

# 2026 Calendar & Diary Showcase

Presented By



Your Calendar & Diary Specialists



**BRABYS**

# AN INTRODUCTION TO THE GROUP

Welcome to the Brabys Media Holdings group of companies – southern Africa's largest and most comprehensive promotional advertising business. The Brabys stable unites a range of specialists across all corporate marketing fields, ensuring that whatever your business needs may be, we've got the ideal solution under one roof.

**Calendars & Diaries • Promotional Gifts & Concepts • Paper Directories • Brochures & Maps • Electronic Media • Internet**

Johannesburg - Head Office



Durban Branch



## Prominent Brands in the Brabys Group



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# Calendar Showcase 2026

## Why a calendar?

Your clients are the lifeblood of your business; ensuring healthy client relationships is a continual challenge. Giving a calendar is a universal means of extending a hand of friendship and respect. The calendar not only enriches business relationships by making a personal connection with clients, but also offers an excellent opportunity for branding, getting your company name exactly where you want it all day, every day!

## Calendars are still relevant in the digital age.

The popularity of calendars continues to endure despite the increasing use of technology. Your calendar might be the most old-fashioned timekeeping device that you use, but its ubiquity within the office is proving to be remarkably impervious to the digital age. Smartphones come equipped with personal planners and online calendars are available to all.

But wander through any business office and it quickly becomes apparent that the traditional version remains a convenient and essential planning aid.

## The art of calendar gifting.

The art of successful calendar gifting lies in selecting an item that appeals to the modern business person and simultaneously offers functionality; an item that increases brand awareness while making a positive statement about your company. Calendars are indispensable business tools. They are the means by which we structure our daily work.

When you give a client a branded calendar your name is associated with the tools that drive business forward.

## Why choose Associated Group calendars?

The range we offer always incorporates breathtaking photography, impeccable quality and stylish finishes that never fail to impress.

The proven high quality of our calendars enhances the functionality of your gift with sophistication.

But it is not only the visual impact and quality of an Associated calendar that is the reason to choose us!

Our track record of sound customer relations and on-time deliveries stretches back over 75 years.

Associated Industries is still the only calendar publisher with its own finishing plant dedicated to manufacturing only our calendars, which means that we have total control over all key production processes.



VISIT THE CALENDAR SHOWCASE at [www.calendars.co.za](http://www.calendars.co.za) • [www.caleka.co.za](http://www.caleka.co.za) • [www.gilroydiaries.co.za](http://www.gilroydiaries.co.za)

