

# 2019

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# RATES AND SCHEDULES

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WEEKLY MAGAZINES

LEISURE MAGAZINES

WOMEN'S INTEREST MAGAZINES

MEDIA 24

# 2019

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## RATES AND SCHEDULES

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WEEKLY MAGAZINES

MEDIA 24

**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	R 184 255	R 199 225
FULL PAGE	R 92 125	R 99 615
1/2 PAGE	R 59 895	
1/4 PAGE	R 36 855	
2 COLUMNS	R 73 705	
2/3 x 3 COLUMNS	R 73 705	
1 COLUMNS	R 36 855	
1/3 x 3 COLUMNS	R 36 855	

GUARANTEED POSITIONS	
INSIDE FRONT COVER	R 105 965
INSIDE BACK COVER	R 101 345
OUTSIDE BACK COVER	R 115 165
FIRST DPS	R 202 675
SECOND DPS	R 202 675
THIRD DPS	R 202 675
ANY GUARANTEED FULL PAGE	R 101 345

COMBINATION RATES	
HUISGENOOT, YOU	R 143 960
HUISGENOOT, DRUM	R 131 130
HUISGENOOT, YOU, DRUM	R 188 480
DRUM, YOU	R 101 870

COMBINATION RATES	FULL COLOUR PER INSERTION
DPS	R 173 220
FULL PAGE	R 86 610
ADVERTORIAL PAGE	R 94 085
1/2 PAGE	R 56 295
1/4 PAGE	R 34 650
2 COLUMNS	R 69 300
2/3 x 3 COLUMNS	R 69 300
1 COLUMNS	R 34 650
1/3 x 3 COLUMNS	R 34 650

BUYER'S GUIDE	
HEIGHT X WIDTH	
1/3 x 1 (80 x 60 mm)	R 5 975
1/3 x 2 (80 x 125 mm)	R 11 965
1/3 x 3 (80 x 190 mm)	R 17 945
2/3 x 1 (165 x 60 mm)	R 11 965
2/3 x 2 (165 x 125 mm)	R 25 795
2/3 x 3 (165 x 190 mm)	R 41 915
1 COLUMN (250 x 60 mm)	R 17 945
2 COLUMNS (250 x 125 mm)	R 41 915
1/2 PAGE ON FRONT PAGE (127 x 190 mm)	R 41 915
GIVEAWAY (72 x 92 mm)	R 9 160

**INSERT RATES**

- All insert rates are for insertion costs only

LOOSE INSERTS rate excl vat per '000	
SINGLE PAGE	R 500
4 PAGES	R 685
6 - 8 PAGES	R 810
12 PAGES	R 905
16 - 20 PAGES	R 1 030
24 PAGES	R 1 175
32 PAGES	R 1 380
48 PAGES	R 1 655
52 PAGES	R 1 805

ACTION RATES	
*CARRYING FEE	R 500
MACHINE/HAND INSERTION (random)	R 335
MACHINE/HAND INSERTION (specific page)	R 445
*PASTE/GLUE-ON (specific page)	R 1 050
BAGGING (contribution)	R 290
BAGGING (with hand insertion)	R 1 060

\* Carrying fee must be added to glueing/bagging costs

BOUND IN rate excl vat per '000	
SINGLE PAGE	R 605
4 PAGES	R 825
6 - 8 PAGES	R 975
12 PAGES	R 1 125
16 - 20 PAGES	R 1 240
SUBSCRIBERS subject to postage where applicable	R 2 920



**ADVERTISEMENT RATES**

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STANDARD POSITIONS		
	FULL COLOUR PER INSERTION	ADVERTORIAL PER INSERTION
DPS	R 122 005	R 135 425
FULL PAGE	R 61 010	R 68 480
1/2 PAGE	R 39 660	
1/4 PAGE	R 24 390	
2 COLUMNS	R 48 800	
2/3 x 3 COLUMNS	R 48 800	
1 COLUMNS	R 24 390	
1/3 x 3 COLUMNS	R 24 390	

GUARANTEED POSITIONS	
INSIDE FRONT COVER	R 70 160
INSIDE BACK COVER	R 67 080
OUTSIDE BACK COVER	R 76 245
FIRST DPS	R 134 190
SECOND DPS	R 134 190
THIRD DPS	R 134 190
ANY GUARANTEED FULL PAGE	R 67 080

COMBINATION RATES	
HUISGENOOT, YOU	R 143 960
HUISGENOOT, DRUM	R 131 130
HUISGENOOT, YOU, DRUM	R 188 480
DRUM, YOU	R 101 870

COMBINATION RATES	
	FULL COLOUR PER INSERTION
DPS	R 114 675
FULL PAGE	R 57 350
ADVERTORIAL PAGE	R 64 815
1/2 PAGE	R 37 265
1/4 PAGE	R 22 925
2 COLUMNS	R 45 880
2/3 x 3 COLUMNS	R 45 880
1 COLUMNS	R 22 925
1/3 x 3 COLUMNS	R 22 925

BUYER'S GUIDE	
Height x Width	
1/3 x 1 (80 x 60 mm)	R 4 485
1/3 x 2 (80 x 125 mm)	R 8 920
1/3 x 3 (80 x 190 mm)	R 13 390
2/3 x 1 (165 x 60 mm)	R 8 920
2/3 x 2 (165 x 125 mm)	R 17 075
2/3 x 3 (165 x 190 mm)	R 27 775
1 COLUMN (250 x 60 mm)	R 13 390
2 COLUMNS (250 x 125 mm)	R 27 775
1/2 PAGE ON FRONT PAGE (127 x 190 mm)	R 27 775
GIVEAWAY (72 x 92 mm)	R 6 080

**INSERT RATES**

- All insert rates are for insertion costs only

LOOSE INSERTS <small>rate excl vat per '000</small>	
SINGLE PAGE	R 500
4 PAGES	R 685
6 - 8 PAGES	R 810
12 PAGES	R 905
16 - 20 PAGES	R 1 030
24 PAGES	R 1 175
32 PAGES	R 1 380
48 PAGES	R 1 655
52 PAGES	R 1 805

ACTION RATES	
*CARRYING FEE	R 500
MACHINE/HAND INSERTION <small>(random)</small>	R 335
MACHINE/HAND INSERTION <small>(specific page)</small>	R 445
*PASTE/GLUE-ON <small>(specific page)</small>	R 1 050
BAGGING <small>(contribution)</small>	R 290
BAGGING <small>(with hand insertion)</small>	R 1 060

\* Carrying fee must be added to glueing/bagging costs

BOUND IN <small>rate excl vat per '000</small>	
SINGLE PAGE	R 605
4 PAGES	R 825
6 - 8 PAGES	R 975
12 PAGES	R 1 125
16 - 20 PAGES	R 1 240
SUBSCRIBERS <small>subject to postage where applicable</small>	R 2 920



**ADVERTISEMENT RATES**

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- Advertorial rates include standard production and photographic costs

STANDARD POSITIONS		
	FULL COLOUR PER INSERTION	ADVERTORIAL PER INSERTION
DPS	R 94 720	R 109 870
FULL PAGE	R 47 355	R 56 230
1/2 PAGE	R 30 785	
1/4 PAGE	R 18 945	
2 COLUMNS	R 37 885	
2/3 x 3 COLUMNS	R 37 885	
1 COLUMNS	R 18 945	
1/3 x 3 COLUMNS	R 18 945	

