

Team Sport Directory

A buyers' guide for sport kit and equipment buyers for school sport, clubs, universities, government programmes, etc.

**Reach buyers for
school sport, clubs,
tertiary institutions,
government departments,
development agencies, etc.**

**Sent to nearly
11 000 decision makers**



Team Sport Directory profile

Tel: 021 461 2544 Fax: 021 461 2549 / 086 721 5009 Email: trudi@sportstrader.co.za

Circulation

Government & private schools (primary & high)	6 450
Gauteng	1 808
Western Cape	1 139
KwaZulu Natal	806
Limpopo	755
Free State	629
Mpumalanga	412
Eastern Cape	384
Northern Cape	346
Northwest	171
Academies, technikons & universities, incl hostels	217
Government, municipal procurers & Mass Participation Programme clusters	261
Clubs and federations	3 910
Athletics/running	508
Bowls	424
Rugby	408
Cricket	344
Golf	295
Tennis	290
Swimming	211
Soccer	179
Squash	141
Wrestling	119
Hockey	115
Acrobatics/gymnastics	110
Other	766
Suppliers	62
Total	10 900

What is the Team Sport Directory?

Big demand

Following numerous requests from schools, clubs and some suppliers to schools and clubs, the publishers of Sports Trader launched a directory aimed at schools, universities, technikons, academies, government, development agencies in 2010. This was so popular that we incorporated clubs in 2011.

Reference tool

Over the past 23 years the annual Retail Directory has established itself as an indispensable reference guide for Southern African sport, outdoor and lifestyle retailers. The Team Sport Directory is based on this format, only with an emphasis on products

ordered by school and club teams and only containing the contact details of suppliers, agents and retailers who want to be listed as suppliers to schools and clubs.

It is published in an A5 format, which is a convenient size for buyers to keep handy. It is full colour and is mailed to nearly 11 000 institutions countrywide when the schools open in January each year.

Reach buyers

The Team Sport Directory is posted annually to people who make purchasing decisions for school sport, clubs, universities, government programmes, etc.

Therefore, if you want to get your business noticed by any of these people, the Team Sport Directory is your obvious choice.

List in the Team Sport Directory

SPORTS TRADER has experience of publishing directories and buyers' guides of people who supply sport and outdoor goods in bulk, spanning more than three decades.

Because it would be impossible to list all 4 500+ retailers and suppliers on the Sports Trader database under all the products they supply, we only list companies that pay to be listed in the Team Sport Directory.

There are several options to list. Your choice affects how you will be listed in the contact and product section. No matter the type of listing, all your products will be listed in the product section.

advert. See disclaimer below.

In the product section: Company name and telephone number listed under all the products you supply.

• **Logo(s):** **In the product section:** Company name, telephone number and email are published in bold below each logo.

Logos get preferential listing at the top of a product section. There is no limit to the number of logos you may place, but you will be charged per placement.

• **Advertisement:** **In the contact section:** The company name, telephone number and email/website address in the alphabetical section; PLUS reference to the page with your advert.

In the product section: Company name and telephone number listed under all the products you supply; PLUS reference to the page number of your advert. Your advert is placed as close as possible to the products you advertise.

Advertisements can be designed in any way you wish. This includes advertorial format, which is a useful way of telling readers about your products or company. The advertorial formats cost the same as the various advertisement sizes.

Remember: The Team Sport Directory is mainly used for sourcing products and services. An advert is the most effective way of drawing attention to the products or services you supply.

• **1/2 Column enhanced listing:** **In the contact section:** Full contact details (address, telephone and fax number, email, website), one logo and a description (10-20 words) of what the company does (not advertising copy); PLUS reference in the alphabetical section to the page with your listing. See disclaimer below.

In the product section: Company name and telephone number listed under all the products you supply.

