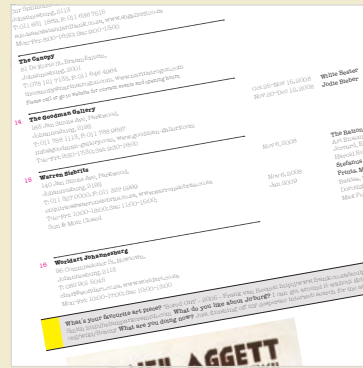


open TheCity



Open the City is a free pocket sized city guide, displaying current programme and directory information on the art, culture and design scene in South Africa.

The guide is published quarterly with the aim of providing a consistent source of inspiration for each featured city.

Programme and directory listing is gratis.

EDITIONS:
The layout of the publication is information based, and creates easy access to the information by means of a directory, a map and listings of special events, gallery openings, etc. Directories like this have proven to be an integral part in industry communication all over the world. Each edition is also freely downloadable online at openjohannesburg.com.

DETAILS:
Size: A3+ folded to pocket size A6
Production values: Full colour matte, 100gsm Cyclus Offset (100% Recycled, 100% Eco-friendly)
Frequency: Quarterly (4 issues)
Circulation: 3000+
Distribution: Selected according to content and region.

RATES:
Open The City offers a minimum of 2x 99mm x 145mm landscape adverts. Advert space can be purchased for R3,500 excl.vat per issue.

The advertisement content should relate to the context and ethos of Open The City. Advert placement is dictated by content.

TECHNICAL DATA:
Trim: 99mm(h) x 145mm(w) - landscape
Bleed: no bleed required
Digital artwork only: CMYK, high resolution (300 dpi) EPS, TIFF, JPEG or optimised PDF (PDF/X-1a: 2001)
All fonts to be embedded or converted to paths/outlines.
Please send all final artwork to: artwork@openjohannesburg.com

Open is a creative collaborative in Johannesburg, South Africa. It offers an array of disciplines in an effort to create unique branding concepts and sought after products.
For bookings and more information regarding this publication contact **open:** T: 011 880 7749, F: 011 880 3619 or thecity@openjohannesburg.com, www.openjohannesburg.com

