensive historical and cultural guides for Cape Town and the Western Cape tourism market for over 10 years. With excellent design layout, illustrations and in-depth research, this has made these guides the leading tourism guide in the Western Cape, with 1.5 million printed guides distributed so far.

Value

- 10 000 free printed guides are distributed through our partner, GoSeeDo (the biggest and most effective brochure management company in South Africa)
- All our stands are positioned to reach the maximum number of tourists who visit Cape Town and the Western Cape. Guest houses, B&B, hotels, organisations, clients and conferences are supplied with our guides upon request.
- Target market of over a 1.5 million visitors to Cape Town annually
- Limited advertising clutter per guide which reduces advertising competition (Fewer than 8 adverts per side)
- Strong online presence with all the guides free to view or download from www.gatewayguides.co.za. All adverts are linked to clients websites.
- Facebook and Twitter posts of clients products will be shared online as part of the marketing campaign
- Less than half the price of social media spend per click

Frequency

- Once a year with a 10 000 print run and digital viewing and download
- Shelf life of each guide is ±4 months with the online version at ±10 months

Rates card

Single panel advert	88 mm by 47 mm (No Bleed)	R 5 000
2 panel advert	88 mm by 97 mm (No Bleed)	R 10 000
3 panel advert	88 mm by 147 mm (No Bleed)	R 15 000
4 panel advert	88 mm by 197 mm (No Bleed)	R 20 000
Full Back cover advert	97.5 mm by 210 mm (3 mm Bleed)	R 25 000

See <https://www.gatewayguides.co.za/ratecard.html> for advert layout
Discount pricing on forward and multiple bookings available.

Publication specification

- Resolution: All adverts to be submitted as 300dpi in PDF or JPG format.
- If you do not have material, Gateway Guides will make up your advert free of charge

Advertising enquiries

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Visit www.gatewayguides.co.za to view all the guides in our portfolio.

PRINT SCHEDULE FOR 2024

First Quarter	Second Quarter	Third Quarter	Fourth Quarter
Table Mountain (Ed 20)	Cape Point (Ed 7)	60 More Places Cape Town (Ed 3)	Table Mountain (Ed 21)
50 Top Places Cape Winelands (Ed 2)	Castle of Good Hope (Ed 5)	Cape Winelands (Ed 11)	Cape Point (Ed 8)
Groot Constantia (Ed 12)	Robben Island (Ed 1)	V&A Waterfront (Ed 19)	50 Places of the Overberg (Ed 2)
Overberg (Ed 8)	Cape Town Street Map (Ed 2)	50 Places Garden Route (Ed 2)	Kirstenbosch Gardens (Ed 11)
V&A Waterfront (Ed 18)	Lions Head (Ed 16)	50 Exciting Places Cape Town (Ed 1)	
60 Places Cape Town (Ed 17)	Kirstenbosch Gardens (Ed 10)	Cape Town Street Map (Ed 3)	
	Garden Route (Ed 8)		
	West Coast (Ed 10)		