• **Full column enhanced listing:** **In the contact section:** Full contact details (address, telephone and fax number, email, website) and a description (10-20 words) of what the company does (not advertising copy); PLUS a list of your agents/regional representatives, their area(s) and a contact number for each; PLUS you can use several logos; PLUS reference in the alphabetical section to the page with your

Please note: an enhanced listing is NOT an advertisement. It is, as the name implies, a listing of full contact details, in a very specific format and font (as in the examples), enhanced with logo(s). That is why it is cheaper than an advert of the same size and why we have to do the design ourselves.

Contact suppliers & brands

Logo	Logo (only one)	<p>Magnum from Hi-Tec Sports SA – 021 655 0707 <i>See listing p85</i></p> <p>Majestic from Global Marine Systems – 021 555 1574</p> <p>Makarapa from Baloyi Makarapa – 011 022 5920</p> <p>Makarov from Suburban Guns – 021 797 6787</p> <p>Mako – 011 474 2666</p> <p>Matix from K & T Sports – 012 653 0264 <i>See listing p88</i></p> <p>Manex & Power Marine – 011 704 0086</p> <p>Maple from Brentoni Distributors – 021 706 6064</p> <p>Marc Ecko from Footwear Trading – 011 630 4000 <i>See listing p82 & ad OBC</i></p> <p>Marc Ecko (watches) from S. Bacher & Co – 011 372 6000</p> <p>Marce from Manex & Power Marine – 011 704 0086</p> <p>Marce from Aquas Divers International – 011 794 9444</p> <p>Marga Enterprises – 012 653 1979</p> <p>Mark 11 – 011 618 2155</p> <p>Mark II from Mark 11 – 011 618 2155</p> <p>Mark Scot from Tregar Sports – 011 444 5115</p> <p>Market Demand Trading 682 – 021 423 6659</p> <p>Marksmen pellets from Suburban Guns – 021 797 8787</p> <p>Markwort from Softball & Sport SA – 012 662 0733</p> <p>Marlin from VLT Arms – 012 333 0170</p> <p>Masincedane Sport – 021 906 5723</p> <p>Master from Joron Wholesaleers – 011 786 5393</p> <p>Master Chalk from United Pool Tables – 011 938 2400</p> <p>Mateo by the Millers from Freshly Handmade Originals – 021 704 1780</p> <p>Matrix Fitness SA (Pty) Ltd – 086 088 8888</p> <p>Matt from Outward Ventures – 021 993 3636</p> <p>Matunas Wax from Reef</p>
Logo	Company name	<p>A brief description of your company.</p> <p>Postal address</p> <p>Street address</p> <p>Telephone number</p> <p>Fax number</p> <p>Email address</p> <p>Website address</p>
Logo	Company name	<p>Lynx from Lynx Optics – 011 792 6644</p> <p>Lynx Optics – 011 792 6644</p> <p style="text-align: center;">-M-</p> <p>M.S.R. from Outward Ventures – 021 683 3638</p> <p>Mac Rugby from The Sporting Edge – 073 738 64 91</p> <p>MacBadge & Signs – 021 510 7706</p> <p>MacBeth from Shibby Distribution – 084 858 7177</p> <p>Madwave from Everest Sports – 011 262 6089</p> <p>Magellan from Radio Holland SA – 021 508 4700</p> <p>Maggi from Manex & Power Marine – 011 704 0086</p> <p>Maglite from Cutlery Distributing Group – 011 786 4834</p> <p>Maglite from Lite Optec – 011 462 6986</p> <p>Maglite from Suburban Guns – 021 797 6787</p>
Logo	Company name	<p>A brief description of your company.</p> <p>Postal address</p> <p>Street address</p> <p>Telephone number</p> <p>Fax number</p> <p>Email address</p> <p>Website address</p> <p>Regional representatives: Province: Agent name - one telephone number; Province: Agent name - one telephone number; Province: Agent name - one telephone number.</p>

An example of enhanced listings in the contact section.

2014 Team Sport Directory ad rates

Tel: 021 461 2544 Fax: 021 461 2549 / 086 721 5009 Email: nicol@sportstrader.co.za

Rates

The following rates are full colour rates, valid until 31 December 2013 and are quoted excluding VAT and agency commission.