GUARANTEED POSITIONS	
INSIDE FRONT COVER	R 54 455
INSIDE BACK COVER	R 52 085
OUTSIDE BACK COVER	R 59 195
FIRST DPS	R 104 175
SECOND DPS	R 104 175
THIRD DPS	R 104 175
ANY GUARANTEED FULL PAGE	R 52 085

COMBINATION RATES	
HUISGENOOT, YOU	R 143 960
HUISGENOOT, DRUM	R 131 130
HUISGENOOT, YOU, DRUM	R 188 480
DRUM, YOU	R 101 870

COMBINATION RATES	
	FULL COLOUR PER INSERTION
DPS	R 89 030
FULL PAGE	R 44 520
ADVERTORIAL PAGE	R 52 390
1/2 PAGE	R 28 935
1/4 PAGE	R 17 815
2 COLUMNS	R 35 610
2/3 x 3 COLUMNS	R 35 610
1 COLUMNS	R 17 815
1/3 x 3 COLUMNS	R 17 815

BUYER'S GUIDE	
Height x Width	
1/3 x 1 (80 x 60 mm)	R 3 030
1/3 x 2 (80 x 125 mm)	R 6 045
1/3 x 3 (80 x 190 mm)	R 9 075
2/3 x 1 (165 x 60 mm)	R 6 045
2/3 x 2 (165 x 125 mm)	R 12 910
2/3 x 3 (165 x 190 mm)	R 20 970
1 COLUMN (250 x 60 mm)	R 9 075
2 COLUMNS (250 x 125 mm)	R 20 970
1/2 PAGE ON FRONT PAGE (127 x 190 mm)	R 20 970
GIVEAWAY (72 x 92 mm)	R 4 715

**INSERT RATES**

- All insert rates are for insertion costs only

LOOSE INSERTS rate excl vat per '000	
SINGLE PAGE	R 500
4 PAGES	R 685
6 - 8 PAGES	R 810
12 PAGES	R 905
16 - 20 PAGES	R 1 030
24 PAGES	R 1 175
32 PAGES	R 1 380
48 PAGES	R 1 655
52 PAGES	R 1 805

ACTION RATES	
*CARRYING FEE	R 500
MACHINE/HAND INSERTION (random)	R 335
MACHINE/HAND INSERTION (specific page)	R 445
*PASTE/GLUE-ON (specific page)	R 1 050
BAGGING (contribution)	R 290
BAGGING (with hand insertion)	R 1 060

\* Carrying fee must be added to glueing/bagging costs

BOUND IN rate excl vat per '000	
SINGLE PAGE	R 605
4 PAGES	R 825
6 - 8 PAGES	R 975
12 PAGES	R 1 125
16 - 20 PAGES	R 1 240
SUBSCRIBERS <small>subject to postage where applicable</small>	R 2 920

SCHEDULE					
ISSUE DATE	ON SALE	BOOKING & MATERIAL DEADLINE	ADVERTORIAL BOOKING DEADLINE	LATE SECTION MATERIAL DEADLINE	PRE-PRINTED INSERTS DEADLINE
03 Jan 19	28 Dec 18	26 Nov 18	22 Oct 18	13 Dec 18	06 Dec 18
10 Jan 19	04 Jan 19	30 Nov 18	29 Oct 18	18 Dec 18	12 Dec 18
17 Jan 19	11 Jan 19	10 Dec 18	12 Nov 18	04 Jan 19	20 Dec 18
24 Jan 19	18 Jan 19	20 Dec 18	19 Nov 18	11 Jan 19	07 Jan 19
31 Jan 19	25 Jan 19	02 Jan 19	26 Nov 18	18 Jan 19	14 Jan 19
07 Feb 19	01 Feb 19	07 Jan 19	03 Dec 18	25 Jan 19	21 Jan 19
14 Feb 19	08 Feb 19	14 Jan 19	10 Dec 18	01 Feb 19	28 Jan 19
21 Feb 19	15 Feb 19	21 Jan 19	17 Dec 18	08 Feb 19	04 Feb 19
28 Feb 19	22 Feb 19	28 Jan 19	24 Dec 18	15 Feb 19	11 Feb 19
07 Mar 19	01 Mar 19	04 Feb 19	02 Jan 19	22 Feb 19	18 Feb 19
14 Mar 19	08 Mar 19	11 Feb 19	07 Jan 19	01 Mar 19	25 Feb 19
21 Mar 19	15 Mar 19	18 Feb 19	14 Jan 19	08 Mar 19	04 Mar 19
28 Mar 19	22 Mar 19	25 Feb 19	21 Jan 19	15 Mar 19	11 Mar 19
04 Apr 19	29 Mar 19	04 Mar 19	28 Jan 19	22 Mar 19	18 Mar 19
11 Apr 19	05 Apr 19	11 Mar 19	04 Feb 19	29 Mar 19	25 Mar 19
18 Apr 19	12 Apr 19	18 Mar 19	11 Feb 19	05 Apr 19	01 Apr 19
25 Apr 19	18 Apr 19	25 Mar 19	18 Feb 19	11 Apr 19	05 Apr 19
02 May 19	26 Apr 19	01 Apr 19	25 Feb 19	17 Apr 19	11 Apr 19
09 May 19	03 May 19	08 Apr 19	04 Mar 19	26 Apr 19	18 Apr 19
16 May 19	10 May 19	15 Apr 19	11 Mar 19	03 May 19	29 Apr 19
23 May 19	17 May 19	23 Apr 19	18 Mar 19	10 May 19	06 May 19
30 May 19	24 May 19	29 Apr 19	25 Mar 19	17 May 19	13 May 19
06 Jun 19	31 May 19	06 May 19	01 Apr 19	24 May 19	20 May 19
13 Jun 19	07 Jun 19	13 May 19	08 Apr 19	31 May 19	27 May 19
20 Jun 19	14 Jun 19	20 May 19	15 Apr 19	07 Jun 19	03 Jun 19
27 Jun 19	21 Jun 19	27 May 19	23 Apr 19	14 Jun 19	10 Jun 19

