



Property²⁶⁴

RATES 2021

**WHY YOU MUST
ADVERTISE WITH US:**

We offer a wide range of products that will enhance your chances of getting interested buyers such as

Our monthly print magazine that is widely distributed in Windhoek, Walvis Bay and Swakopmund

The e magazine is distributed in addition to other platforms to the 40 000 email database of Where in Namibia

Great layout and content presentation that makes your listings easily accessible to potential buyers

Customised services which include print, online and social media packages

An option In-house designing of your advertisement such that all you need is to send your listings to us and save time

BUSINESS MODEL OF PROPERTY264 MAGAZINE

Property264 is a new bi-weekly magazine that advertises Real Estate related business for companies. It is a "go to" for home seekers to find information. At an affordable fee, Real Estate Agencies can secure space in Property264 & reach a wider potential clientele via our print issue and on our social media and other digital platforms.

1. (One)

Our main thrust is targeting small and medium real estate agents by affording them a platform to get exposure and increase their business. Our plan is to offer advise on effective advertising and to tailor-make affordable advertising on platforms with a wider reach in ways that can help them grow and in turn help the industry to grow.

2. (Two)

Our focus is on the agent & agencies hence we are dedicating pages to showcase selected successful agent/agency per issue as a way of motivating small and medium agents.

Our long term is investing more in virtual platforms. While maintaining print, we will utilise social media and other digital platforms for targeted advertising and a more interactive advertising model. We also intend to put digital advertising screens in malls, resorts and other places to increase our reach. Intentional targeting of potential foreign buyers through our various platforms so as to widen the sphere of potential buyers.



THE PROCESS OF SECURING ADVERTISING SPACE WITH US



We publish our schedule of advertising rates periodically on our website and social media sites. Rates are also available upon request. These rates are subject to review depending on prevailing market conditions. We, however, give you value for your money and always try to keep the costs affordable

Step One:

Access an order form via our website or through an email request to us. Both parties are to commit to the rates as stated on the order form.

Step Two:

Submitting your Advertisement

Once you have successfully filled the order form, you may proceed to submit your advertisement for publication on dates specified in your order form. We have two options for you to pick from. The first is for you to send through your materials and we design the artwork for you at a fee and the second option is for you to send your ready artwork for advertisement.

Once we have received this information, our in-house designer and our editors will work on a final artwork and send it back to you for approval. Please note that the responsibility to ensure that all details are accurate will lie with you as the advertiser.

Step Three:

Publication

Once you have approved your advertisement for publication, we will then proceed to place it in our issue as agreed. Please note that deadlines for submission, payment and approval of final content must be met for your advertisement to be placed.

RATES

Payment Terms

Payment terms will vary with service required and length of contract. Except for rates agreed to in writing by the Publisher, standard rates shall apply.

STANDARD ADVERTISING RATES

Front cover	N\$4500
Front cover banner	N\$950
Full page	N\$2200
Half page	N\$1099
Quarter page	N\$599

WEBSITE LISTING PACKAGES

Free 5 Listings (View & Clicks)	
Bronze 25 Listings (Full access)	\$99 (Per Month)
Silver 26-50 Listings (Full access)	\$199 (Per Month)
Free Quarter page ad	
Gold Unlimited Listings (Full access)	\$299 (Per Month)
Free half page ad	

*Early settlement discounts apply. Above rates exclude VAT. Please visit our website for full terms and conditions.

Half page

COLOR BLINDS & INTERIORS
For a free quote call 061 302 030

D&J PROPERTY GROUP
PROPERTY VALUATION SERVICES OFFERED:
- Residential properties
- Commercial
- Business properties
- Agricultural
- Farm Properties
Phone: 061 777 9518 | www.dandj.co.za

Full page

HOGLAND PARK
HOGLAND PARK
HOGLAND PARK
HOGLAND PARK
HOGLAND PARK

Article

Tips on choosing an Estate Agent to sell your Property

1. **Check the Estate Agent's track record.** Ask for references and check their sales history.
2. **Check the Estate Agent's fees.** Understand the commission structure and any additional costs.
3. **Check the Estate Agent's marketing strategy.** Ask how they plan to promote your property.