## 13 Page Photographic

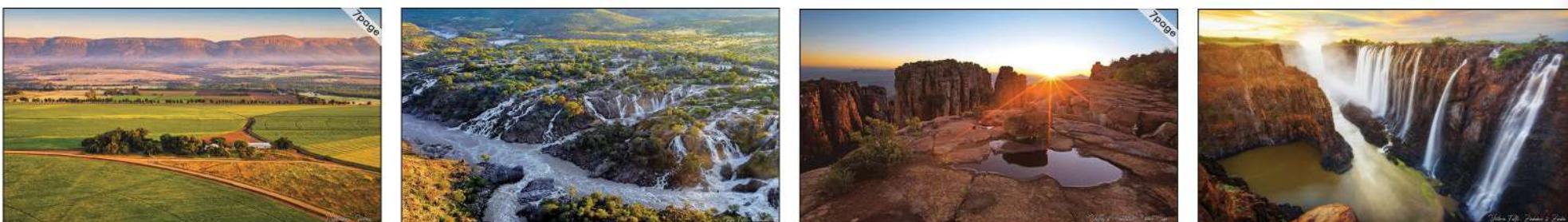
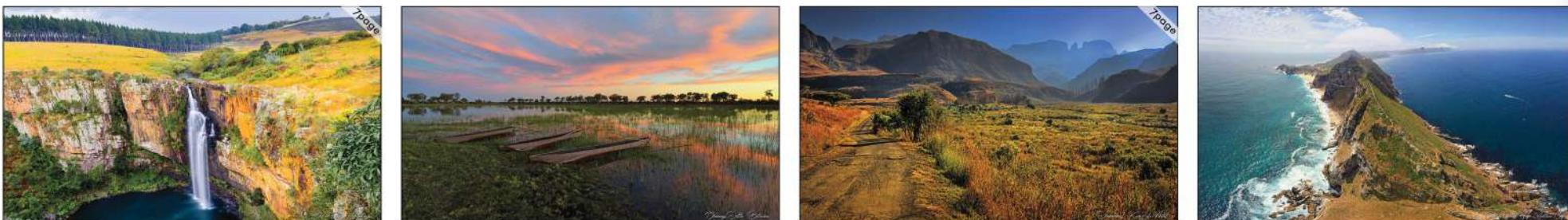
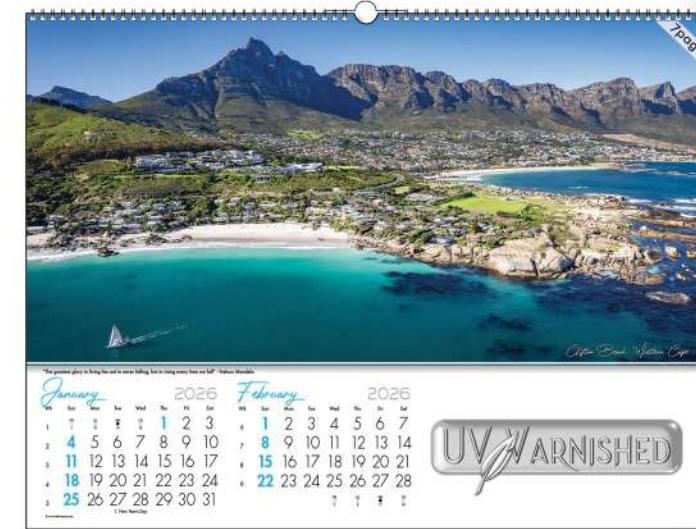
**Majestic Wonders of Southern Africa - M82A**

Calendar Size: 440mm (h) x 580mm (w)  
 Ad Copy Size: 100mm (h) x 210mm (w)

Majestic Wonders of Southern Africa is a vibrant calendar that celebrates nature's boldest and most breathtaking landscapes. Each month bursts with colour, from the whitish beige sand and cobalt waters of Clifton Beach to the stunning trees reflected in the water of a Golden Gate pond, to the powerful Berlin Falls, the water from which cascades 80 metres to its verdant basin.

Enhanced with UV varnishing, every image radiates with awe-inspiring splendour.

This calendar is also available in a 7 page prestige - M80A and a 7 pg budget version, M41A. (See page 9).



## 13 Page Photographic

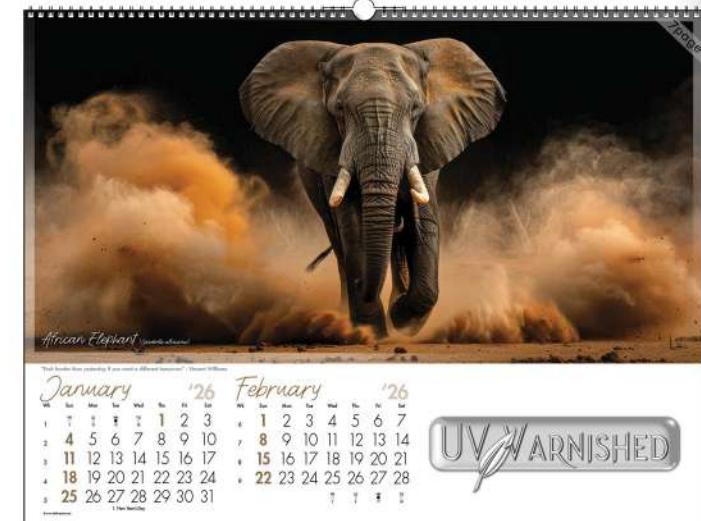
### Africa in Action - M82B

Calendar Size: 440mm (h) x 580mm (w)  
Ad Copy Size: 100mm (h) x 210mm (w)

This captivating calendar beautifully captures and showcases some of Africa's majestic mammals in breathtaking action. Each month features a vivid photograph, from the powerful lion swimming across a river to the African buffalo, forming powerful protective herds. Rich colours, textures, and dynamic compositions bring the African wilderness to life, offering a monthly journey into the heart of nature's wild wonders.