SCHEDULE					
ISSUE DATE	ON SALE	BOOKING & MATERIAL DEADLINE	ADVERTORIAL BOOKING DEADLINE	LATE SECTION MATERIAL DEADLINE	PRE-PRINTED INSERTS DEADLINE
04 Jul 19	28 Jun 19	03 Jun 19	29 Apr 19	21 Jun 19	14 Jun 19
11 Jul 19	05 Jul 19	10 Jun 19	06 May 19	28 Jun 19	24 Jun 19
18 Jul 19	12 Jul 19	18 Jun 19	13 May 19	05 Jul 19	01 Jul 19
25 Jul 19	19 Jul 19	24 Jun 19	20 May 19	12 Jul 19	08 Jul 19
01 Aug 19	26 Jul 19	01 Jul 19	27 May 19	19 Jul 19	15 Jul 19
08 Aug 19	02 Aug 19	08 Jul 19	03 Jun 19	26 Jul 19	22 Jul 19
15 Aug 19	08 Aug 19	15 Jul 19	10 Jun 19	01 Aug 19	26 Jul 19
22 Aug 19	16 Aug 19	22 Jul 19	18 Jun 19	08 Aug 19	05 Aug 19
29 Aug 19	23 Aug 19	29 Jul 19	24 Jun 19	16 Aug 19	12 Aug 19
05 Sep 19	30 Aug 19	05 Aug 19	01 Jul 19	23 Aug 19	19 Aug 19
12 Sep 19	06 Sep 19	12 Aug 19	08 Jul 19	30 Aug 19	26 Aug 19
19 Sep 19	13 Sep 19	19 Aug 19	15 Jul 19	06 Sep 19	02 Sep 19
26 Sep 19	20 Sep 19	26 Aug 19	22 Jul 19	13 Sep 19	09 Sep 19
03 Oct 19	27 Sep 19	02 Sep 19	29 Jul 19	20 Sep 19	16 Sep 19
10 Oct 19	04 Oct 19	09 Sep 19	05 Aug 19	27 Sep 19	20 Sep 19
17 Oct 19	11 Oct 19	16 Sep 19	12 Aug 19	04 Oct 19	30 Sep 19
24 Oct 19	18 Oct 19	23 Sep 19	19 Aug 19	11 Oct 19	07 Oct 19
31 Oct 19	25 Oct 19	30 Sep 19	26 Aug 19	18 Oct 19	14 Oct 19
07 Nov 19	01 Nov 19	07 Oct 19	02 Sep 19	25 Oct 19	21 Oct 19
14 Nov 19	08 Nov 19	14 Oct 19	09 Sep 19	01 Nov 19	28 Oct 19
21 Nov 19	15 Nov 19	21 Oct 19	16 Sep 19	08 Nov 19	04 Nov 19
28 Nov 19	22 Nov 19	28 Oct 19	23 Sep 19	15 Nov 19	11 Nov 19
05 Dec 19	29 Nov 19	04 Nov 19	30 Sep 19	22 Nov 19	18 Nov 19
12 Dec 19	06 Dec 19	11 Nov 19	07 Oct 19	29 Nov 19	25 Nov 19
19 Dec 19	13 Dec 19	15 Nov 19	07 Oct 19	05 Dec 19	29 Nov 19
26 Dec 19	20 Dec 19	22 Nov 19	11 Oct 19	06 Dec 19	02 Dec 19

\*Distribution of HYD commences on a Friday in the following areas only:  
 - Gauteng CBD including Pretoria, Johannesburg, Roodepoort, Vereeniging and Benoni  
 - Cape Peninsula  
 Distribution in all other areas from Mondays onward

\*These advertising rates are effective 1 January 2019 and replaces all previous versions of any rates and/or rate cards released and/or published by Media24 Lifestyle.  
 \* Hierdie advertensietariewe geld vanaf 1 Januarie 2019 en vervang alle vorige weergawes van enige tariewe en/of tariefkaarte wat Media24 Leefstyl vrygestel en/of gepubliseer het.

**ADVERTISEMENTS**

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
HALF PAGE HORIZONTAL	127 X 190	136 X 210	146 X 220
HALF PAGE VERTICAL	258 X 92	275 X 105	285 X 115
2 COLUMNS	258 X 124	275 X 135	285 X 145
1 COLUMN	258 X 59	275 X 70	285 X 80
2/3 X 3 COLUMNS	170 X 190	180 X 210	190 X 220
1/3 X 3 COLUMNS	84 X 190	94 X 210	104 X 220
QUARTER PAGE	127 X 92	136 X 105	146 X 115

**LOOSE SUPPLEMENTS**

SIZE	TYPE (MM) HEIGHT X WIDTH	TRIM (MM) HEIGHT X WIDTH	BLEED (MM) HEIGHT X WIDTH
SIZE	TYPE (MM)	TRIM (MM)	BLEED (MM)
DPS	253 X 360	270 X 400	280 X 410
FULL PAGE	253 X 180	270 X 200	280 X 210
HALF PAGE HORIZONTAL	127 X 180	135 X 200	145 X 210
HALF PAGE VERTICAL	253 X 92	270 X 100	280 X 110

**STITCHED-IN INSERTS**

SIZE	TYPE (MM) HEIGHT X WIDTH	TRIM (MM) HEIGHT X WIDTH	BLEED (MM) HEIGHT X WIDTH
DOUBLE PAGE SPREAD	258 X 380	275 X 420	285 X 430
FULL PAGE	258 X 190	275 X 210	285 X 220
HALF PAGE HORIZONTAL	127 X 190	136 X 210	146 X 220
HALF PAGE VERTICAL	258 X 92	275 X 105	285 X 115
2 COLUMNS	258 X 124	275 X 135	285 X 145
1 COLUMN	258 X 59	275 X 70	285 X 80
2/3 X 3 COLUMNS	170 X 190	180 X 210	190 X 220
1/3 X 3 COLUMNS	84 X 190	94 X 210	104 X 220

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	86 X 190	94 X 210	104 X 220
1/4 BLOCK	127 X 92	136 X 105	146 X 115

### 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	R 77 665	R 93 010
FULL PAGE	R 38 830	R 46 505
1/2 PAGE	R 25 235	
1/3 PAGE	R 16 190	
1/4 PAGE	R 16 190	

SPECIAL POSITIONING	
	FULL COLOUR PER INSERTION
INSIDE FRONT COVER	R 44 665
FIRST DPS	R 89 190
OUTSIDE BACK COVER	R 48 400
INSIDE BACK COVER	R 42 715
ANY GUARANTEED FP	R 42 715

### INSERT RATES

- All insert rates are for insertion costs only

LOOSE INSERTS <small>rate excl vat per '000</small>			
SINGLE PAGE	R 500	24 PAGES	R I 175
4 PAGES	R 685	32 PAGES	R I 380
6 - 8 PAGES	R 810	48 PAGES	R I 655
12 PAGES	R 905	52 PAGES	R I 805
16 - 20 PAGES	R I 030		

BOUND IN <small>rate excl vat per '000</small>	
SINGLE PAGE	R 605
4 PAGES	R 825
6 - 8 PAGES	R 975
12 PAGES	R I 125
16 - 20 PAGES	R I 240
SUBSCRIBERS <small>subject to postage where applicable</small>	R 2 920

ACTION RATES				
*CARRYING FEE		R 500	*PASTE/GLUE-ON <small>(specific page)</small>	R I 050
MACHINE/HAND INSERTION <small>(random)</small>		R 335	BAGGING <small>(contribution)</small>	R 290
MACHINE/HAND INSERTION <small>(specific page)</small>		R 445	BAGGING <small>(with hand insertion)</small>	R I 060

\* Carrying fee must be added to glueing/bagging costs



SCHEDULE				
ISSUE DATE	ON SALE	BOOKING & MATERIAL DEADLINE	ADVERTORIAL BOOKING DEADLINE	PRE-PRINTED INSERTS DEADLINE
02 Jan 19	28 Dec 18	30 Nov 18	13 Nov 18	04 Dec 18
09 Jan 19	04 Jan 19	07 Dec 18	20 Nov 18	10 Dec 18
16 Jan 19	11 Jan 19	19 Dec 18	07 Dec 18	19 Dec 18
23 Jan 19	18 Jan 19	02 Jan 19	14 Dec 18	07 Jan 19
30 Jan 19	25 Jan 19	07 Jan 19	19 Dec 18	14 Jan 19
06 Feb 19	01 Feb 19	14 Jan 19	20 Dec 18	21 Jan 19
13 Feb 19	08 Feb 19	21 Jan 19	04 Jan 19	28 Jan 19
20 Feb 19	15 Feb 19	28 Jan 19	11 Jan 19	04 Feb 19
27 Feb 19	22 Feb 19	04 Feb 19	18 Jan 19	11 Feb 19
06 Mar 19	01 Mar 19	11 Feb 19	25 Jan 19	18 Feb 19
13 Mar 19	08 Mar 19	18 Feb 19	01 Feb 19	25 Feb 19
20 Mar 19	15 Mar 19	25 Feb 19	08 Feb 19	04 Mar 19
27 Mar 19	22 Mar 19	04 Mar 19	15 Feb 19	11 Mar 19
03 Apr 19	29 Mar 19	11 Mar 19	22 Feb 19	18 Mar 19
10 Apr 19	05 Apr 19	18 Mar 19	01 Mar 19	25 Mar 19
17 Apr 19	12 Apr 19	25 Mar 19	08 Mar 19	01 Apr 19
24 Apr 19	18 Apr 19	01 Apr 19	14 Mar 19	05 Apr 19
01 May 19	26 Apr 19	08 Apr 19	22 Mar 19	12 Apr 19
08 May 19	03 May 19	15 Apr 19	29 Mar 19	18 Apr 19
15 May 19	10 May 19	23 Apr 19	05 Apr 19	29 Apr 19
22 May 19	17 May 19	29 Apr 19	12 Apr 19	06 May 19
29 May 19	24 May 19	06 May 19	18 Apr 19	13 May 19
05 Jun 19	31 May 19	13 May 19	26 Apr 19	20 May 19
12 Jun 19	07 Jun 19	20 May 19	03 May 19	27 May 19
19 Jun 19	14 Jun 19	27 May 19	10 May 19	03 Jun 19
26 Jun 19	21 Jun 19	03 Jun 19	17 May 19	10 Jun 19

