

SCHEDULE					
ISSUE DATE	ON SALE	INSERT DEADLINE	PROMO/ADVERTORIAL BOOKING DEADLINE	ADVERTISING BOOKING DEADLINE	ADVERTISING MATERIAL DEADLINE
Feb 2017	16 Jan 17	19 Dec 16	28 Nov 16	05 Dec 16	07 Dec 16
Mar 2017	20 Feb 17	01 Feb 17	10 Jan 17	16 Jan 17	18 Jan 17
Apr 2017	20 Mar 17	01 Mar 17	07 Feb 17	13 Feb 17	15 Feb 17
May 2017	24 Apr 17	05 Apr 17	14 Mar 17	20 Mar 17	22 Mar 17
Jun 2017	22 May 17	03 May 17	11 Apr 17	18 Apr 17	19 Apr 17
Jul 2017	19 Jun 17	31 May 17	09 May 17	15 May 17	17 May 17
Aug 2017	24 Jul 17	05 Jul 17	13 Jun 17	19 Jun 17	21 Jun 17
Sep 2017	21 Aug 17	02 Aug 17	11 Jul 17	17 Jul 17	19 Jul 17
Oct 2017	18 Sep 17	30 Aug 17	08 Aug 17	14 Aug 17	16 Aug 17
Nov 2017	23 Oct 17	04 Oct 17	12 Sep 17	18 Sep 17	20 Sep 17
Dec 2017	20 Nov 17	01 Nov 17	10 Oct 17	16 Oct 17	18 Oct 17
Jan 2018	18 Dec 17	28 Nov 17	07 Nov 17	13 Nov 17	15 Nov 17
Feb 2018	22 Jan 18	13 Dec 17	24 Nov 17	01 Dec 17	05 Dec 17

ADVERTISEMENT RATES

- All advertising rates exclude VAT
- Advertorial rates include standard production and photographic costs

STANDARD POSITIONS		
	FULL COLOUR PER INSERTION	ADVERTORIAL PER INSERTION
DPS	R87 930	R 105 325
FULL PAGE	R43 835	R52 660
1/2 PAGE	R32 970	
1/3 PAGE	R30 825	

SPECIAL POSITIONING	
	FULL COLOUR PER INSERTION
INSIDE FRONT COVER DPS	R 105 515
SECOND DPS	R 101 110
INSIDE BACK COVER	R48 380
OUTSIDE BACK COVER	R52 755
1ST 15% OF MAGAZINE	R54 960

INSERT RATES

- All insert rates are for insertion costs only

LOOSE INSERTS <small>rate excl vat per '000</small>			
SINGLE PAGE	R450	24 PAGES	R1 065
4 PAGES	R620	32 PAGES	R1 250
6 - 8 PAGES	R735	48 PAGES	R1 500
12 PAGES	R820	52 PAGES	R1 635
16 - 20 PAGES	R930		

BOUND IN <small>rate excl vat per '000</small>	
SINGLE PAGE	R545
4 PAGES	R745
6 - 8 PAGES	R885
12 PAGES	R1 020
16 - 20 PAGES	R1 125
SUBSCRIBERS <small>subject to postage where applicable</small>	R2 645

MATERIAL SPECIFICATIONS			
SIZE	TYPE (MM) HEIGHT X WIDTH	TRIM (MM) HEIGHT X WIDTH	BLEED (MM) HEIGHT X WIDTH
DPS	258 X 380	275 X 420	285 X 430
FULL PAGE	258 X 190	275 X 210	285 X 220
1/2 VERTICAL	258 X 92	275 X 105	285 X 115
1/2 HORIZONTAL	127 X 190	136 X 210	146 X 220
1/3 VERTICAL	258 X 59	275 X 70	285 X 80
1/3 HORIZONTAL	84 X 190	94 X 210	104 X 220

ACTION RATES

*CARRYING FEE	R450	*PASTE/GLUE-ON <small>(specific page)</small>	R950
MACHINE/HAND INSERTION <small>(random)</small>	R305	BAGGING <small>(contribution)</small>	R260
MACHINE/HAND INSERTION <small>(specific page)</small>	R405	BAGGING <small>(with hand insertion)</small>	R960

* Carrying fee must be added to glueing/bagging costs

IMPORTANT NOTICE

Media24 Magazines utilises Woodwing Software for efficient cross-media publishing. Please ensure that material requirements are strictly adhered to.

