

The Franschhoek Book

-2020 Edition Special Invitation-



Pauline Müller
Author & Owner

Stockists

Special Launch
Price - R200

Wholesale
Price - R240

Suggested Retail
Price - R399

Early Birds

10% Discount
on all sign-ups
secured with a
50% deposit
within 7 business
days from
receiving
confirmation.

We're all set for take-off

Our dates are set, it is time to welcome our participants - and you are invited!

Join us in the 2020 edition of The Franschhoek Book, the top-quality coffee table publication that the village has come to know and love. As with the last publication, the next promises to be filled with fantastic photography and warm depictions of the village, its businesses, and its people. Space is limited, so take advantage of the early bird discount and follow 3 easy steps to participate.

1

PAGE SPREAD

R7 000

2

PAGE SPREAD

R13 000

4

PAGE SPREAD

R20 000

Early Launch

Our launch in the 2nd Quarter of 2020 is a big goal. Therefore, we need all participants to become a committed part of our village team if we are going to achieve it. We simply cannot achieve this timeline without your support. By meeting the deadlines, you will allow us to list the book with even more new stockists, giving you greater mileage on your spread. As a token of appreciation, you will receive a 10% discount when you secure your spot with a 50% deposit within 7 business days of receiving your reservation confirmation.



When we launch, participants have the opportunity to buy copies of the book at a special discounted rate, and thereafter, at wholesale price to sell at their establishments. In this way, the ad pays for itself - until we publish again in three years' time.

“Books are a uniquely portable magic.” – Stephen King

HOW TO PARTICIPATE IN 3 EASY STEPS

1. Reply, requesting to reserve a spread of 1, 2 or 4 pages. I'll send confirmation, contract & info sheet.
2. Return the signed contract in PDF, with proof of payment.
3. Forward proof of final payment, a [Dropbox link](#) containing all professional photographs and info sheet with responses, no later than 1 September 2019.

The Team

You are in good hands with my local team of professionals. Together, we look forward to showcasing Franschhoek in another beautiful edition of this village favourite.

They say that it takes a village to raise a child. The same is certainly true for this book. With the 2020 edition, we would like to honour the people of Franschhoek who work hard to make this place the iconic destination that it is. Therefore, we consider each participant in this book as a team member. On the creative side, Allister Havercroft and Izaan Smit will join me. Allister is a multiple Loerie Award recipient, advertising veteran and seasoned editor, while Izaan Smit is a talented graphic designer and lecturer, trusted by companies like Media24 and other industry greats for her superb, professional design skills. There are also three great photographers up my sleeve, whom you will meet as we move along. We are all very excited to start working on this wonderful project and look forward to sharing the journey with you.

“History is an echo of the past in the future; a reflex from the future on the past.” — Victor Hugo

To produce a quality book, we must start with excellent material. For fresh, professional photographs, our team of photographers are available independently at their own set rates for those who would like to get them in for a shoot.

Why Visitors Simply LOVE It

With firsthand experience in Franschhoek’s hospitality industry, I can vouch for the popularity of this book. Tourists & visitors love the fact that they can become familiar with the area & its people in the comfort of their guesthouses and hotels. It is a great addition to guest rooms, makes for a very special memento and is often bought as a gift for loved ones back home. This book adds to the village’s sense of history and place, documenting the passage of time in modern-day Franschhoek like no other publication has ever done.