SCHEDULE				
ISSUE DATE	ON SALE	BOOKING & MATERIAL DEADLINE	ADVERTORIAL BOOKING DEADLINE	PRE-PRINTED INSERTS DEADLINE
03 Jul 19	28 Jun 19	10 Jun 19	24 May 19	14 Jun 19
10 Jul 19	05 Jul 19	18 Jun 19	31 May 19	24 Jun 19
17 Jul 19	12 Jul 19	24 Jun 19	07 Jun 19	01 Jul 19
24 Jul 19	19 Jul 19	01 Jul 19	14 Jun 19	08 Jul 19
31 Jul 19	26 Jul 19	08 Jul 19	21 Jun 19	15 Jul 19
07 Aug 19	02 Aug 19	15 Jul 19	28 Jun 19	22 Jul 19
14 Aug 19	08 Aug 19	22 Jul 19	04 Jul 19	26 Jul 19
21 Aug 19	16 Aug 19	29 Jul 19	12 Jul 19	05 Aug 19
28 Aug 19	23 Aug 19	05 Aug 19	19 Jul 19	12 Aug 19
04 Sep 19	30 Aug 19	12 Aug 19	26 Jul 19	19 Aug 19
11 Sep 19	06 Sep 19	19 Aug 19	02 Aug 19	26 Aug 19
18 Sep 19	13 Sep 19	26 Aug 19	08 Aug 19	02 Sep 19
25 Sep 19	20 Sep 19	02 Sep 19	16 Aug 19	09 Sep 19
02 Oct 19	27 Sep 19	09 Sep 19	23 Aug 19	16 Sep 19
09 Oct 19	04 Oct 19	16 Sep 19	30 Aug 19	23 Sep 19
16 Oct 19	11 Oct 19	23 Sep 19	06 Sep 19	30 Sep 19
23 Oct 19	18 Oct 19	30 Sep 19	13 Sep 19	07 Oct 19
30 Oct 19	25 Oct 19	07 Oct 19	20 Sep 19	14 Oct 19
06 Nov 19	01 Nov 19	14 Oct 19	27 Sep 19	21 Oct 19
13 Nov 19	08 Nov 19	21 Oct 19	04 Oct 19	28 Oct 19
20 Nov 19	15 Nov 19	28 Oct 19	11 Oct 19	04 Nov 19
27 Nov 19	22 Nov 19	04 Nov 19	17 Oct 19	08 Nov 19
04 Dec 19	29 Nov 19	11 Nov 19	24 Oct 19	14 Nov 19
11 Dec 19	06 Dec 19	18 Nov 19	31 Oct 19	21 Nov 19
18 Dec 19	13 Dec 19	22 Nov 19	06 Nov 19	27 Nov 19

\*These advertising rates are effective 1 January 2019 and replaces all previous versions of any rates and/or rate cards released and/or published by Media24 Lifestyle.  
 \* Hierdie advertensietariewe geld vanaf 1 Januarie 2019 en vervang alle vorige weergawes van enige tariewe en/of tariefkaarte wat Media24 Leefstyl vrygestel en/of gepubliseer het.

**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 PAGE HORIZONTAL	127 x 190	136 x 210	146 x 220
1/2 HALF PAGE VERTICAL	258 x 92	275 x 105	285 x 115
2 COLUMNS	258 x 124	275 x 135	285 x 145
1 COLUMN	258 x 59	275 x 70	285 x 80
2/3 X 3 COLUMNS	170 x 190	180 x 210	190 x 220
1/3 X 3 COLUMNS	84 x 190	94 x 210	104 x 220
1/4 PAGE	127 x 92	136 x 105	146 x 115

**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	<b>R69 700</b>	<b>R82 135</b>
FULL PAGE	<b>R34 850</b>	<b>R41 075</b>
1/2 PAGE	<b>R22 655</b>	
1 COLUMN	<b>R13 940</b>	
1/3 X 3 COLUMNS	<b>R13 940</b>	
1/4 PAGE	<b>R13 940</b>	
GIVEAWAY	<b>R3 875</b>	
BUYERS GUIDE	<b>R6 120</b>	

**GUARANTEED POSITIONS**

	FULL COLOUR PER INSERTION
FIRST DPS	<b>R76 675</b>
INSIDE FRONT COVER	<b>R40 075</b>
INSIDE BACK COVER	<b>R38 330</b>
OUTSIDE BACK COVER	<b>R43 565</b>
ANY GUARANTEED FULL PAGE	<b>R38 330</b>

**INSERT RATES**

- All insert rates are for insertion costs only

**LOOSE INSERTS** rate excl vat per '000

SINGLE PAGE	<b>R 500</b>	24 PAGES	<b>R 1 175</b>
4 PAGES	<b>R 685</b>	32 PAGES	<b>R 1 380</b>
6 - 8 PAGES	<b>R 810</b>	48 PAGES	<b>R 1 655</b>
12 PAGES	<b>R 905</b>	52 PAGES	<b>R 1 805</b>
16 - 20 PAGES	<b>R 1 030</b>		

**BOUND IN** rate excl vat per '000

SINGLE PAGE	<b>R 605</b>
4 PAGES	<b>R 825</b>
6 - 8 PAGES	<b>R 975</b>
12 PAGES	<b>R 1 125</b>
16 - 20 PAGES	<b>R 1 240</b>
SUBSCRIBERS <small>subject to postage where applicable</small>	<b>R 2 920</b>

**ACTION RATES**

*CARRYING FEE	<b>R 500</b>	*PASTE/GLUE-ON <small>(specific page)</small>	<b>R 1 050</b>
MACHINE/HAND INSERTION <small>(random)</small>	<b>R 335</b>	BAGGING <small>(contribution)</small>	<b>R 290</b>
MACHINE/HAND INSERTION <small>(specific page)</small>	<b>R 445</b>	BAGGING <small>(with hand insertion)</small>	<b>R 1 060</b>