Size	Cost	With 5% discount
Advertisements *		
1/6 page ad (portrait only)	R3 550	R3 373
1/4 Page ad (portrait only)	R4 770	R4 532
1/3 Page ad	R6 860	R6 517
1/2 Page ad	R8 430	R8 009
Full page ad	R12 660	R12 027
Full page opp contents	R14 700	R13 965
Full page opp start of listing	R14 700	R13 965
Inside back cover	R14 180	R13 471
Inside front cover	R16 280	R15 466
Double Page Spread (DPS)	R20 810	R19 770
Inside front cover & next page (DPS)	R26 810	R25 470
On back cover	R27 340	R25 973
On front cover	R31 600	R30 020
Bookmark	R11 280	R10 716
Logos		
1/2 column enhanced listing	R2 070	R1 967
Full column enhanced listing	R4 070	R3 867
Logo (product section) **	R150 each	n/a

* Advertisements can be designed in any way you wish. This includes advertorial format, which is a useful way of telling readers about your products or company. The advertorial formats cost the same as the various advertisement sizes.

** If you only book logos (not an advertisement or enhanced listing), we will unfortunately have to limit the amount of products that we can list you under. The amount of products is calculated as follows: the amount of logos booked x five products (e.g. two logos x five products = 10 products you may list under).

Please note the following:

- Special position requests attract a surcharge of 5%.
- We offer a 5% discount if you confirm your ad booking by the booking deadline AND send your material (if we are designing your ad) by the material deadline or send your finished advertisement by the approved deadline.

Bookmark

The directory will contain a bookmark consisting of a piece of card board approximately 35mm wide and 210mm tall. Both sides of the bookmark is available for advertising.

Loose insertions

We can send out pamphlets, catalogues, or other promotional material, either inserted in the magazine mailed to subscribers or as separate mailshots. These can be targeted to specific types of businesses and geographical locations. The set up cost is R1 820 plus R2.59 per article mailed. Heavy insertions cannot be sent, but can be quoted for separately.



Deadlines

Booking

29 November

Approved

6 December

Material (if we design)

2 December

Booking deadline

You need tell us by this date what size advertisement you want and with what article it should go. We need to know by this date so that we can plan the magazine layout.

Material deadline

If we are designing you an advertisement, your images and brief need to have reached us by no later than this date.

Approved deadline

If you are sending an ad, the final advertisement has to have reached us by this date.

If we are designing you an ad, the advertisement must be approved by this date.

Advertising design terms and conditions

Our primary function is to publish magazines. To assist clients who do not make use of design companies, we offer a free advertising design service for adverts used only in our publications.

Because the service is free, we hope you'll understand that we have to complete the designs within a reasonable time, so that this service does not impact on the production of the magazine.

Therefore, please read our Terms and Conditions for using the free advertising design service carefully.

Our hourly design rate is R500 if the free design service terms and conditions are not met.

Terms and Conditions

- If you want to make use of our free advert design service, please supply a detailed brief specifying the look, feel and message of the ad in as much detail as you can. If you do not supply a brief, it implies that you'll trust the designer's judgement.
- We'll design the advert according to your brief and submit a proof for your approval. If we did not follow your brief accurately we'll rectify mistakes for free. If we followed your brief, we will charge for any further design changes.
- If you decide you want to change the brief after we have started working on your advertisement, design charges will be charged.
- Should you tell our designer that you will not be giving a detailed brief and will leave the design to our discretion, we will charge should you make changes to the design.
- If you start using our design services and decide after we have started on your ad that you wish to use a design company, we'll charge for the work done, no matter the reason.
- If we followed the brief you supplied, but you decide not to place the advert, we'll have to charge you for the work we have done, no matter the reason.
- The free design service only applies to adverts used in our publications. Should you wish to use the advert in another publication, we charge a design rate. Please contact Nicol du Toit (nicol@sportstrader.co.za) to negotiate the use of the advert in another publication.