The UV varnish adds to each depiction of the animal's exciting behaviour.

This calendar is also available in a 7 page prestige - M80B and a 7 page budget version - M41B. (See page 9).



**UV VARNISHED**



## 13 Page Photographic

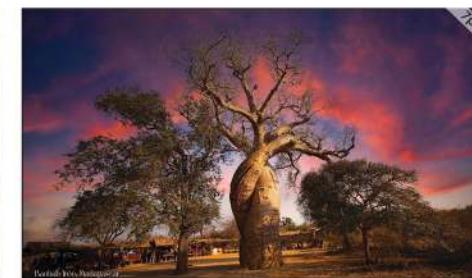
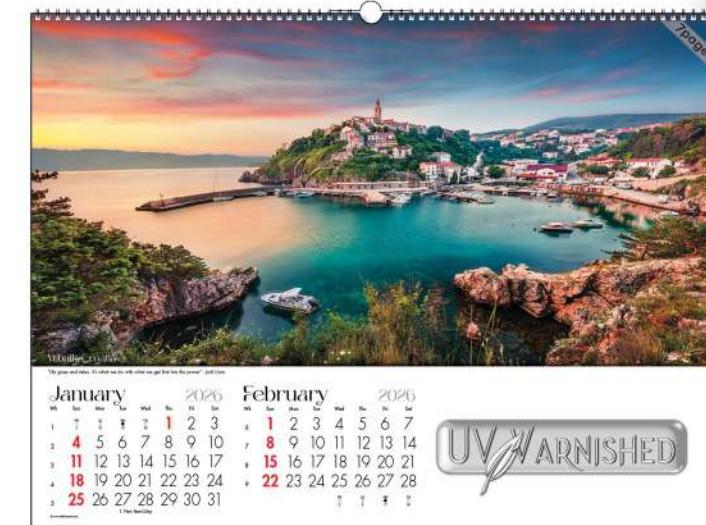
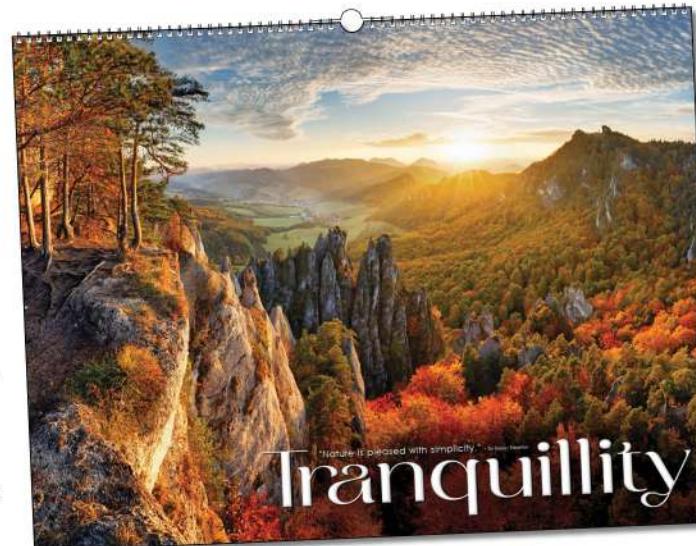
### Tranquillity - M82C

Calendar Size: 440mm (h) x 580mm (w)  
Ad Copy Size: 100mm (h) x 210mm (w)

A calendar that invites you to explore nature's quietest wonders. From Mount Fuji's serene height, to Heimaklettur Peak's raw beauty, to the optical illusion of Mauritius's Underwater Waterfall. Each page captures a peaceful escape. With every image, this calendar paints a world where tranquillity reigns, offering a moment of calm, reflection, and the beauty of landscapes untouched by time. A perfect harmony of nature's grace. The images are accompanied by uplifting quotations.

