

Rate Card 2020

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 900.00 (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	3 - 6 insertions	7 - 12 insertions
37 x 7 - Full Page A3 370mm H x 247mm W	R40 150	R38 550 per insert	R33 250 per insert
30 x 6 - A4 300mm H x 211mm W	R27 900	R26 800 per insert	R23 100 per insert
20 x 7 - Half page 200mm H x 247mm W	R22 150	R21 250 per insert	R18 350 per insert
25 x 5 250mm H x 175mm W	R19 900	R18 900 per insert	R16 500 per insert
21 x 5 210mm H x 175mm W	R16 700	R16 100 per insert	R13 800 per insert
15 x 6 - A5 landscape 150mm H x 211mm W	R14 500	R13 900 per insert	R11 900 per insert
21 x 4 - A5 Portrait 210mm H x 140mm W	R13 400	R12,850 per insert	R11 000 per insert
10 x 7 - Strip across page 100mm H x 247mm W	R11 500	R11 000 per insert	R9 500 per insert
15 x 4 150mm H x 140mm W	R10 000	R9 500 per insert	R8 500 per insert
15 x 3 150mm H x 104mm W	R7 600	R7 300 per insert	R6 200 per insert
12 x 3 120mm H x 104mm W	R6 000	R5 800 per insert	R5 000 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