

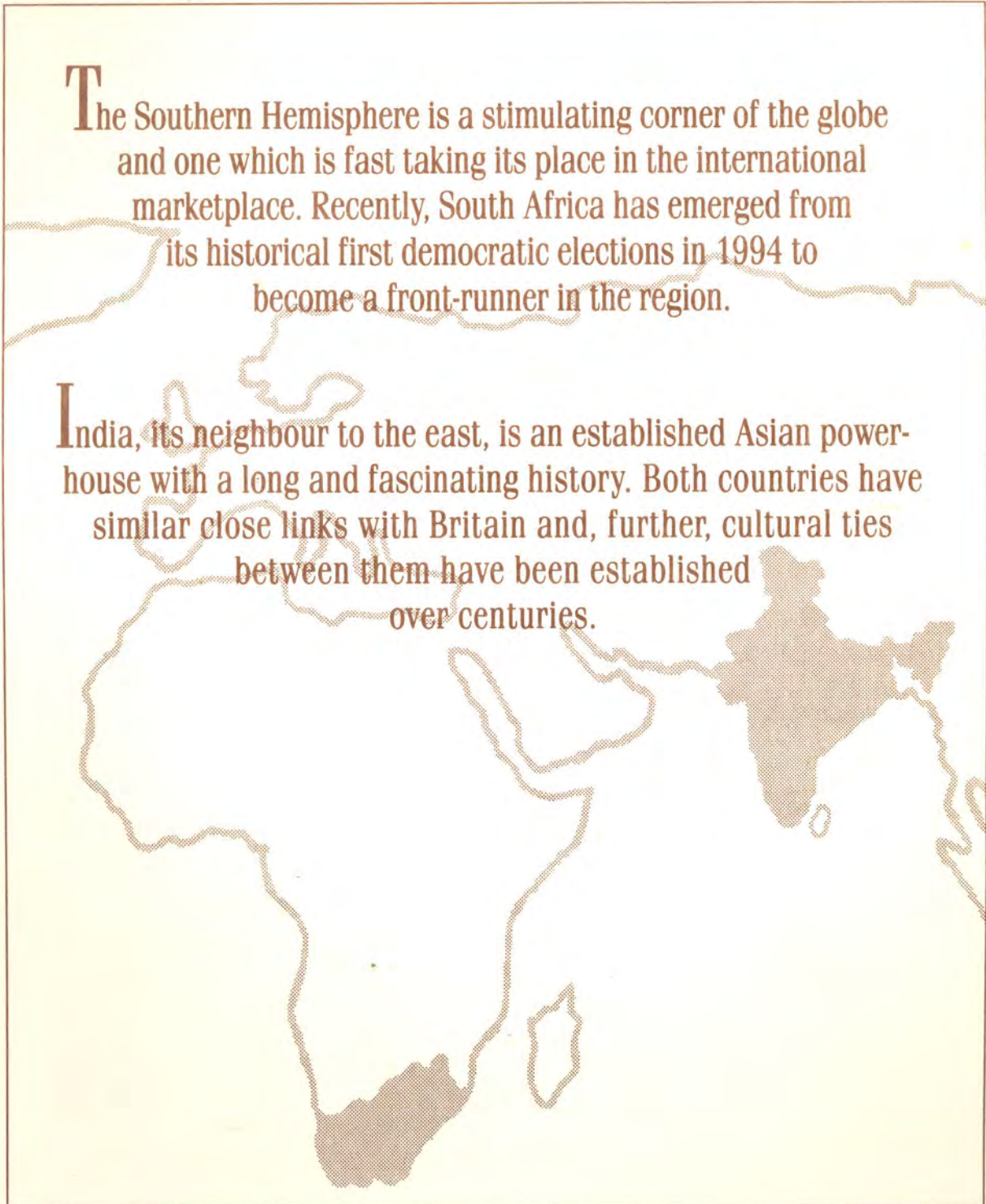
# PROSPECT

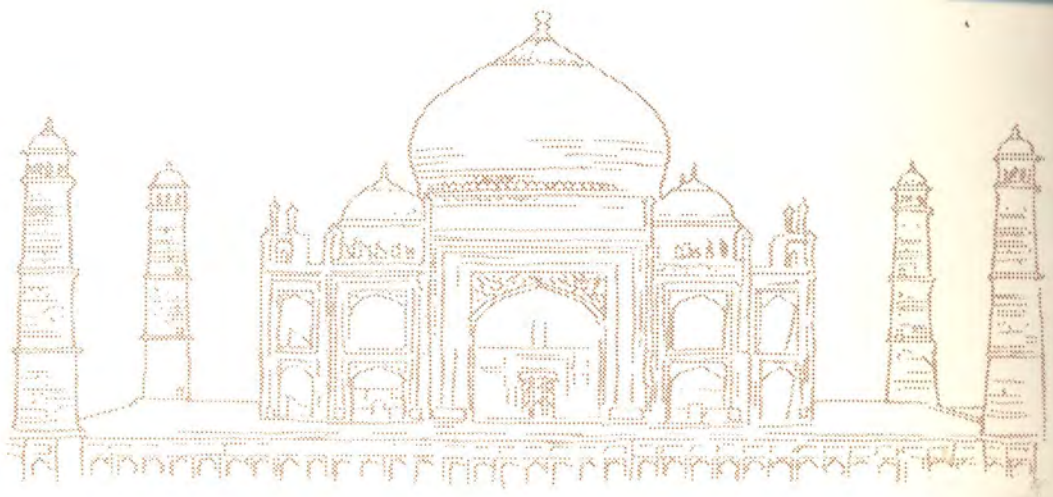
## SOUTH

INDIA & SOUTH AFRICA

**T**he Southern Hemisphere is a stimulating corner of the globe and one which is fast taking its place in the international marketplace. Recently, South Africa has emerged from its historical first democratic elections in 1994 to become a front-runner in the region.

**I**ndia, its neighbour to the east, is an established Asian powerhouse with a long and fascinating history. Both countries have similar close links with Britain and, further, cultural ties between them have been established over centuries.





**T**here is now a vibrant surge towards a closer relationship following the re-establishing of these ties after 40 years. The world is witnessing exciting new opportunities in both countries.

A relaxation in international trade legislation towards it, via the change in South Africa's political architecture, is being coupled to subsequent economic gravitation towards both existing and emerging international markets.

Further, the Indo-South African Indian Ocean trade patterns, which received a setback during the Apartheid era, are experiencing a vigorous revival.