\* Carrying fee must be added to glueing/bagging costs

SCHEDULE					
ISSUE DATE	ON SALE	BOOKING & MATERIAL DEADLINE	ADVERTORIAL BOOKING DEADLINE	LATE SECTION MATERIAL DEADLINE	PRE-PRINTED INSERTS DEADLINE
02 Jan 19	28 Dec 18	29 Nov 18	05 Nov 18	06 Dec 18	06 Dec 18
16 Jan 19	11 Jan 19	19 Dec 18	27 Nov 18	19 Dec 18	19 Dec 18
30 Jan 19	25 Jan 19	04 Jan 19	10 Dec 18	11 Jan 19	11 Jan 19
13 Feb 19	08 Feb 19	18 Jan 19	17 Dec 18	25 Jan 19	25 Jan 19
27 Feb 19	22 Feb 19	01 Feb 19	07 Jan 19	08 Feb 19	08 Feb 19
13 Mar 19	08 Mar 19	15 Feb 19	21 Jan 19	22 Feb 19	22 Feb 19
27 Mar 19	22 Mar 19	01 Mar 19	04 Feb 19	08 Mar 19	08 Mar 19
10 Apr 19	05 Apr 19	15 Mar 19	18 Feb 19	22 Mar 19	22 Mar 19
24 Apr 19	18 Apr 19	28 Mar 19	04 Mar 19	04 Apr 19	04 Apr 19
08 May 19	03 May 19	11 Apr 19	18 Mar 19	18 Apr 19	18 Apr 19
22 May 19	17 May 19	26 Apr 19	01 Apr 19	03 May 19	03 May 19
05 Jun 19	31 May 19	10 May 19	15 Apr 19	17 May 19	17 May 19
19 Jun 19	14 Jun 19	24 May 19	29 Apr 19	31 May 19	31 May 19

SCHEDULE					
ISSUE DATE	ON SALE	BOOKING & MATERIAL DEADLINE	ADVERTORIAL BOOKING DEADLINE	LATE SECTION MATERIAL DEADLINE	PRE-PRINTED INSERTS DEADLINE
03 Jul 19	28 Jun 19	07 Jun 19	13 May 19	14 Jun 19	14 Jun 19
17 Jul 19	12 Jul 19	21 Jun 19	27 May 19	28 Jun 19	28 Jun 19
31 Jul 19	26 Jul 19	05 Jul 19	10 Jun 19	12 Jul 19	12 Jul 19
14 Aug 19	08 Aug 19	18 Jul 19	24 Jun 19	25 Jul 19	25 Jul 19
28 Aug 19	23 Aug 19	01 Aug 19	08 Jul 19	08 Aug 19	08 Aug 19
11 Sep 19	06 Sep 19	16 Aug 19	22 Jul 19	23 Aug 19	23 Aug 19
25 Sep 19	20 Sep 19	30 Aug 19	05 Aug 19	06 Sep 19	06 Sep 19
09 Oct 19	04 Oct 19	13 Sep 19	19 Aug 19	20 Sep 19	20 Sep 19
23 Oct 19	18 Oct 19	27 Sep 19	02 Sep 19	04 Oct 19	04 Oct 19
06 Nov 19	01 Nov 19	11 Oct 19	16 Sep 19	18 Oct 19	18 Oct 19
20 Nov 19	15 Nov 19	25 Oct 19	30 Sep 19	01 Nov 19	01 Nov 19
04 Dec 19	29 Nov 19	08 Nov 19	14 Oct 19	15 Nov 19	15 Nov 19
18 Dec 19	13 Dec 19	22 Nov 19	28 Oct 19	29 Nov 19	29 Nov 19

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 \* Hierdie advertensietariewe geld vanaf 1 Januarie 2019 en vervang alle vorige weergawes van enige tariewe en/of tariefkaarte wat Media24 Leefstyl vrygestel en/of gepubliseer het.

# 2019

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## RATES AND SCHEDULES

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WEEKLY MAGAZINES - LANDBOU, MAGNUM AND SA JAGTER

MEDIA 24

SCHEDULE					
ISSUE DATE	BOOKING DEADLINE	MATERIAL DEADLINE	ISSUE DATE	BOOKING DEADLINE	MATERIAL DEADLINE
4-11 Jan 19	30 Nov 18	07 Dec 18	05 Jul 19	07 Jun 19	14 Jun 19
18 Jan 19	07 Dec 18	14 Dec 18	12 Jul 19	14 Jun 19	21 Jun 19
25 Jan 19	14 Dec 18	21 Dec 18	19 Jul 19	21 Jun 19	28 Jun 19
01 Feb 19	04 Jan 19	11 Jan 19	26 Jul 19	28 Jun 19	05 Jul 19
08 Feb 19	11 Jan 19	18 Jan 19	02 Aug 19	05 Jul 19	12 Jul 19
15 Feb 19	18 Jan 19	25 Jan 19	09 Aug 19	12 Jul 19	19 Jul 19
22 Feb 19	25 Jan 19	01 Feb 19	16 Aug 19	19 Jul 19	26 Jul 19
01 Mar 19	01 Feb 19	08 Feb 19	23 Aug 19	26 Jul 19	02 Aug 19
08 Mar 19	08 Feb 19	15 Feb 19	30 Aug 19	02 Aug 19	09 Aug 19
15 Mar 19	15 Feb 19	22 Feb 19	06 Sep 19	09 Aug 19	16 Aug 19
22 Mar 19	22 Feb 19	01 Mar 19	13 Sep 19	16 Aug 19	23 Aug 19
29 Mar 19	01 Mar 19	08 Mar 19	20 Sep 19	23 Aug 19	30 Aug 19
05 Apr 19	08 Mar 19	15 Mar 19	27 Sep 19	30 Aug 19	06 Sep 19
12 Apr 19	15 Mar 19	22 Mar 19	04 Oct 19	06 Sep 19	13 Sep 19
19 Apr 19	22 Mar 19	29 Mar 19	11 Oct 19	13 Sep 19	20 Sep 19
26 Apr 19	29 Mar 19	05 Apr 19	18 Oct 19	20 Sep 19	27 Sep 19
03 May 19	05 Apr 19	12 Apr 19	25 Oct 19	27 Sep 19	04 Oct 19
10 May 19	12 Apr 19	19 Apr 19	01 Nov 19	04 Oct 19	11 Oct 19
17 May 19	19 Apr 19	26 Apr 19	08 Nov 19	11 Oct 19	18 Oct 19
24 May 19	26 Apr 19	03 May 19	15 Nov 19	18 Oct 19	25 Oct 19
31 May 19	03 May 19	10 May 19	22 Nov 19	25 Oct 19	01 Nov 19
07 Jun 19	10 May 19	17 May 19	29 Nov 19	01 Nov 19	08 Nov 19
14 Jun 19	17 May 19	24 May 19	08 Dec 19	08 Nov 19	15 Nov 19
21 Jun 19	24 May 19	31 May 19	13 Dec 19	15 Nov 19	22 Nov 19
28 Jun 19	31 May 19	07 Jun 19	20-27 Dec 19	22 Nov 19	29 Nov 19

**ADVERTISEMENT RATES**

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

STANDARD POSITIONS		
	SIZE	COST
FULL PAGE	275 x 210	R 37 965
2/3 PAGE	170 x 190	R 31 710
1/2 PAGE	127 x 190	R 26 150
1/3 PAGE	86 x 190	R 23 120
1/4 PAGE	127 x 92	R 14 190
1/8 PAGE	61 x 92	R 7 205

