

Sunday Times Business Times

REWARDS & LOYALTY SA

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REWARDS AND LOYALTY SA

The South African rewards and loyalty industry has enjoyed exponential growth during the past decade, with a spike in programme numbers in the past five years. It's clear that consumers expect more from relationships with brands, and companies are responding.

However, during the past year or so, trading has been tough and marketing budgets have been cut. Loyalty programmes have been affected accordingly, with owners and suppliers compelled to review and consolidate the initiatives. On the upside, it has encouraged companies to refocus on

customer retention and pay greater attention to execution, communication and differentiation of programmes.

With millions of loyalty points sitting dormant and 79% of South African consumers retracting loyalty at profit-crushing rates, organisations must concentrate on the latest factors driving customer loyalty in the digital age.

Rewards and Loyalty SA is designed to provide role players with the opportunity to communicate the latest developments to their current target markets as well as to new audiences, with the view to increase their market share.

Articles featured and issues addressed in the publication include:

- the gamification of loyalty
- hospitality and travel
- corporate social responsibility (CSR)
- CSR initiatives linked to loyalty programmes and cards
- corporate social investment and shared ownership linked to loyalty programmes
- customer and data analytics
- retail and market value
- financial services and mobile services
- customer loyalty in the digital age
- technology initiatives in sales as well as in distribution channels.

ADVERTISING RATES

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DISTRIBUTION

- *Rewards and Loyalty SA* is a large-format, glossy publication inserted into 40 000 Sunday Times subscriber copies during September 2018.
- *Rewards and Loyalty SA* will be available on Business Media Mags (www.businessmediamags.co.za) as a replica edition ezine for 12 months:

RUN-ON COPIES: Additional copies will be offered to organisations wishing to make use of this publication for internal distribution. Pricing on request.

CREATIVE EXECUTIONS: Bagged, bellyband or bookmarks. Pricing on request.

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TAILOR-MADE PLACEMENTS: Centre spread on heavier GSM gloss. 2, 4 and 6-page sections. Pricing on request.

MATERIAL SPECIFICATIONS

SIZE	TRIM	BLEED	SAFE TYPE AREA
DPS	297 x 470mm	303 x 476mm	215 x 430mm
Full Page	297 x 235 mm	241 x 303mm	215 x 277mm
1/2 Page Horizontal	225 x 138mm	no bleed	134 x 221mm
1/2 Page Vertical	109 x 289mm	no bleed	97 x 277mm
1/4 Page	107 x 138mm	no bleed	128 x 97mm

Format: CMYK PDF (Compliant PDF/x - 1a standard for mag web printing)
Resolution: 300dpi
Max Total Ink: 270%

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