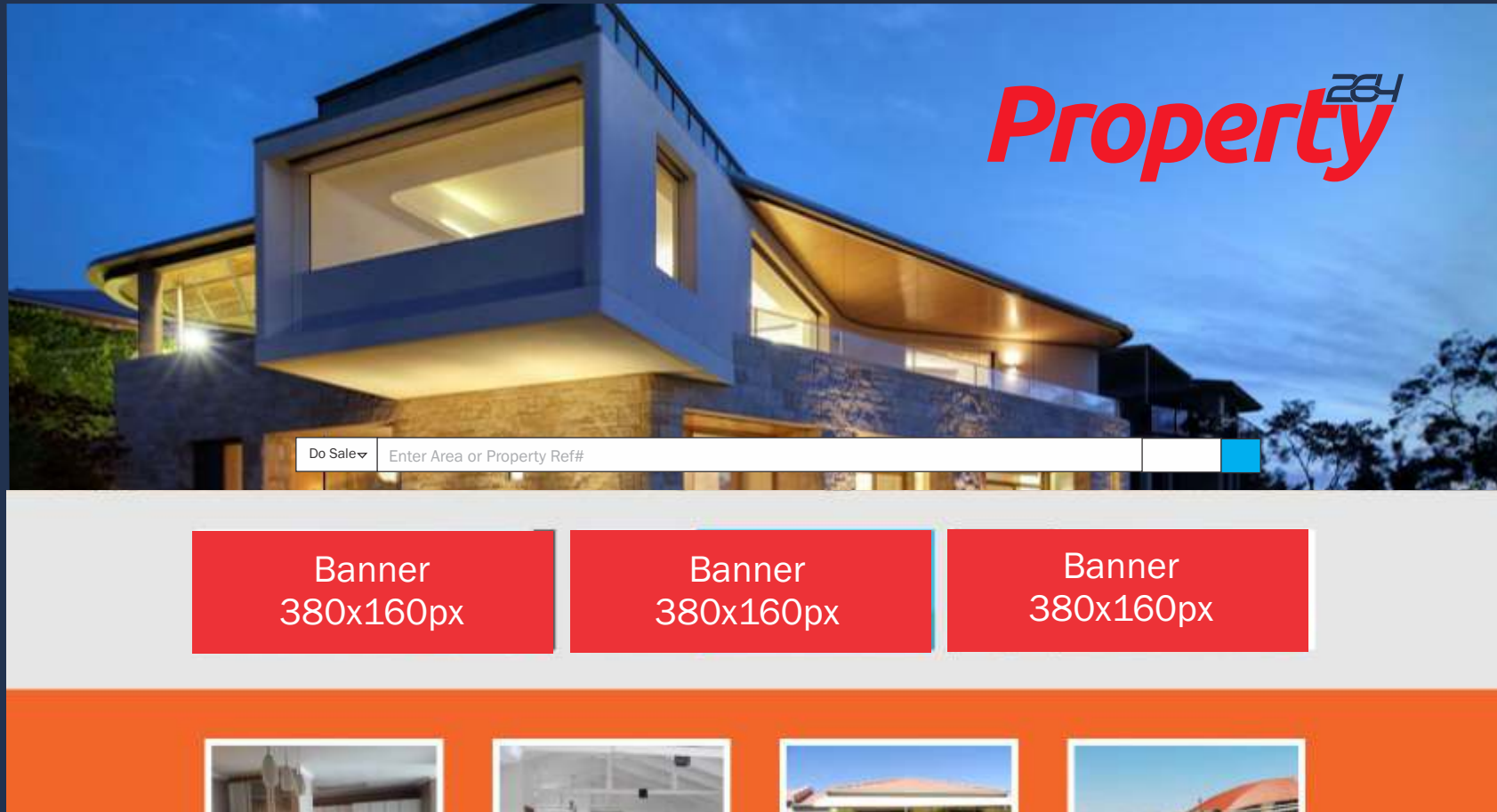
3 Quarter and Quarter page

Heartmich Tyres & Accessories

Liability

a) The Advertiser indemnifies the Publisher against any claims arising from the quality of the publication insofar as the Publisher was not negligent in its duty of providing the correct information as received from the Advertisers in the specified time.

BANNER OPTION: Home Page (Rotating Banner)



BANNER OPTION: Property Details (Rotating Banner)


Share Print Add to favourites

Property Details






Area: Kleine Kuppe, Windhoek
Reference: 18791010
Type: Town house

Bedrooms	3
Bathrooms	2
Living Room	1
Garages	1

Agent Details



Rotating Banner



Property Description

NEAT & MODERN TOWNHOUSE FOR URBAN LIVING - FOR SALE
This property is situated in a popular complex with walking distance from popular amenities and schools and offers:

- 3 Bedrooms all air-conditioned.
- 2 Bathrooms.
- Open Plan Kitchen to Living Area with air-conditioning.