GUARANTEED POSITIONS	
INSIDE FRONT COVER	R 39 855
INSIDE BACK COVER	R 39 855
OUTSIDE BACK COVER	R 47 450

BLACK & WHITE					
	SIZE (mm)	COST		SIZE (mm)	COST
FULL PAGE	275 x 210	R 22 060	3/4 X 1 COLUMNS	192 X 44	R 4 175
1/2 PAGE	127 X 190	R 11 030	1/2 X 3 COLUMNS	127 X 141	R 8 310
3 COLUMNS	258 X 141	R 16 525	1/2 X 2 COLUMNS	127 X 92	R 5 520
2 COLUMNS	258 X 92	R 11 030	1/2 X 1 COLUMNS	127 X 44	R 2 770
1 COLUMN	258 X 44	R 5 520	1/4 X 4 COLUMNS	61 X 190	R 5 520
3/4 X 4 COLUMNS	192 X 190	R 15 475	1/4 X 3 COLUMNS	61 X 141	R 4 175
3/4 X 3 COLUMNS	192 X 141	R 12 745	1/4 X 2 COLUMNS	61 X 92	R 2 770
3/4 X 2 COLUMNS	192 X 92	R 8 300	1/4 X 1 COLUMNS	61 X 44	R 1 405

**INSERT RATES**

- All insert rates are for insertion costs only

LOOSE INSERTS <small>rate excl vat per '000</small>			
SINGLE PAGE	R 710	24 PAGES	R 1 565
4 PAGES	R 930	32 PAGES	R 1 840
6 - 8 PAGES	R 1 105	48 PAGES	R 2 265
12 PAGES	R 1 240	52 PAGES	R 2 455
16 - 20 PAGES	R 1 330		

BOUND IN <small>rate excl vat per '000</small>	
SINGLE PAGE	R 865
4 PAGES	R 1 365
6 - 8 PAGES	R 1 610
12 PAGES	R 1 880

Rates exclude VAT

Rates exclude VAT

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**ADVERTISEMENT RATES**

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

SCHEDULE				
ISSUE DATE	ON SALE	BOOKING DEADLINE	MATERIAL DEADLINE	INSERT DEADLINE
Jan 19	17 Dec 18	14 Nov 18	23 Nov 18	29 Nov 18
Feb 19	21 Jan 19	13 Dec 18	20 Dec 18	20 Dec 18
Mar 19	18 Feb 19	16 Jan 19	25 Jan 19	31 Jan 19
Apr 19	18 Mar 19	13 Feb 19	22 Feb 19	28 Feb 19
May 19	15 Apr 19	11 Mar 19	20 Mar 19	28 Mar 19
Jun 19	13 May 19	09 Apr 19	18 Apr 19	24 Apr 19
Jul 19	17 Jun 19	15 May 19	24 May 19	30 May 19
Aug 19	15 Jul 19	12 Jun 19	21 Jun 19	27 Jun 19
Sep 19	12 Aug 19	10 Jul 19	19 Jul 19	25 Jul 19
Oct 19	16 Sep 19	14 Aug 19	23 Aug 19	29 Aug 19
Nov 19	14 Oct 19	11 Sep 19	20 Sep 19	26 Sep 19
Dec 19	18 Nov 19	16 Oct 19	25 Oct 19	31 Oct 19
Jan 20	16 Dec 19	13 Nov 19	22 Nov 19	28 Nov 19
Feb 20	20 Jan 20	12 Dec 19	19 Dec 19	02 Jan 20
Mar 20	17 Feb 20	15 Jan 20	24 Jan 20	30 Jan 20

STANDARD POSITIONS FULL COLOUR				
	COST	TYPE (MM) HEIGHT X WIDTH	TRIM (MM) HEIGHT X WIDTH	BLEED (MM) HEIGHT X WIDTH
DPS	R 37 635	253 X 395	275 X 420	285 X 430
FULL PAGE	R 18 820	253 X 185	275 X 210	285 X 220
1/2 PAGE	R 12 635		124 X 185	
1/3 PAGE	R 9 390		253 X 59	
1/4 PAGE	R 6 905		124 X 90	
CREDIT CARD SIZE	R 2 375		60 X 91	
A-Z	R 1 145		55 X 44	55 X 44

STANDARD POSITIONS BLACK & WHITE				
	COST	TYPE (MM) HEIGHT X WIDTH	TRIM (MM) HEIGHT X WIDTH	BLEED (MM) HEIGHT X WIDTH
DPS	R 23 630	253 X 395	275 X 420	285 X 430
FULL PAGE	R 11 825	253 X 185	275 X 210	285 X 220
1/2 PAGE	R 6 695		124 X 185	
1/3 PAGE	R 4 795		253 X 59	
1/4 PAGE	R 3 870		124 X 90	
1/4 X 2 COLUMNS	R 3 250		122 X 60	
CREDIT CARD SIZE	R 1 675		60 X 91	

**INSERT RATES**

- All insert rates are for insertion costs only

LOOSE INSERTS <small>rate excl vat per '000</small>			
SINGLE PAGE	R 505	24 PAGES	R 1 210
4 PAGES	R 695	32 PAGES	R 1 330
6 - 8 PAGES	R 830	48 PAGES	R 1 715
12 PAGES	R 935	52 PAGES	R 1 860
16 - 20 PAGES	R 1 050		

BOUND IN <small>rate excl vat per '000</small>	
SINGLE PAGE	R 620
4 PAGES	R 855
6 - 8 PAGES	R 1 005
12 PAGES	R 1 170

Rates exclude VAT

GUARANTEED POSITIONS	
	FULL COLOUR PER INSERTION
INSIDE FRONT COVER	R 19 760
INSIDE BACK COVER	R 19 760
OUTSIDE BACK COVER	R 23 525

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SCHEDULE				
ISSUE DATE	ON SALE	BOOKING DEADLINE	MATERIAL DEADLINE	INSERT DEADLINE
Jan 19	17 Dec 18	15 Nov 18	22 Nov 18	23 Nov 18
Feb 19	21 Jan 19	10 Dec 18	14 Dec 18	17 Dec 18
Mar 19	18 Feb 19	17 Jan 19	24 Jan 19	25 Jan 19
Apr 19	18 Mar 19	14 Feb 19	21 Feb 19	22 Feb 19
May 19	15 Apr 19	12 Mar 19	20 Mar 19	22 Mar 19
Jun 19	20 May 19	11 Apr 19	18 Apr 19	18 Apr 19
Jul 19	17 Jun 19	16 May 19	23 May 19	24 May 19
Aug 19	15 Jul 19	12 Jun 19	20 Jun 19	21 Jun 19
Sep 19	12 Aug 19	11 Jul 19	18 Jul 19	19 Jul 19
Oct 19	16 Sep 19	15 Aug 19	22 Aug 19	23 Aug 19
Nov 19	14 Oct 19	12 Sep 19	19 Sep 19	20 Sep 19
Dec 19	18 Nov 19	17 Oct 19	24 Oct 19	25 Oct 19
Jan 20	16 Dec 19	14 Nov 19	21 Nov 19	22 Nov 19
Feb 20	20 Jan 20	09 Dec 19	13 Dec 19	17 Dec 19
Mar 20	17 Feb 20	16 Jan 20	23 Jan 20	24 Jan 20

**ADVERTISEMENT RATES**

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

STANDARD POSITIONS FULL COLOUR				
	COST	TYPE (MM) HEIGHT X WIDTH	TRIM (MM) HEIGHT X WIDTH	BLEED (MM) HEIGHT X WIDTH
DPS	R 40 715	258 X 380	275 X 420	285 X 430
FULL PAGE	R 20 360	249 X 186	275 X 210	285 X 220
1/2 PAGE	R 12 795		122 X 186	
1/3 PAGE	R 9 480		253 X 59	
1/4 PAGE	R 7 705		122 X 91	
CREDIT CARD SIZE	R 2 470		60 X 91	
AZ	R 1 195	55 X 44	55 X 44	55 X 44

