

Rate Card 2019

Total Circulation: 6,200 copies | Total Readers: 41 000+

Special Positions

Front page solus (6cm x 7 columns)
 Page guarantee

+100% loading
 + 50% loading

Loose Inserts / Flyers

R16 118.00 (excludes agency commission)

Example of sizes and full-colour prices

N.B. Advertising rates exclude VAT • Adverts measuring more than 90 cm/s (A5 portrait and landscape) include agency commission.

Size	1 insertion @ R152 p/cm	3 - 6 insertions @ R146 p/cm	7 - 12 insertions @ R126 p/cm
37 x 7 - Full Page A3 370mm H x 247mm W	R39,368	R37,814 per insert	R32,634 per insert
30 x 6 - A4 300mm H x 211mm W	R27,360	R26,280 per insert	R22,680 per insert
20 x 7 - Half page 200mm H x 247mm W	R21,280	R20,440 per insert	R17,640 per insert
25 x 5 250mm H x 175mm W	R19,000	R18,250 per insert	R15,750 per insert
21 x 5 210mm H x 175mm W	R15,960	R15,330 per insert	R13,230 per insert
15 x 6 - A5 landscape 150mm H x 211mm W	R13,680	R13,140 per insert	R11,340 per insert
21 x 4 - A5 Portrait 210mm H x 140mm W	R12,768	R12,264 per insert	R10,584 per insert
10 x 7 - Strip across page 100mm H x 247mm W	R10,640	R10,220 per insert	R8,820 per insert
15 x 4 150mm H x 140mm W	R9,120	R8,760 per insert	R7,560 per insert
15 x 3 150mm H x 104mm W	R6,840	R6,570 per insert	R5,670 per insert
12 x 3 120mm H x 104mm W	R5,472	R5,256 per insert	R4,536 per insert

Ad Material Requirements

Number of columns across page - 7 • Column Height = 37cm
 1 Column Width = 3.2cm • 7 Column Width = 24.7cm

All material to be submitted in digital format (PDF) 300 dpi
 or via Quickcut.

Column Width Sizes

1 Col = 32mm 2 Col = 68mm 3 Col = 104mm
 4 Col = 140mm 5 Col = 175mm 6 Col = 211mm
 7 Col = 247mm