

# NAVY NEWS

Telephone: 021 787 4607  
Extension: 822 4607  
Cell phone: 072 166 5408  
Facsimile: 021 787 4809  
E-mail: [lombard.navynews@gmail.com](mailto:lombard.navynews@gmail.com)  
Enquiries: WO2 B.J.W. Lombard

Naval Base Simons Town  
Private Bag X1  
Simon's Town  
7995

To whom it may concern

## ADVERTISING IN THE NAVY NEWS MAGAZINE 2017

At Navy News, we strive to continually improve and innovate in order to meet the needs of our advertisers. Doing business with the Navy is sure to increase your bottom line! So let's talk business...

Navy News is an A4 glossy with a minimum of 36 pages, produced every two months (6 editions per year). Our No 6 (end of year) edition is often a bumper edition which could include extra pages, an insert or a calendar etc. should the first edition of the year not include a calendar.

Navy News has a regular print run of 6,000, which we distribute to subscribers and a number of maritime-related institutions locally, nationally and internationally. Subscribers include current SANDF members, ex-SANDF members, private subscribers, foreign attachés and SA embassies overseas as well as a courtesy list which includes heads of various government departments, libraries, our sister magazines in other countries and other selected stakeholders.

In order to reach more people, we are consistently strengthening our distribution in more ways than one. Some of our advertisers purchase extra magazines, which they distribute to business acquaintances, friends and family and our hotel advertisers place copies in their rooms for guests. Copies are placed in the SA Naval Museum and the Naval Public Relations Department hands out backdated magazines when they conduct tours of the Naval Base at Simon's Town. The annual Navy Festival attracts nearly 40 000 visitors which provides the perfect platform showcase of the magazine and is an opportunity to source subscribers.

Our magazine is also advertised and sold at festivals and exhibitions. The magazine is sold locally through book shops and other organisations. Another factor to be considered is that each magazine potentially reaches up to 4 readers on average - giving us a total readership of about 24 000. Navy News is currently developing an online version of the magazine for those who prefer to have a paperless, digital version.



Should you require further information on the Navy News magazine, please don't hesitate to get in touch with us. We hope to hear from you soon.

Kind Regards

A handwritten signature in blue ink, appearing to be 'B.J.W. Lombard', written in a cursive style.

**(B.J.W. LOMBARD)**

**DEPUTY EDITOR NAVY NEWS: WARRANT OFFICER CLASS TWO**