STANDARD POSITIONS BLACK & WHITE				
	COST	TYPE (MM) HEIGHT X WIDTH	TRIM (MM) HEIGHT X WIDTH	BLEED (MM) HEIGHT X WIDTH
DPS	R 27 490	258 X 380	275 X 420	285 X 430
FULL PAGE	R 13 750	249 X 186	275 X 210	285 X 220
1/2 PAGE	R 8 425		122 X 186	
1/3 PAGE	R 8 400		253 X 59	
1/4 PAGE	R 5 745		122 X 91	
CREDIT CARD SIZE	R 1 740		60 X 91	

**INSERT RATES**

- All insert rates are for insertion costs only

GUARANTEED POSITIONS	
	FULL COLOUR PER INSERTION
INSIDE FRONT COVER	R 21 380
INSIDE BACK COVER	R 21 380
OUTSIDE BACK COVER	R 25 450

LOOSE INSERTS <small>rate excl vat per '000</small>			
SINGLE PAGE	R 505	24 PAGES	R 1 210
4 PAGES	R 695	32 PAGES	R 1 330
6 - 8 PAGES	R 830	48 PAGES	R 1 715
12 PAGES	R 935	52 PAGES	R 1 860
16 - 20 PAGES	R 1 050		

BOUND IN <small>rate excl vat per '000</small>	
SINGLE PAGE	R 620
4 PAGES	R 855
6 - 8 PAGES	R 1 005
12 PAGES	R 1 170

Rates exclude VAT

Rates exclude VAT

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# 2019

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## RATES AND SCHEDULES

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LEISURE MAGAZINES

MEDIA 24



# 2019

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## RATES AND SCHEDULES

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LEISURE MAGAZINES - HEARST

MEDIA 24

SCHEDULE					
ISSUE	IN STORE	ADVERTORIAL BOOKING CLOSE & BRIEF	ADVERTISING BOOKING CLOSE	ADVERT MATERIAL IN	INSERTS TO PRINTERS
Jan 19	18 Dec 18	05 Nov 18	19 Nov 18	23 Nov 18	28 Nov 18
Feb 19	21 Jan 19	26 Nov 18	10 Dec 18	14 Dec 18	19 Dec 18
Mar/Apr 19	18 Feb 19	24 Dec 18	07 Jan 19	11 Jan 19	16 Jan 19
May/Jun 19	22 Apr 19	25 Feb 19	11 Mar 19	15 Mar 19	20 Mar 19
Jul/Aug 19	24 Jun 19	29 Apr 19	13 May 19	17 May 19	22 May 19
Sept/Oct 19	19 Aug 19	24 Jun 19	08 Jul 19	12 Jul 19	17 Jul 19
Nov/Dec 19	21 Oct 19	26 Aug 19	09 Sep 19	13 Sep 19	18 Sep 19
Jan/Feb 20	17 Dec 19	21 Oct 19	04 Nov 19	08 Nov 19	13 Nov 19

**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	R 59 110	R 85 025
FULL PAGE	R 29 560	R 42 525
1/2 PAGE	R 19 240	
1/3 PAGE	R 14 850	

SPECIAL POSITIONING	
	FULL COLOUR PER INSERTION
INSIDE FRONT COVER DPS	R 73 570
SECOND DPS	R 63 245
THIRD DPS	R 60 665
INSIDE BACK COVER	R 38 495
OUTSIDE BACK COVER	R 43 590

**INSERT RATES**

- All insert rates are for insertion costs only

MATERIAL SPECIFICATIONS			
SIZE	TYPE (MM) HEIGHT X WIDTH	TRIM (MM) HEIGHT X WIDTH	BLEED (MM) HEIGHT X WIDTH
DPS	240 X 372	276 X 420	282 X 426
FULL PAGE	240 X 186	276 X 210	282 X 216
1/2 VERTICAL	240 X 93	276 X 105	282 X 111
1/2 HORIZONTAL	120 X 186	138 X 210	144 X 216
1/3 VERTICAL	240 X 62	276 X 70	282 X 76
1/3 HORIZONTAL	80 X 186	92 X 210	98 X 216

LOOSE INSERTS <small>rate excl vat per '000</small>			
SINGLE PAGE	R 500	24 PAGES	R 1 175
4 PAGES	R 685	32 PAGES	R 1 380
6 - 8 PAGES	R 810	48 PAGES	R 1 655
12 PAGES	R 905	52 PAGES	R 1 805
16 - 20 PAGES	R 1 030		

BOUND IN <small>rate excl vat per '000</small>	
SINGLE PAGE	R 605
4 PAGES	R 825
6 - 8 PAGES	R 975
12 PAGES	R 1 125
16 - 20 PAGES	R 1 240
SUBSCRIBERS <small>subject to postage where applicable</small>	R 2 920

**ACTION RATES**

*CARRYING FEE	R 500	*PASTE/GLUE-ON <small>(specific page)</small>	R 1 050
MACHINE/HAND INSERTION <small>(random)</small>	R 335	BAGGING <small>(contribution)</small>	R 290
MACHINE/HAND INSERTION <small>(specific page)</small>	R 445	BAGGING <small>(with hand insertion)</small>	R 1 060

\* Carrying fee must be added to glueing/bagging costs

SCHEDULE					
ISSUE	IN STORE	ADVERTORIAL BOOKING CLOSE & BRIEF	ADVERTISING BOOKING CLOSE	ADVERT MATERIAL IN	INSERTS TO PRINTERS
Jan 19	18 Dec 18	07 Nov 18	23 Nov 18	28 Nov 18	05 Dec 18
Feb 19	21 Jan 19	05 Dec 18	19 Dec 18	02 Jan 19	09 Jan 19
Mar 19	18 Feb 19	09 Jan 19	25 Jan 19	30 Jan 19	06 Feb 19
Apr 19	18 Mar 19	06 Feb 19	22 Feb 19	27 Feb 19	06 Mar 19
May 19	23 Apr 19	13 Mar 19	28 Mar 19	03 Apr 19	10 Apr 19
Jun 19	20 May 19	10 Apr 19	25 Apr 19	01 May 19	08 May 19
Jul 19	24 Jun 19	15 May 19	31 May 19	05 Jun 19	12 Jun 19
Aug 19	22 Jul 19	12 Jun 19	28 Jun 19	03 Jul 19	10 Jul 19
Sep 19	26 Aug 19	17 Jul 19	02 Aug 19	07 Aug 19	14 Aug 19
Oct 19	23 Sep 19	14 Aug 19	30 Aug 19	04 Sep 19	11 Sep 19
Nov 19	21 Oct 19	11 Sep 19	27 Sep 19	02 Oct 19	09 Oct 19
Dec 19	18 Nov 19	09 Oct 19	25 Oct 19	30 Oct 19	06 Nov 19
Jan 20	17 Dec 19	06 Nov 19	22 Nov 19	27 Nov 19	04 Dec 19

MATERIAL SPECIFICATIONS			
SIZE	TYPE (MM) HEIGHT X WIDTH	TRIM (MM) HEIGHT X WIDTH	BLEED (MM) HEIGHT X WIDTH
DPS	240 X 372	276 X 420	282 X 426
FULL PAGE	240 X 186	276 X 210	282 X 216
1/2 VERTICAL	240 X 93	276 X 105	282 X 111
1/2 HORIZONTAL	120 X 186	138 X 210	144 X 216
1/3 VERTICAL	240 X 62	276 X 70	282 X 76
1/3 HORIZONTAL	80 X 186	92 X 210	98 X 216