BANNER OPTION: Search Results (Rotating Banner)



264
Property

Rotating Banner



NAM \$ 2,350,000

Retirement Village For Sale In Eros Park

Beds 2 Baths 1 Garages 1

Eros Manor Retirement Village is one of Windhoek's best and most sought after retirement establishments. Grab the opportunity and save your spot and buy this very n...



NAM \$ 1,900,000 **SOLE MANDATE**

House For Sale In Cimbebasia

Beds 3 Baths 2 Building 2 380m²

Three bedroom home with two full bathrooms, living area, dining room and extra store room located in Cimbebasia. Main bedroom includes en-suite bathroom. Kitchen inc...



NAM \$ 940,000

Property Type	
All Residential	2564
House	1860
Vacant Land Residential	102
Townhouse	514
Apartment	290
Retirement Village	10
All Commercial	307
Office	74
Vacant Land Commercial	59

ONLINE AND SOCIAL MEDIA RATES



Page	Banners	Non exclusive (1 of 3 banners. Monthly)	Exclusive (all 3 banners. Monthly)
Home	1 of 3 static	N\$1,850	N\$5,000
News article	1 of 3 rotating	N\$1,000	N\$2,500
Find an agent	1 of 3 static	N\$1,000	N\$2,500
Search results	1 of 3 rotating	N\$ 1,850	N\$5,000
Property Details	1 of 3 rotating	N\$ 1,850	N\$5,000

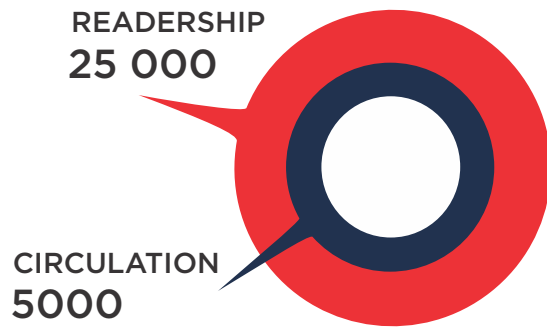
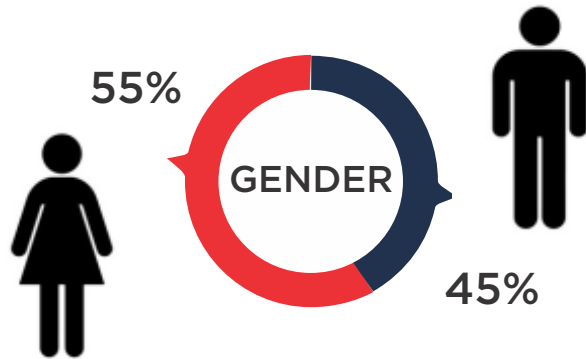
WHY ADVERTISE ONLINE

- We aim to provide added value to our readers via the convenience of additional content, online.
- The website provides a platform for our readers to comment and interact with the brand.
- Readers have the opportunity to easily browse through pictures that were not available in the magazine and enter into a variety of great competitions.

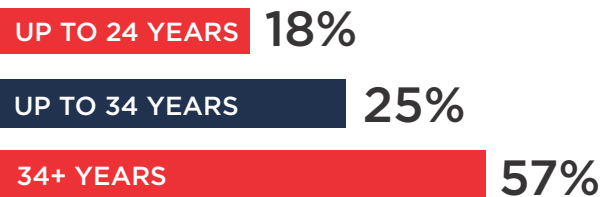
Page	Banners	Monthly Price
Combo all 6 Key pages	1 banner each per page	N\$8,000
	<i>Includes x1 monthly promo on all social channels</i>	
Exclusive all 6 pages	All banners space 3 banners combines into one banner	N\$25,000
	<i>Includes x2 monthly promo on all social channels</i>	

www.property264.com.na

DEMOGRAPHICS



AGE



FACEBOOK PAGE INSIGHTS

23 March - 19 April

People Reached

346, 000

▲ 25%

Post Engagements

10,675

▲ 80%

Page Likes

814

▲ 137%