



kids INDABA



The all-new and **ONLY** expo for parents and kids aged 6 to 12!

2010 Exhibition RATE CARD

brought to you by



DURBAN : 19 - 21 March | **PRETORIA** : 4 - 6 June | **CAPE TOWN** : 23 - 25 July |
SOWETO : 27 - 29 August | **SANDTON** : 22 - 24 October

Features of Kids Indaba – The World of Kids!

- Children’s Fashion Weekend
- Children’s Bookfaire
- Scrapbooking for me!
- How Green is my Village!
- The Cooking Kids
- Skateboard Park
- Climbing Wall
- Quiz for Kids
- Art Competition
- Design a T-Shirt
- Ultimate Survivor Kids & Eco Kids
- Designer Kids – my bedroom
- Love2Read
- Indoor Fun
- Entertainment
- Mini Idols – singing competition on stage

Categories of exhibitors

- World of Sport
- World of Art
- World of Décor
- World of Reading
- World of Communication
- World of Education/ Schools
- World of Health
- World of Stimulation
- World of Holidays
- World of Fashion
- World of Activities
- World of Music
- World of Food

Active marketing campaign

- Radio
- Television
- Schools
- Sporting events
- Retail outlets
- Street Posters
- Billboards
- Prizes
- Street Flags
- Websites
- Emailers



Floor Space and Shell Package:

Includes white panels for walls, Fascia Name, Electrical distribution board, Carpets and Spotlights. Free entries, mini webpage on the Kids Indaba website and show magazine.

Stand Size	Durban	Pretoria	Cape Town	Soweto	Johannesburg
3m ²	R 4,650.00	R 4,650.00	R 4,950.00	R 4,950.00	R 4,950.00
4m ²	R 6,200.00	R 6,200.00	R 6,600.00	R 6,600.00	R 6,600.00
6m ²	R 9,300.00	R 9,300.00	R 9,900.00	R 9,900.00	R 9,900.00
9m ²	R 13,950.00	R 13,950.00	R 14,850.00	R 14,850.00	R 14,850.00
12m ²	R 18,600.00	R 18,600.00	R 19,800.00	R 19,800.00	R 19,800.00
15m ²	R 23,250.00	R 23,250.00	R 24,750.00	R 24,750.00	R 24,750.00
18m ²	R 27,900.00	R 27,900.00	R 29,700.00	R 29,700.00	R 29,700.00
27m ²	R 41,850.00	R 41,850.00	R 44,550.00	R 44,550.00	R 44,550.00
36m ²	R 55,800.00	R 55,800.00	R 59,400.00	R 59,400.00	R 59,400.00

10% surcharge on corner stands; 5% discount on 2 shows; 8% discount on 3 shows, 10% discount on 4 shows, 12% discount on 5 shows

Floor Space ONLY:

Includes free entries, mini webpage on the Kids Indaba website and show magazine.

Stand Size	Durban	Pretoria	Cape Town	Soweto	Johannesburg
9m ²	R 11,700.00	R 11,600.00	R 12,600.00	R 12,600.00	R 12,600.00
12m ²	R 15,600.00	R 15,600.00	R 16,800.00	R 16,800.00	R 16,800.00
15m ²	R 19,500.00	R 19,500.00	R 21,000.00	R 21,000.00	R 21,000.00
18m ²	R 23,400.00	R 23,400.00	R 25,200.00	R 25,200.00	R 25,200.00
27m ²	R 35,100.00	R 35,100.00	R 37,800.00	R 37,800.00	R 37,800.00
36m ²	R 46,800.00	R 46,800.00	R 50,400.00	R 50,400.00	R 50,400.00

10% surcharge on corner stands; 5% discount on 2 shows; 8% discount on 3 shows, 10% discount on 4 shows, 12% discount on 5 shows

Kids Indaba Show Magazine Rate Card

Technical Information for Adverts

Size	Advert Specs (height x width)	Exhibitor Rate	Non-Exhibitor Rate
DPS (DoublePage Spread)	Trim = 242mm x 420mm Type = 222mm x 400mm Bleed = 248mm x 426mm	R14,000.00	R14,900.00
Full Page	Trim = 242mm x 210mm Type = 222mm x 190mm Bleed = 248mm x 216mm	R7,200.00	R7,500.00
Half Page (Vertical)	Trim = 242mm x 105mm Type = 222mm x 85mm Bleed = 248mm x 111mm	R4,500.00	R4,800.00
Half Page (Horizontal)	Trim = 121mm x 210mm Type = 101mm x 190mm Bleed = 127mm x 216mm	R4,500.00	R9,400.00
Quarter Page	Trim = 121mm x 105mm Type = 101mm x 85mm Bleed = 127mm x 111mm	R2,600.00	R2,800.00
Inside Front Cover		R9,400.00	R9,800.00
Inside Back Cover		R8,300.00	R8,700.00
Outside Back Cover		R9,400.00	R9,800.00

2010 Exhibitor Rates

Regional Visitor Profile

Durban

75% are English speaking
Av children per visitor 2.3
52% - Parents of 34 - 45 years
42% from Southern Durban
31% from Northern Durban
12% from CBD
24 000 estimated visitors in 2010

Pretoria

45% are Afrikaans speaking
27% are Indian
28% speak a Black language
98% owned their own home
Ave children per visitor 2.1
63% - Parents of 34 - 45 years
49% from East of Pretoria
22 000 estimated visitors in 2010

Cape Town

61% are English speaking
34% are Afrikaans speaking
5% African speaking
98% owned their own home
Ave children per visitor 2.6
60% - Parents of 34 - 45 years
47% from Southern Suburbs
40% from Northern Suburbs
35 000 estimated visitors in 2010

Soweto & South of Joburg

Investment and Property oriented
94% of Black Middle class live
in formal homes
78% speak a Black language
78% owned their own home
84% of the children speak
English fluently
72% believe that the way their
children dress, speak and are
educated, reflects wealth
30 000 estimated visitors in 2010

Sandton

73% are English speaking
85% have access to the internet
82% from Johannesburg
79% owned their own home
69% - Parents of 34 - 45 years
30 000 estimated visitors in 2010

Contact details

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For further information please contact

Exhibition Organisers:

Three City Events (Pty) Ltd - BBBEE Level 2