The UV varnish finish is like gilding an already exquisite lily, elevating its beauty to near perfection.

This calendar is also available in a 7 page prestige - M80C and a 7 page budget version - M41C. (See page 9).



## 7 Page Photographic

### Think Green - M80D

Calendar Size: 440mm (h) x 580mm (w)

Ad Copy Size: 100mm (h) x 210mm (w)

These images focus on the earth's environment and fragile eco systems.

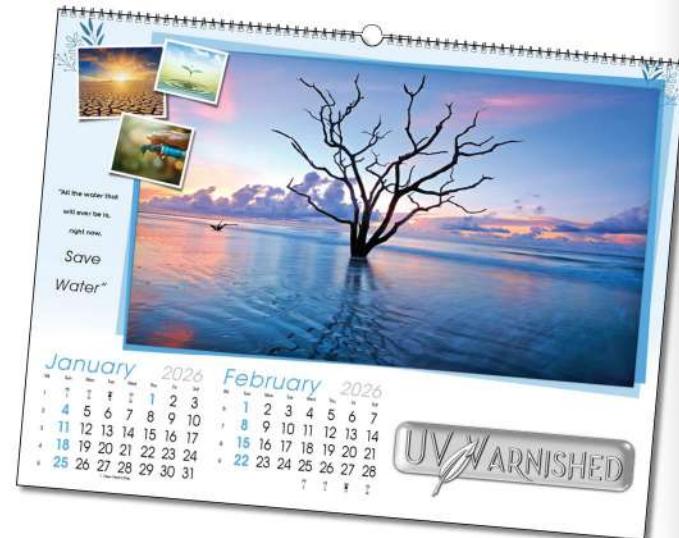
'A Pale Blue Dot' is how Carl Sagan described our Earth.

So, let's turn our brief journey on this planet into a 'Green-footed' one.

We are encouraged to try and make efforts to sustain our precious planet.

The UV varnish intensifies the meaningfulness.

This calendar is also available in a 7 pg budget version - M41D (See page 9).



## 7 Page Photographic

### The Big Five - M80E

Calendar Size: 440mm (h) x 580mm (w)

Ad Copy Size: 100mm (h) x 210mm (w)

The Big 5, once a phrase associated with game hunting, now celebrates wildlife photography on safaris, emphasizing conservation.

Lions, the only truly social big cats, the critically endangered White Rhinoceros, the African Buffalo embodying power and resilience, an African Elephant, the largest land animal, yet moving silently and gracefully and the Leopard, elusive and solitary, hunting at night, hauling prey thrice its weight into trees for safety. The black and white photos with a splash of colour amaze us even more

Coated with a UV varnish it amplifies each image's magnificence.

This calendar is also available in a 7 pg budget version - M41E (See page 9).



## 7 Page Photographic

**Metallic Supercars - M80G**

Calendar Size: 440mm (h) x 580mm (w)

Ad Copy Size: 100mm (h) x 210mm (w)

Supercars refer to high-performance sports cars. The visual impact of the calendar images and aesthetic appeal are further enhanced by the use of metallic pantones, which produce the metallic gleam; fine metal particles within the ink create dazzling, shifting hues, emphasizing their sculpted, high-speed forms.

This calendar is also available in a 7 pg budget version - M41G (See page 9).



