

## CIRCULATION FAQ'S

**WHOLE LOT**  
DIRECTORY 2011  
Africa

### WHAT IS THE WHOLE LOT DIRECTORY?

The Whole Lot Directory is one of the most comprehensive, internationally acclaimed databases for the film, broadcast and entertainment industries on the African continent. The Whole Lot Database was founded in 1993 after recognising that the global trend towards filming in Africa had created a demand for access to accurate information and data.

Since our inception we have produced a total of 15 directories, a diary and the integration of information gathered onto the World Wide Web. 2011 will mark the seventeenth year of publication.

### WHAT IS THE EXTENT OF THE BUSINESS?

The Whole Lot provides an accurate database for the film, broadcast and entertainment industries in Africa. The publication comprises 3 regions and an extensive look into Africa as well as a comprehensive information section, 445 categories and approximately 3000 companies. It is a specialist publication for our market, consisting of advertisers and subscribers. Our publication can be viewed as a networking infrastructure of Africa.

### WHAT IS YOUR TARGET MARKET AND HOW IS THE WHOLE LOT DISTRIBUTED?

- Advertising Agencies - Senior Personal / Creative both locally & internationally.
- Production Companies - Producers / Production Managers in facilitating and producing.
- All ancillary industries that serve the entertainment industry in Africa.

We have built up an international network of 450 subscribers, throughout Europe and the States. Since its inception, the distribution of The Whole Lot has steadily increased. The directory has been sold from The Whole Lot office and various industries related outlets (such as Movievision in JHB). The additional distribution outlets for 2010 are still to be confirmed. Overseas distribution of The Whole Lot, (via post, courier, festivals and exhibitions) exposes the Southern Africa market on a global scale, which in turn offers enormous benefits to the industry. We have reciprocal recognition from global publishers, Kemps.

### HOW MANY HARD COPY DIRECTORIES DO YOU PRINT?

A total of 1000\* directories are printed, of which 800 are sold locally to advertisers and facilities within the industry. A further 100 complimentary directories are distributed to Key Media Players, targeted specifically for their contribution to the entertainment industry in South Africa. These include Embassies, High Commissions and other film offices throughout the world. Key advertisers receive complimentary directories when they place display advertisements.

*\*please note: figures correspond to first print run*

### WHICH FESTIVALS DO YOU MARKET THE DIRECTORY AT?

- Lions Cannes Commercial festival - four years.
- AFCI Locations Expo, Los Angeles USA - two years.
- Sithengi - six years.

The Whole Lot has exhibited at the 2000 Exhibition Expo in Johannesburg and at the Design for Living Expo in Cape Town. We believe that exhibitions and markets are very pertinent to its marketing reach, and looks for opportunities that will offer us out standing exposure. In 2010 we will be maximising our exposure. The Whole lot is represented at all local and international film markets, which the South African Film Commission supports. We remain "Proudly South African".

### WHAT IS THE FORMAT FOR THE 2007 WHOLE LOT DIRECTORY?

The directory is a high quality, easy- to- use, A5, soft cover resource. We list the three filming regions of Southern Africa as well as the major film destinations in Africa, and include a comprehensive information section. Each directory is hand finished and maintains a cutting edge layout and design.

### HOW ARE ENTRIES LISTED?

Entries are conveniently categorised, subcategorised and cross-referenced, A-Z. The Whole Lot contains thousands of film, video, radio, television, cinema and new-media listings. Our 2010 edition is completely revised and updated with exciting new categories.

### WHAT ARE THE RATES FOR ADVERTISING IN THE 2007 WHOLE LOT DIRECTORY?

An entry-level insert is available at a very affordable R500 and a full-page colour advertisement will cost R9000. We also offer a variety of other advertising options. Order forms are available on-line and on request from our offices. When placing an advertisement, a final proof needs to be signed by you, and will be sent along with an invoice. All our rates are VAT INCLUSIVE.

### HOW DOES ONE ADVERTISE ON KEY POSITIONS IN THE DIRECTORY?

The Whole Lot carries a "grandfather" clause, which allows previous advertisers to take precedence if they choose to continue their advertising in key positions. Should advertisers elect not to take advantage of this opportunity by April 2010, the bookmarks, dividers and inside covers will become available on a first come first serve basis.

### HOW DO I SUBSCRIBE TO THE WHOLE LOT?

The order form for placement of advertising in the 2011 edition of the directory is available, and can either be faxed or emailed to you. The directory is printed annually and the 2011 edition will be available as of the 1st of December 2010. The directory can be purchased at a publication price of R500. (Vat included).

### DO ADVERTISERS NEED TO SUPPLY THEIR OWN ARTWORK?

Advertisers can supply their own artwork (see specifications) or we can design artwork for you at no extra charge.

### DOES THE WHOLE LOT MAKE UP ARTWORK FOR ADVERTISERS?

Advertising and design are an integral aspect of the DTP industry. The Whole Lot offers a range of services from conceptualisation and copywriting to cutting-edge design utilising the latest technology. We have the hardware and personnel to oversee a project from inception to delivery.

### WHAT FORMAT DOES ARTWORK NEED TO BE SUPPLIED ON?

The Whole Lot 2011, will only accept ads in digital format. Supply images as CMYK TIFF or PDF Files, Convert Font to Curves. Artwork can be e-mailed to [tetra@iafrica.com](mailto:tetra@iafrica.com)

### WHAT IS THE FINAL SUBMISSION DATE FOR ENTRIES IN THE 2011 DIRECTORY?

Booking deadline: 20th August 2010 for placement of advertising.  
Material deadline: 27th August 2010.

### CAN WE GET ACCESS TO YOUR EXTENSIVE DATA BASE?

The Whole Lot offers clients the opportunity to advertise via bulk emails to our entire database or to targeted companies in the industry. Costs include a R250 design fee and R1.20 per email sent.

### WHAT IS THE WHOLE LOT ONLINE DATABASE?

This is under Construction and we will be able to offer advertisers the opportunity to market themselves on our newly redesigned website. This will include: Banner advertising, logo graphics, internal and external hyperlinks, as well as full (paid for) and straight (complimentary) listings. The Whole Lot site will be updated on a weekly basis.

### PUBLISHERS' NOTE

As the custodian of information and the disseminators of data, The Whole Lot has identified their market through the distribution and marketing of the directory both locally and internationally. We have maintained a large market share of the data industry with each publication increasing in the context of the industry requirements.

The Whole Lot strives to be the most comprehensive database in the Southern African film, broadcast and entertainment industries. We aim to identify and support potential growth regions, through consolidation of their data, and to market the industry on an international scale.

The success of the Whole Lot during the past decade has only been made possible by the continued support that we have received from all our advertisers. Your trust in our ability to produce the definitive directory for the industry has always been our ongoing inspiration.

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