

CUSTOM CREATION

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2021 Publications

Garden Guide - An A5 booklet that accompanies the 2021 Planting Calendar as well as the July 2021 - June 2022 edition, giving you 18 months exposure.

2021 Sustainable Living diary - Annual publication, available as an A5 and A4, embraced daily, throughout the year, by passionate game changers, all within your target market.

Advertising prices (vat included)

- 20% Discount for advertising in both publications -

	Garden Guide	Sustainable diary	Total for both	20% discount	Combined price
Full Page	R2 750	R4 650	R7 400	R1 480	R5 920
Half Page	R1 650	R2 450	R4 100	R 820	R3 280
Quarter Page	R 995	R1 250	R2 245	R 449	R1 796

Your marketing investment includes:

- Colour graphic advert in the selected publication and size, plus logo in a Calendar month.
- Free graphic design service, to create your advert for you, if need be.
- Graphic listing in the online Directory with links to your web pages, for the duration.
- Featured in monthly newsletters and online marketing, with related topics.
- Article published in publication and website (subject to approval)
- Free copy of the publication and wholesale price for any quantity.



Wholesale prices (vat included)

Sustainable Living diary

Recommended retail: A5 - R245 / A4 - R345

Units	10	20	50
Price per A5	R145	R130	R120
Total	R1 450	R2 600	R6 000
Price per A4	R195	R190	R180
Total	R1 950	R3 800	R9 000

Outlets get listed on the website and in the publications. We market outlets on social media according to region and area, as we encourage clients to purchase from their nearest store.

Planting Calendar & Garden Guide

Recommended retail price: R165 - R195

Units	10	20	50	100
Price each	R100	R95	R90	R85
Total	R1 000	R1 900	R4 500	R8 500

Calendar outlets get a free display stand and sample copy per edition. All remaining stock gets replaced with every new editions order. Maintaining investment value through the year.

Contact Julisa Petersen - 083 334 7089 - julisa@customcreation.co.za

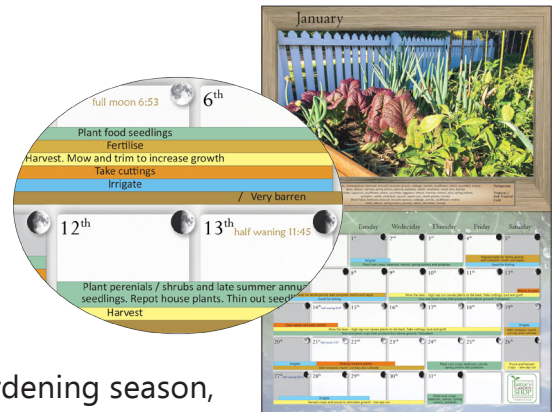
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Planting Calendar & Garden Guide

This A4 calendar folds open to hang as an A3, accompanied by an A5 Garden Guide booklet
Tune into our SA seasons, moon's phases and share our local knowledge

The Planting Calendar (Est. 2009)

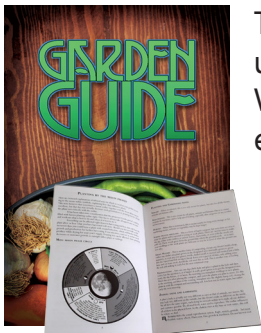
- Displaying monthly photos of inspiring local SA gardens
- Monthly lists of seeds to plant according SA seasons
- Moon phases and changes according to SA time
- Daily garden activities, colour coded.



Two 12 month calendars are printed per year

Winter edition: 'July - June' duration of South African gardening season,
Summer edition: 'Jan - Dec', tuned to regular calendars, ideal for gifts.

The Garden Guide



This timeless collectible publication shares useful information for all lifestyles, urban and rural. A new edition is printed each year to accompany both the Winter and Summer Planting Calendar. 18 months active coverage with an eternal shelf life, for content shared by local contributors and a directory.

Topics include:

- Structural methods for Urban gardening
- Water saving, capturing and recycling guidelines.
- Companion planting chart and SA regional guide
- Comprehensive Directory to local resources and initiatives all over SA.
- Aimed for more than the garden enthusiast, encouraging everyone to incorporate their garden into the eco system of their home with this guide and companion.



Our mission

To include all garden related suppliers and service providers in the directory, allowing our South African community access to your valuable knowledge and skills.

Organic produce, 'sustainable living' resources and practical gardening information made available, so everyone has a chance to play their part in the growing 'Urban farming' trend.

You are invited to participate and share your expertise in the next edition of the Garden Guide, accompanying the Nationally supported Planting Calendar.

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