## 7 Page Photographic

### Spot Spike and his Hidden Objects - M80J

Calendar Size: 440mm (h) x 580mm (w)

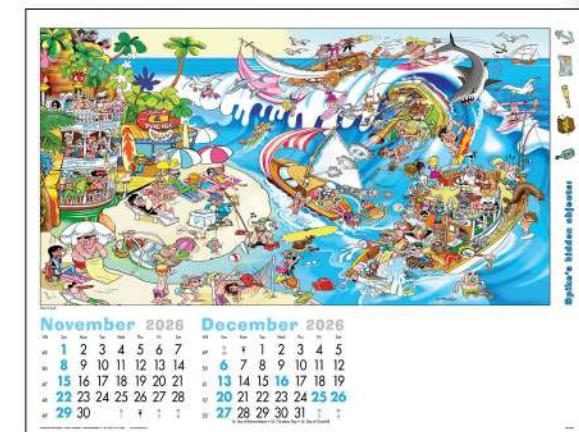
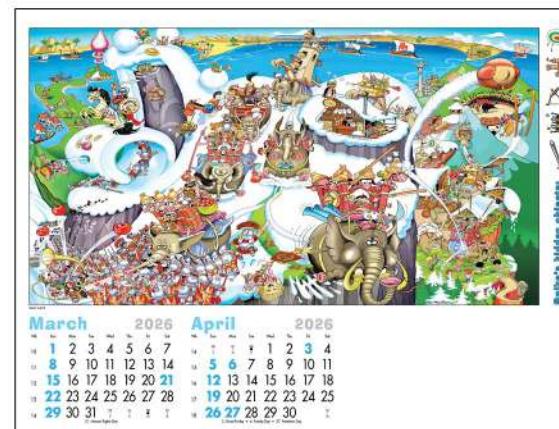
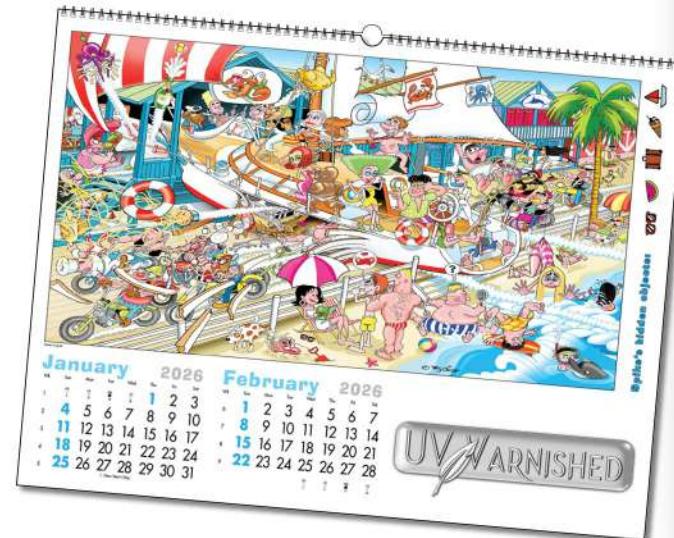
Ad Copy Size: 100mm (h) x 210mm (w)

This humorous calendar invites you to find Spike's hidden objects, some of which are a crown, sword, and a diamond, a few of the many hidden objects.

Spike's mischievous antics unfold on a beach, in the sea and in the midst of Hannibal's historic battle, where a terrified Roman army faces elephant-mounted cavalry. Take up the search challenges and have a laugh at the hilarious images at the same time.

UV varnish adds to the extra wit of the playful backdrops.

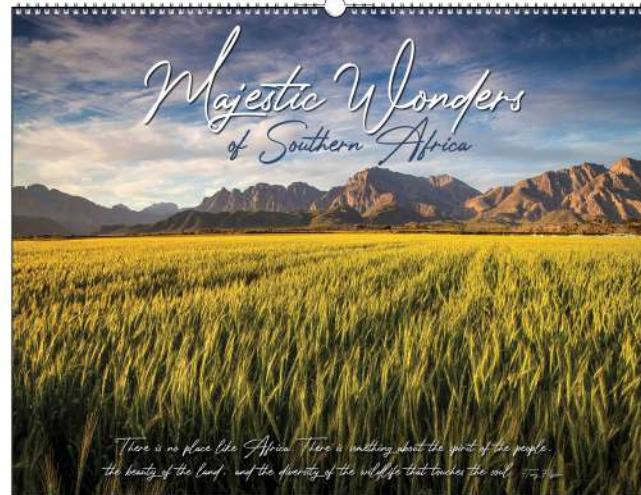
This calendar is also available in a 7 pg budget version - M41  
(See page 9).



