



Coupon Benefit Programme  
in  
Jd Club Magazine

## KEY STATS FOR SOUTH AFRICAN MARKET

70% of m2m readers live in metropolitan areas  
79% of m2m readers are in LSM 4 - 9  
82% of them own their own cellphone

88% of them SMS often  
59% of them would be willing to participate in SMS competitions

63% Have WAP enabled Cellular phones  
25% Download mobile content  
47% Use multiple voucher  
21% Have regular access to the internet

75% of m2m readers have purchased clothing within the past 3 Months

94% enjoy shopping for cloths  
74% of readers feel that branded sneakers are important  
70% of readers eat at restaurants at least once a week  
79% enjoy shopping for cosmetics  
69% feel high priced cosmetics are worth it

## RATES

Cost per Insertion(slot) R 2 500  
Front page merchant banner R 8 000

\* 7 Brands in total namely: Joshua Doore; Russells; Morkels; Bradlows; Price 'n Pride; Electric Express; Barnetts

## MATERIAL REQUIREMENTS

### DISC

Adobe inDesign (Packaged) cs2/cs3  
High-res images/pdf components  
Fonts to be supplied For Pc

### EMAIL

High-res 300dpi images/pdfs  
Components of Artwork  
Fonts to be supplied For Pc

m2m are the market leaders in Discount/Benefit Voucher, providing FMCG, 3rd Party and Competition Offerings to our extensive member base.

Boasting the largest array of discount offerings available in South Africa.

## DEMOGRAPHICS

Readership: 3 585 000  
Frequency: Monthly  
Circulation: JD GROUP\* - 600 000  
JET - 510 000  
ABSA - 85 000

AGE	Total	m2m
16-24	26%	28%
25-34	23%	24%
35-49	27%	36%
50+	24%	12%

GENDER	Total	m2m
Men	50%	39%
Women	50%	61%

RACE	Total	m2m
Blacks	68%	58%
Coloureds	11%	26%
Indians	3%	14%
Whites	18%	7%

MARITAL STATUS	Total	m2m
Single	47%	40%
Married Living together	43%	53%
Wid/Dv/Sep	10%	7%

MONTHLY HOUSEHOLD INCOME	Total	m2m
R16 000+	16%	7%
R10 000 - R 15 999	14%	12%
R 6 000 - R 9 999	16%	27%
R 4 000 - R 5 999	13%	40%
Up to R 4 000	41%	14%

LSM	Total	m2m
LSM 10-12	49%	21%
LSM 4- 9	42%	76%
LSM 1- 3	9%	0%

# WIN with I&J & enjoy!



1<sup>st</sup> Prize: LG Bake and Roast Microwave worth R2 500!



(MC7847BS)

Plus over 350 instant daily airtime prizes - worth R5 000!

To enter, buy a pack of I&J Fish Fingers or Beefers (any size) and SMS "I&J" and the last 4 digits of the pack barcode to 33729, before 15 October.

\*SMS's charged at R1.50. Free SMS's do not apply.



Join the I&J Customer e-Club

Get with the action to win R500 I&J Gift Vouchers, get Free recipes and news on food trends, health, wellness and other cool topics. Join NOW at: [www.ij.co.za](http://www.ij.co.za)

The competition rules are available on website [www.ij.co.za/competition/sms/](http://www.ij.co.za/competition/sms/)

## 4 SLOTS

R10 000

Please add 5mm all round:  
with bleed added:  
H:147.5mm  
W:113.5mm

137.5 mm

103.5 mm

# Sowetan

IN THE KNOW ON THE MOVE



R1<sup>00</sup> OFF

Sowetan Newspaper  
Item Number: 704033



Take this voucher to your nearest Shoprite or Checkers store to redeem. This discount is exclusive to Club Save Members and valid until 31 December 2009. One voucher per customer. Cannot be used in conjunction with other promotional offers. Voucher cannot be exchanged for cash. Offer valid while stocks last. Terms & Conditions apply. E&OE

1 SLOT  
R2 500

Please add 5mm all round:  
with bleed added:  
H:78.75mm  
W:61.75mm

68.75 mm

51.75 mm



Established 1973

# VIDEO TOWN

WIN ONE OF THE FOLLOWING PRIZES WHEN YOU CALL

0867 277 538

AND QUOTE "CLUB SAVE" NOW!

1st Prize a R1000.00 contract  
valued at R1500.00

2nd Prize a R500.00 contract  
valued at R750.00

3rd Prize a R250.00 contract  
valued at R350.00

Entries close 31 January 2009. Judges' decision is final. ShareCall rates apply. \*Winners will be notified telephonically. Terms and Conditions apply. E&OE.

## 2 SLOTS

R5 000

Please add 5mm all round:  
with bleed added:  
H:78.75mm  
W:113.5mm

68.75 mm

103.5 mm

## RATES

Cost per Insertion(1 slot)	R 2 500
Front page merchant banner	R 8 000

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