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# wordsetc

South African Literary Journal

*Media Pack* | 2008/9

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# All about

*Wordsetc* is a new quarterly literary journal that promotes local literature. It's a publication for a South African public that is deeply into books and believes in the power of literature to their enrich lives. It aims at a discerning audience. While primarily providing a platform for emerging writers, it also pays homage to old literary masters. It also carries absorbing content by international authors. Published by Flamenco Publishing, *Wordsetc* launched in December 2007.

## Readership

- Discerning lover of books.
- Is proud to consume a world-

class South African product.

- Knows what's going on in the world around him/her.
- Leads a sophisticated lifestyle.
- Quality of content in books is important to this reader – whether it's fiction or non-fiction.
- Enjoys consuming information in general and visiting book-stores in particular.
- Is urban.
- Has money to spend.
- Racial profile is not the primary tool to identify our market; rather it's lifestyle and commitment to quality of life (including books read) that define our reader.



# Distribution

*Words<sup>etc</sup>* can be found at Exclusive Books and top 20 CNA stores, as well as at many independent bookstores nationally.

## Exclusive Books stores

Bedford Center  
 Brooklyn Mall  
 Cresta  
 Centurion  
 Clearwater  
 Cavendish  
 Constantia  
 Canal Walk  
 Greenstone  
 Gateway  
 Hyde Park  
 Killarney  
 La Lucia  
 Monte Casino  
 Mimosa  
 Midlands  
 Menlyn  
 Nelson Mandela Square  
 Nelspruit  
 Rosebank  
 Sandton City  
 Somerset West  
 Tygervalley

The Zone  
 V&A Waterfront  
 Woodlands  
 Walmer Park  
 Westville

## CNA outlets

Brooklyn  
 Canal Walk  
 Cavendish Square  
 Centurion  
 Clearwater  
 Cresta  
 East Rand Mall  
 East Gate  
 Fourways  
 Hyde Park  
 Killarney Mall  
 Menlyn  
 Pavilion  
 Rosebank Mall  
 Sandton City  
 Somerset Mall  
 The Glen  
 Tygervalley  
 Victoria Wharf  
 Walmer Park  
 Gateway  
 Carlton Center

Maponya Mall

## Independent bookstores

### Gauteng

Xarra Books - Newtown  
 Protea Books - Hatfield  
 Boekhuis - Auckland Park  
 Parkhurst Bookstores  
 Books Unlimited - Greenside  
 Bookdealers - Bryanston  
 Bookdealers - Melville  
 Alternatives Gallery - Rosebank  
 Fascination Books - Village View  
 Kalahari Books - Houghton,

### KwaZulu-Natal

Adams Bookstore  
 White Cottage Books – Midlands  
 Urban Zulu - Berea

### Western Cape

Clarke's Bookshop - 211 Long Street  
 Wordsworth - V&A Waterfront  
 The Book Lounge  
 Kalk Bay Books  
 The Book Cottage  
 Bright House  
 The Book Cottage – Hermanus  
 Protea Books – Stellenbosch

### Free State

Wow Books - Barkly West

### Northern Cape

Sol Plaatje Museum

### Limpopo

Fascination - Savannah Mall

### Sales so far

Since the publication got a distributor two months after coming out, official circulation figures are not yet available. But signs indicate that the public is very welcoming of the title. So far bookstores we deal with are reporting healthy sales. In some cases, phenomenal sales. For example, between January 12 and January 26, all 20 copies delivered to Bookdealers of Melville sold out. Great sales are also being experienced at Xarra Books (Newtown), Boekhuis and Parkhurst Bookstore as well in Cape Town (The Book Lounge, Clarke's Bookstore and Wordsworth). These great sales are a clear indication that, if placed in the right place at the right time for the right market, *Words<sup>etc</sup>* sells.

# Rate Card

## 2008 Advertising Rates

Inside Front Cover DPS	R25 500.00
Inside Back Cover DPS	R25 500.00
Outside Back Cover	R21 500.00
Double Page Spread	R17 950.00
Full Page	R14 400.00
Two-third Page	R11 800.00
Half Page	R10 300.00
One-third Page	R7 600.00
Strip	R5 950.00

All rates exclude VAT

## Advertising Deadlines

ON SHELF	BOOKING	MATERIAL
31 Mar 08	7 Mar 08	10 Mar 08
28 Jul 08	9 Jul 08	14 Jul 08
27 Oct 08	3 Oct 08	6 Oct 08
2 Mar 09	12 Feb 09	16 Feb 09

Terms & conditions apply

## Material Requirements

High res, PDF on disc. Other options must be cleared with Flamenco Publishing before submitting material.