This began only a year ago with the resumption of diplomatic and commercial links between India and South Africa which culminated in 1994 in the signing of a trade agreement. It is now set to result in intense bi-lateral trade and cultural exchange between these two rapidly developing nations.

PROSPECT South - India & South Africa is a new annual title which seeks to enhance and publicise this co-operation.

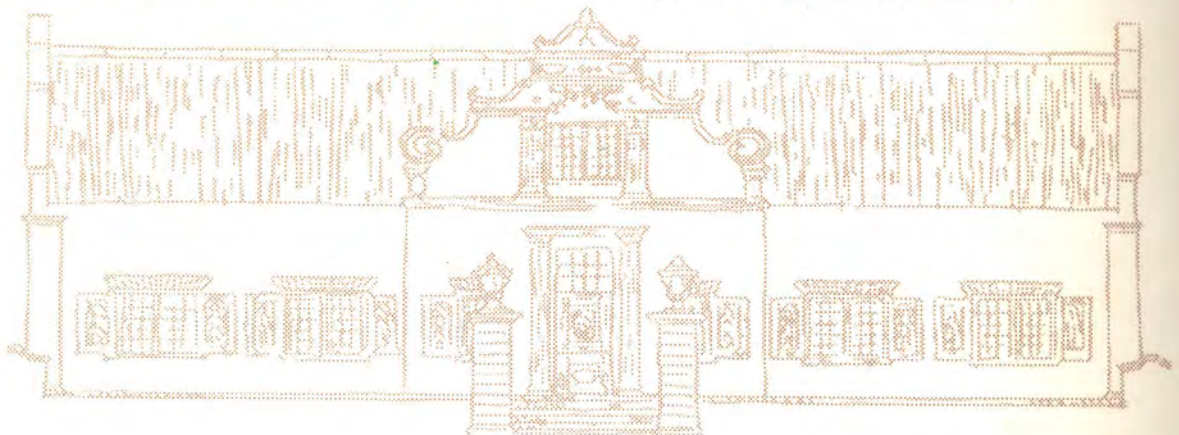
PROSPECT will be published utilising the infrastructure set in place by Johannesburg-based Index Publications CC and its key title HABILAT. First published in 1973, HABILAT is the most respected bi-monthly journal of its

type in the highly competitive South African market.

HABILAT can be compared to *World of Interiors*, *Architectural Digest* and *Maison et Jardin*. Its penetration of the interior design/decorating and associated lifestyle market in South Africa is absolute. It represents more commercial organisations, provides more editorial insight and generates more enquiries for these products than any other publication currently distributed on the SA market. In addition, it is exported to several countries.