The two official Media24 Lifestyle accredited gatekeepers are:

- Adsend 011 712 5700 www.adsend.co.za / support@adsend.co.za
- Adstream 011 799 7846 www.adstream.co.za

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THE FOLLOWING WILL NOT BE ACCEPTED:

- Files provided on disk (CD/DVD)
- Low resolution images (less than 300 dpi)
- Files containing RGB and/or transparency elements

DOCUMENT SETUP

In order to supply the correctly sized advert material, please adhere to the following:

- That your document is configured to the trim specified
- That your document bleed is added during setup and not after setup
- That your document final size does not exceed the bleed specified
- When preparing the advert, ensure the type parameter is respected

PLEASE NOTE:

All PDF's are required to be in pdf/x-1a format.

It is critical that both the PDF document, as well as the advert contained within the PDF document, should meet the requirements stipulated in this rate card.

It is not sufficient for the advert alone to meet the requirements, while the overall document does not.

- Full technical requirements available on request.
- Media24 Lifestyle will not be held responsible for complete material supplied by the advertiser which is not in accordance with our specifications

All magazine insert deliveries to:

PAARL MEDIA CAPE

10 Freedom Way

Montague Gardens

Milnerton

Attention: Andre Hayes 021 550 2522

DELIVERY TIMES: Monday to Thursday 08:00 to 15:00
Friday 08:00 to 12:00

DELIVERY INSTRUCTIONS:

1. Inserts must be delivered in boxes on sturdy pallets (no CHEP pallets) and clearly marked with:
 - the name of the insert
 - number of inserts per box
 - weight per box
 - name and issue date of the publication concerned
2. All inserts to be delivered 7 working days prior to the specified bindery date and not any earlier than 14 days
3. Allow 3% shrinkage for all printed inserts and 5% for all value added items – this will allow for spoilage

IMPORTANT

- Inserts will only be accepted for automated offloading, i.e. no hand labour
- Inserts cannot be physically counted on delivery. Quantity checks are carried out for correctness on arrival – it remains the suppliers' responsibility to ensure that the correct quantity is delivered
- Paarl Media does not accept any responsibility for incorrect quantities or shortages for late deliveries
- In the event of Paarl Media not being able to handle an insert due to incorrect specifications or poor packaging, no liability shall be accepted for losses arising from omission of the insert
- All overs must be collected within 14 days after dispatching. Any overs not collected within 7 days after notification will be disposed of

INSERT SPECIFICATIONS

- All insert rates are for insertion costs only and exclude printing costs
- All insert rates are net and exclude VAT

Minimum: 150 mm deep x 120 mm wide
Maximum: 270 mm deep x 200 mm wide

Minimum paperweight for a single sheet: 100 gsm
Minimum paperweight for 4 pages or more: 80 gsm

Please ensure the following:

1. Supplements or inserts are firmly packed on pallets, not exceeding 1.2 metres
2. Individual stacks should be uniformly packed and face the same direction – minimum of 20 copies per turn and maximum of 60 copies per stack
3. The heights per bundle must be identical
4. Please make sure that the following information appears on the pallets or boxes:
 - Quantity and weight – to be indicated on each pallet and box.
 - Full description of the insert – stating whether loose or bind-in insert
 - Full description of the magazine and month or date (in case of weekly publications) that it is being inserted/bound into
 - Boxes containing inserts must be delivered face up
 - Pallets must contain the same insert for a particular magazine – no mixing of inserts for different magazines on the same pallet