DPS 400x270mm  
 Full Page 200x270mm  
 2/3 Page 115x244mm  
 1/2 Page 200x135mm  
 1/3 Page 115x120mm  
 Vertical strip 55x244mm

## Digital Requirements

PDF files supplied as composite files  
 PDF files supplied with no printer labels or marks

## Operational Requirements

Bleed defined at minimum 5mm. Overprints have been set and checked. Images are scanned and placed at required resolution (300 dpi).

## Contacts

Phakama Mbonambi  
 Cell: 083 287 1955  
 advertising@wordsetc.co.za

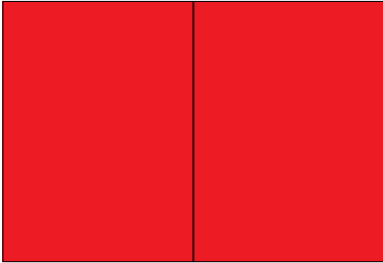


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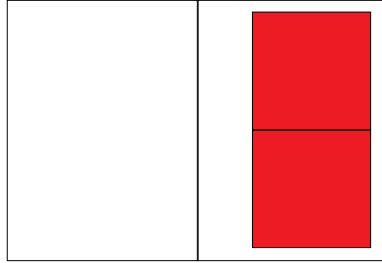
# Positions

Double Page Spread (DPS)



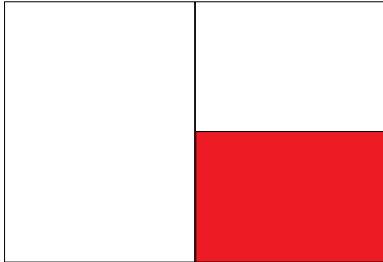
DPS 400x270mm

Two-third Page



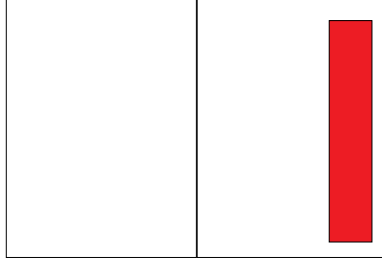
2/3 Page 115x244mm

Half Page



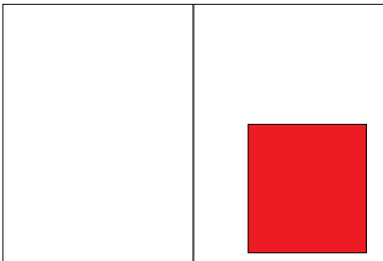
1/2 Page 200x135mm

Strip



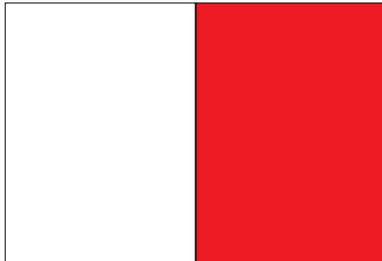
Vertical strip 55x244mm

One-third Page



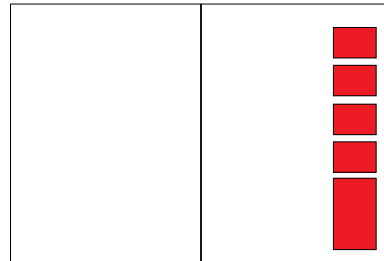
1/3 Page 115x120mm

Full Page



Full Page 200x270mm

Custom Blocks



Vertical strip 55x244mm



# What some readers have said about **Words***etc*

“Congratulations on your new journal. It looks wonderful. I am always grateful when someone puts in the work to create a new venue for writers. I will certainly be a loyal reader and will pass along news about the journal. All the best with sustaining this new publication.”  
– *Gabeba Baderoon, writer, Cape Town*  
“Congrats on a world-class

magazine for writers, by writers. You have a great mix of reviews, essays and fiction and this publication really deserves to succeed. I tracked it down in Cape Town at the Book Lounge which was a bonus as I’d never been to this treasure house before.”  
– *Ginny Smart, writer, Cape Town*  
“Everyone (who is anyone) is agreed that **Words***etc* is very well done and is

a good read. Congratulations! And your photographers did an excellent job on the ten hot writers.” – *Jeanne Hromnick, Umuzi Publishers*  
“**Words***etc* is a welcomed edition in the publishing industry. It obviously has to overcome financial challenges and must survive to nourish us with stimulating words not easily found in the mainstream media.” – *Pule Molebeledi, journalist, Johannesburg*

“I would like to congratulate you on your excellent/incredible magazine. At the beginning of this year I bought myself a copy at Xarra (Newtown).” – *Sible Khumalo, writer, Johannesburg*



**flamenco**  
PUBLISHING

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