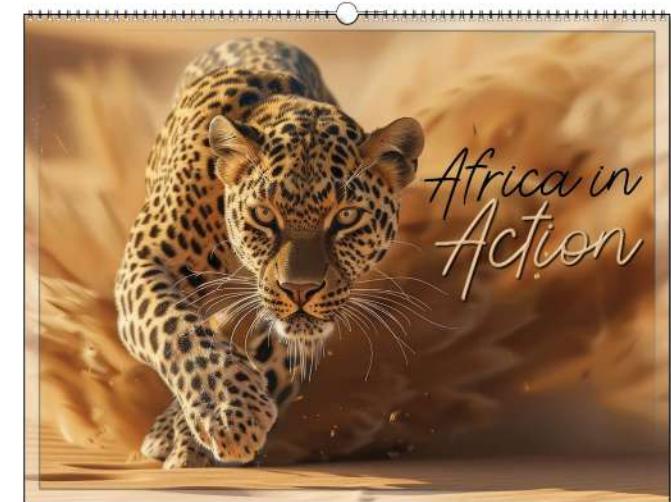
## 7 Page Budget

Calendar Size: 440mm (h) x 580mm (w)  
Ad Copy Size: 100mm (h) x 210mm (w)

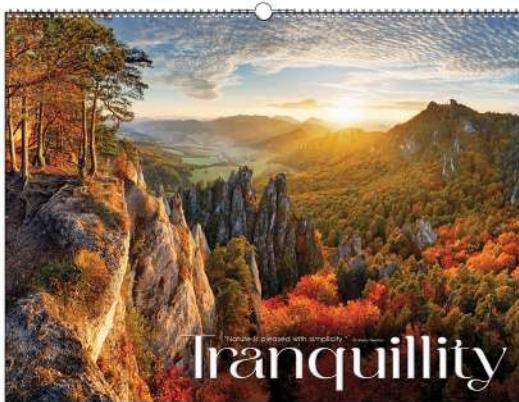
Designed to be lighter on the pocket, these calendars are still packed with the stunning visual impact of your favourite Prestige Multisheet Calendar themes. These calendars can be viewed on pages 2-8.



▲ Majestic Wonders of Southern Africa - M41A



▲ Africa in Action - M41B



▲ Tranquillity - M41C



▲ Think Green - M41D



▲ The Big Five - M41E



▲ Metallic Supercars - M41G



▲ Spot Spike and his hidden objects - M41J

## Jumbo Posters - M18

Calendar size: 900mm (h) x 580mm (w)  
Ad copy size: 110mm (h) x 540mm (w)

- Large format calendars with popular themes and practical, easy to read dates
- Extra large advertising space
- Printed on 150gsm art paper to ensure a quality finish
- Tubes are available for transport
- A combination of calendars can be ordered at no extra set-up cost for identical branding

These 14 and 15 month-to-view calendars can also be mixed with Map posters (page 12), the vertical Wall Planner (page 28) and Prestige Posters (page 13) at no extra set-up cost for an identical advert.



**Jumbo Posters - M18**

**continued ....** See page 10 for the full calendar design and specifications.

These 14 month-to-view calendars can also be mixed with Map posters (page 12), the vertical Wall Planner (page 28) and Prestige Posters (page 13) at no extra set-up cost for an identical advert.



## Maps - M25

Calendar size: 900mm (h) x 580mm (w)  
Ad copy size: 110mm (h) x 540mm (w)

- Great attention grabbers
- Informative and educational
- A necessity for distribution organisations
- Used nationally and internationally
- Rimmed top and bottom to ensure a quality finish and durability

Designs can be mixed with each other as well as with the Jumbo Posters (page 10 & 11), Prestige Posters (page 13) & Vertical Wall Planner (page 28) to meet the needs of an increased target market at no extra set-up cost for identical branding.