The total distribution of HABILAT is recognised by the Audit Bureau of Circulation (ABC) of South Africa and stands at 23 000 per issue. The magazine is very highly valued by its A/B income group reader, and equally so by its advertising client base which is able to reach this important market group via its pages.

The expertise used to publish HABILAT will now be directed towards PROSPECT in providing the same high-profile information to key decision makers in India and South Africa. PROSPECT will become an effective working communications medium between its professional high-income, mobile readers base. It is born of a proven track record and in-depth experience in specialised publishing.



# EDITORIAL SYNOPSIS

## HISTORICAL TIES BETWEEN INDIA AND SOUTH AFRICA

- ◆ Historical perspective: Dutch East India Company, Vasco da Gama, emigration of Indians to South Africa.
  - ◆ Vibrant archival photographs.
- ◆ Forwards by key dignitaries: Indian Commerce and External Affairs Ministers and South African counterparts.

## INDUSTRY AND COMMERCE

- Government: The constitutional changes in both India and South Africa and the resulting effects on their economies.
- Macro Trade Agreements: G.A.T.T., Pacific Rim and their implications.
- Economics affecting trade and investment: finance for export, exchange controls, TIDE aid, currency, etc.
- Analysis of trade and investment precursors, such as the RDP.
- Industry: structure, industrial development incentives.
- Investigation of Indian light industrial parks. Can the same formula be applied in South Africa?
- Areas of industrial significance, examples are: gold, mining, steel, I.T., chemicals.
- Transportation: Linkages (sea and air). State of internal infrastructure.
- Property: State of market and the investment opportunities: commercial, industrial, residential.

## TOURISM TRAVEL CULTURE

Established frequent airlinks have provided opportunities for both Indians and South Africans to explore the rich historical, natural and cultural resources in both countries.

### *Destination India:*

- Goa: ex-Portuguese colony and its wonderful beaches.
- Kerala: Great history traceable back to Vasco da Gama, old Jewish settlements.
- Taj Mahal in Agra: the eternal monument of love, also one of the seven wonders of the world.
- Rajasthan: Forts, desert city and the Pink Palace of Jaipur.
- Madras: Temples, lifestyle, furniture, decorative fabrics.

### *Destination South Africa:*

- Influences (colonial, religious) that have affected living patterns, as well as the pure and traditional (rural and urban). Examples will include: Government buildings in Pretoria and Cape Town, and Cape Dutch homes.
- Recreation will include game lodges, Cape Town Waterfront, Durban and Lost City/Sun City resort areas, and the Johannesburg CBD.

### *Art/Culture & Cuisine:*

- Indian costume, dance, jewellery, sculpture, film.
- South African tribal costume, dance and contemporary art.
- Suggested sources from which to purchase key Indian and South African products and artifacts.
- Top restaurants and the cuisine of each country reviewed by leading food critics.

# FORMAT

The publication will be A4, full four colour, approximately 160 pages in content and printed on 100 gsm glossy art paper with perfect bound finishing.

The cover will be 230 gsm coated art board UV varnished.

## TARIFF

The total nett cost for a single page, full colour display advertisement or advertorial in PROSPECT, lithographic positives supplied, will amount to US \$3000 (approximately R11 000 or Rs 96 000).

## COPY

### *Display Advertising (above the line):*

Lithographic positives of the advertisement should be sent directly to GENPUB cc production department. If this material cannot be provided, production will require: layout instructions, bromide of logo, colour transparencies, legend. The cost of this production will amount to an additional US \$300 (approximately R1 000 or Rs8 900). A maximum of three transparencies/illustrations are allowed per page.

### *Advertorial (below the line):*

Written copy for editing, and up to three transparencies per page for vetting, will be required. No additional charges will be levied for the preparation of advertorial colour separations. If the client requires the services of the GENPUB cc editorial team, there will be no journalistic fee. However, there will be a charge for any photographic services that are required. Details on request.

### *Guidelines:*

For advertorial pages please note the following ratio:  
300 words = 3 illustrations, 400 words = 2 illustrations and  
400-500 words would equal only one illustration.  
Copy deadline: Friday 17th November 1995.

PROSPECT will be published in late 1995 for distribution in January 1996.  
A minimum circulation of 20 000 will be distributed equally, via Diners corporate executive membership in India and South Africa.

*For further details please contact:*

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