INSERT RESTRICTIONS

- Machine inserts are limited to 4 maximum per magazine
- Bind-ins limited to 4 maximum per magazine for square back and 2 for saddle stitch
- Additional inserts will be inserted by hand and charged accordingly
- The orientation of loose inserts cannot be guaranteed (i.e. inserts may appear back to front or upside down)
- Loose sheets are not permitted within multiple page inserts
- All inserts must be given a square and same size trim and there should be no evidence of inserts sticking together due to blunt knives
- For any stitch-in insert of four or more pages, the same size as the magazine, a binding lap of 10 mm should be added to the fore-edge trim. The wider portion of the insert should be on the high folio (back half) of the insert
- When designing inserts to maximum acceptable sizes, please ensure that type or any live material is kept at least 15 mm away from spine or trim edges
- Any inserts of an unusual nature, dimension or fold will require a dummy sample or the product to be viewed by the inserts manager prior to acceptance. Should this not be adhered to it could result in the use of cartons that will incur additional costs. Further to this it might change the volumetric, weight ratio of the product and could increase transport costs
- Inserts containing metal or sharp objects such as razor blades or keys etc. will not be accepted
- No bind-in containing any metal, including stitching staples, will be accepted
- For testing of any unusual products, a minimum of 50 samples will be required
- Inserts containing liquid, e.g. sachets, canisters, bottles, etc. must be sent to Paarl Media for pressure testing and approval before booking can be accepted. Although the inserts are put through severe testing conditions, approval by Paarl Media does not necessarily mean accepting responsibility for the quality of the full quantity of a particular insert and therefore cannot be held liable for any possible damages caused as a result of contents leaking

PAARL MEDIA CONDITIONS

- All inserts are subject to the approval of Paarl Media who reserves the right to refuse any material considered unsuitable for publication
- Paarl Media Cape reserves the right to abort insertion of products under specification if it disrupts production
- While every effort will be made to process inserts as ordered, no liability can be accepted for misplacement or omission
- Paarl Media Cape will not guarantee the level or response associated with an insert
- Advertising agents and advertisers accept responsibility for the contents of their inserts and agree to indemnify Paarl Media Cape against any claims or proceedings arising from publication of such inserts

GENERAL CONDITIONS

Acceptance of an order shall only occur once Media24 Lifestyle has duly considered and approved the order, in writing. No contractual obligations shall arise merely as a result of the completion of an order form. The right is reserved to withhold publication of any advertisement and to cancel any advertisement order, which has been accepted without stating any reasons therefore. No liability is accepted for losses arising from omissions, failure to publish, publication of wrong 'copy', poor positioning or typographical or any other mistake or error. In case of such losses, the advertiser is not exempt from any contractual obligations. Late receipt of proof or non-receipt thereof by the applicant does not exempt him/her from contractual obligations. No advertisement order containing the condition that write-up space will be dedicated to the Advertiser, or any other conditions relating to positioning, will be accepted. The Advertiser will furnish copy for processing before the closing time and date. Media24 Lifestyle does not guarantee any results in respect of advertisements inserted in any of its magazines and/or supplements. Media24 reserves the right to increase the rates at any time. The Advertiser will be liable for all damages and costs that might arise from any legal action which might be instituted against Media24 Lifestyle as a result of the publication of an advertisement. All rates are strictly nett. Accounts will be rendered monthly and are payable within 30 days from the date of the statement. In the event of any payment not being made by the advertiser on or before the due date, the full balance outstanding will immediately become due, owing and payable. The Advertiser consents to the jurisdiction of the Magistrate's Court notwithstanding the possibility that any amount claimed could fall outside the jurisdiction of the Magistrate's Court, and further undertakes to pay all legal expenses incurred, including cost on attorney-client scale, collection charges and tracing fees, in the recovering of all amounts due to Media24 Lifestyle. The Advertiser undertakes to notify Media24 Lifestyle in writing within 7 (seven) days of any change of address. The Advertiser undertakes, notwithstanding any sale of business, and/or change of its members, to accept the liability of settling its debt to Media24 Lifestyle in full. These conditions are binding on the Advertiser's successors in title.

DISCLAIMER

Indemnity: As supplier of the goods/services, you, the Advertiser warrant that you are familiar with and will comply with the provisions of the Consumer Protection Act, Act 68 of 2008 ('CPA') in all transactions between us. Among other, the CPA provides for some consumer rights regarding delivery, returns, disclosure of information and product quality and safety. You accordingly indemnify Media24 Ltd against any damages that we or any other party may suffer as a result of your non-compliance with the CPA or as a result of any damages suffered by any party due to defective or unsafe goods/services supplied by you.