



VÀ VIDA

LIFE AND COFFEE MAGAZINE

10 000

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TO ALL VIDA STORES
COUNTRYWIDE &

DIGITAL REPLICA

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ADVERTISING
AND BOOKING
INFORMATION

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advertising rates for Và Vida

HALF PAGE	FULL PAGE	DPS	IFC DPS	IBC DPS	BACK COVER
R11 500	R13 500	R34 000	R45 500	R23 500	R30 000

material specifications for Và Vida

Size (mm)	1/2 PAGE HORIZONTAL	1/2 PAGE VERTICAL	DOUBLE PAGE SPREAD	FULL PAGE
Trim	91 (h) x 219 (w)	187 (h) x 107 (w)	205 (h) x 470 (w)	205 (h) x 235 (w)
Safe type area	85 (h) x 213 (w)	181 (h) x 101 (w)	181 (h) x 422 (w)	181 (h) x 211 (w)
Bleed	No bleed	No bleed	215 (h) x 480 (w)	215 (h) x 245 (w)

All finished advertising material to be supplied as CMYK PDF in PDF/X-1. (This format is standard for magazine web printing.) Resolution must be 300dpi and maximum total ink to be 270%.

contact and publishing details for Và Vida

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VÀ VIDA LIFE AND COFFEE MAGAZINE

will keep your passion going way beyond your visit to one of our Vida stores. Enjoy our welcoming espresso bar culture while reading about our conversation starters such as the latest gadgets and machines for your home, feel-good South African stories, fashion, travel, adventure sport and great brewing tips.

The content also covers active lifestyles, healthy living, and an introduction to extraordinary things and people – with the spotlight on South African entrepreneurs doing the impossible. Don't miss out on this opportunity to engage with all the Vida fans!

VÀ VIDA LIFE AND COFFEE MAGAZINE



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TECHNO TALES
In a world where advances in technology can leave you feeling overwhelmed, **KEVIN SEYMOUR** highlights the latest developments.

Affordable gaming
With nearly 200 gaming titles, the current market is overflowing with choices. But how do you find the best value for your money? **KEVIN SEYMOUR** highlights the latest developments.

THE PHONE CAFÉ
With a variety of coffee options, you can now enjoy the world's best coffee, all in the comfort of your home. There's nothing better than the soft glow of a coffee lamp, the aroma of freshly ground beans, and the sound of a coffee machine. **KEVIN SEYMOUR** highlights the latest developments.

Rainproof reading
If you're stuck in a car during a rainstorm, it's not just the weather that's a nuisance. It's also the fact that you can't read. **KEVIN SEYMOUR** highlights the latest developments.

BROADBAND FOR ALL
If you're looking for a broadband connection, you'll find a variety of options. **KEVIN SEYMOUR** highlights the latest developments.

Cooking tonight
When you have dinner in the home to cook for dinner, it's not just the food that's important. It's also the atmosphere. **KEVIN SEYMOUR** highlights the latest developments.

YOUR INCREDIBLE GUIDE TO HOOKING UP YOUR HOME NETWORK.
GET YOUR WIRELESS NETWORK UP AND RUNNING.

WHAT EXACTLY IS A HOME NETWORK?
A home network is a collection of devices that are connected to each other, allowing them to share data and resources.

HOME NETWORKS CONNECT IN TWO WAYS.
1. Wired networks: These networks use cables to connect devices to a central hub or router.

WHAT YOU NEED TO GET STARTED.
1. Router: The central device that manages the network.

WHAT CAN YOU DO?
1. Stream videos: Watch movies and TV shows on your smart TV.

DEVICES FROM BROWSE TO POWER

ROUTERS MAKE YOUR NETWORK

ADD ON'S FROM BROWSE TO POWER

GET IT ON GET IT ON GET IT ON

ENTER THE CONNECTED HOME.

ENJOY THE CONNECTED HOME.

YOGA 720

GET YOUR HEAD IN MOTION
SEE RESULTS WITH THE
LARGEST ACTIVE PEN

Proline.

BE EXTRA

XV502

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A most significant blanket
Throughout the vibrant country of Xhosa, the blanket is a symbol of unity and identity. **KEVIN SEYMOUR** highlights the latest developments.

The nuance of nuptials
Xhosa weddings are a blend of tradition and modernity. **KEVIN SEYMOUR** highlights the latest developments.

A DECORATED LIFE
Xhosa culture is rich in tradition and art. **KEVIN SEYMOUR** highlights the latest developments.

REDISCOVERING A HERITAGE
Xhosa culture is a treasure trove of history and art. **KEVIN SEYMOUR** highlights the latest developments.

Inspired by Picasso
Xhosa art is a vibrant and colorful expression of culture. **KEVIN SEYMOUR** highlights the latest developments.

Sentian

INFUSED TONICS SUGAR FREE

THE SARQA ANNUAL CONVENTION & PROPERTY EXHIBITION
19-21 JUNE 2014
SARQA

Eye on Design
Xhosa design is a blend of tradition and modernity. **KEVIN SEYMOUR** highlights the latest developments.

True colours of the amaXhosa
Xhosa culture is a vibrant and colorful expression of identity. **KEVIN SEYMOUR** highlights the latest developments.

GIRL OF LIFE TAKES CENTRE STAGE
Xhosa culture is a vibrant and colorful expression of identity. **KEVIN SEYMOUR** highlights the latest developments.

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