### ADVERTISEMENT RATES

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STANDARD POSITIONS		
	FULL COLOUR PER INSERTION	ADVERTORIAL PER INSERTION
DPS	R 138 160	R 156 765
FULL PAGE	R 69 640	R 78 390
1/2 PAGE	R 55 640	
1/3 PAGE	R 48 740	

SPECIAL POSITIONING	
	FULL COLOUR PER INSERTION
INSIDE FRONT COVER DPS	R 172 660
SECOND DPS	R 153 965
THIRD DPS	R 147 320
INSIDE BACK COVER	R 83 570
OUTSIDE BACK COVER	R 108 890

### INSERT RATES

- All insert rates are for insertion costs only

LOOSE INSERTS <small>rate excl vat per '000</small>			
SINGLE PAGE	R 500	24 PAGES	R 1 175
4 PAGES	R 685	32 PAGES	R 1 380
6 - 8 PAGES	R 810	48 PAGES	R 1 655
12 PAGES	R 905	52 PAGES	R 1 805
16 - 20 PAGES	R 1 030		

BOUND IN <small>rate excl vat per '000</small>	
SINGLE PAGE	R 605
4 PAGES	R 825
6 - 8 PAGES	R 975
12 PAGES	R 1 125
16 - 20 PAGES	R 1 240
SUBSCRIBERS <small>subject to postage where applicable</small>	R 2 920

### ACTION RATES

*CARRYING FEE	R 500	*PASTE/GLUE-ON <small>(specific page)</small>	R 1 050
MACHINE/HAND INSERTION <small>(random)</small>	R 335	BAGGING <small>(contribution)</small>	R 290
MACHINE/HAND INSERTION <small>(specific page)</small>	R 445	BAGGING <small>(with hand insertion)</small>	R 1 060

\* Carrying fee must be added to glueing/bagging costs

SCHEDULE					
ISSUE	IN STORE	ADVERTORIAL BOOKING CLOSE & BRIEF	ADVERTISING BOOKING CLOSE	ADVERT MATERIAL IN	INSERTS TO PRINTERS
Jan 19	18 Dec 18	12 Nov 18	26 Nov 18	30 Nov 18	05 Dec 18
Feb 19	21 Jan 19	05 Dec 18	19 Dec 18	04 Jan 19	09 Jan 19
Mar/Apr 19	18 Feb 19	07 Jan 19	21 Jan 19	25 Jan 19	30 Jan 19
May/Jun 19	22 Apr 19	11 Mar 19	25 Mar 19	29 Mar 19	03 Apr 19
Jul/Aug 19	24 Jun 19	13 May 19	27 May 19	31 May 19	05 Jun 19
Sept/Oct 19	19 Aug 19	08 Jul 19	22 Jul 19	26 Jul 19	31 Jul 19
Nov/Dec 19	21 Oct 19	09 Sep 19	23 Sep 19	27 Sep 19	02 Oct 19
Jan/Feb 20	17 Dec 19	04 Nov 19	18 Nov 19	22 Nov 19	27 Nov 19
Mar/Apr 20	17 Feb 20	06 Jan 20	20 Jan 20	24 Jan 20	29 Jan 20

### ADVERTISEMENT RATES

- All advertising rates exclude VAT
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STANDARD POSITIONS		
	FULL COLOUR PER INSERTION	ADVERTORIAL PER INSERTION
DPS	R 55 200	R 73 315
FULL PAGE	R 27 600	R 36 665
1/2 PAGE	R 17 570	
1/3 PAGE	R 13 570	

SPECIAL POSITIONING	
	FULL COLOUR PER INSERTION
INSIDE FRONT COVER DPS	R 68 875
SECOND DPS	R 58 960
THIRD DPS	R 56 450
INSIDE BACK COVER	R 33 120
OUTSIDE BACK COVER	R 38 765

### INSERT RATES

- All insert rates are for insertion costs only

MATERIAL SPECIFICATIONS			
SIZE	TYPE (MM) HEIGHT X WIDTH	TRIM (MM) HEIGHT X WIDTH	BLEED (MM) HEIGHT X WIDTH
DPS	240 X 372	276 X 420	282 X 426
FULL PAGE	240 X 186	276 X 210	282 X 216
1/2 VERTICAL	240 X 93	276 X 105	282 X 111
1/2 HORIZONTAL	120 X 186	138 X 210	144 X 216
1/3 VERTICAL	240 X 62	276 X 70	282 X 76
1/3 HORIZONTAL	80 X 186	92 X 210	98 X 216

LOOSE INSERTS <small>rate excl vat per *000</small>			
SINGLE PAGE	R 500	24 PAGES	R 1 175
4 PAGES	R 685	32 PAGES	R 1 380
6 - 8 PAGES	R 810	48 PAGES	R 1 655
12 PAGES	R 905	52 PAGES	R 1 805
16 - 20 PAGES	R 1 030		

BOUND IN <small>rate excl vat per *000</small>	
SINGLE PAGE	R 605
4 PAGES	R 825
6 - 8 PAGES	R 975
12 PAGES	R 1 125
16 - 20 PAGES	R 1 240
SUBSCRIBERS <small>subject to postage where applicable</small>	R 2 920

### ACTION RATES

*CARRYING FEE	R 500	*PASTE/GLUE-ON <small>(specific page)</small>	R 1 050
MACHINE/HAND INSERTION <small>(random)</small>	R 335	BAGGING <small>(contribution)</small>	R 290
MACHINE/HAND INSERTION <small>(specific page)</small>	R 445	BAGGING <small>(with hand insertion)</small>	R 1 060

\* Carrying fee must be added to glueing/bagging costs

SCHEDULE					
ISSUE	IN STORE	ADVERTORIAL BOOKING CLOSE & BRIEF	ADVERTISING BOOKING CLOSE	ADVERT MATERIAL IN	INSERTS TO PRINTERS
Jan/Feb 19	18 Dec 18	07 Nov 18	23 Nov 18	28 Nov 18	05 Dec 18
Mar 19	18 Feb 19	09 Jan 19	25 Jan 19	30 Jan 19	06 Feb 19
Apr 19	18 Mar 19	06 Feb 19	22 Feb 19	27 Feb 19	06 Mar 19
May 19	23 Apr 19	13 Mar 19	29 Mar 19	03 Apr 19	10 Apr 19
Jun 19	20 May 19	10 Apr 19	26 Apr 19	01 May 19	08 May 19
Jul 19	17 Jun 19	08 May 19	24 May 19	29 May 19	05 Jun 19
Aug 19	22 Jul 19	12 Jun 19	28 Jun 19	03 Jul 19	10 Jul 19
Sep 19	19 Aug 19	10 Jul 19	26 Jul 19	31 Jul 19	07 Aug 19
Oct 19	23 Sep 19	14 Aug 19	30 Aug 19	04 Sep 19	11 Sep 19
Nov 19	21 Oct 19	11 Sep 19	27 Sep 19	02 Oct 19	09 Oct 19
Dec 19	18 Nov 19	09 Oct 19	25 Oct 19	30 Oct 19	06 Nov 19
Jan/Feb 20	17 Dec 19	06 Nov 19	22 Nov 19	27 Nov 19	04 Dec 19

### 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	R 108 245	R 132 755
FULL PAGE	R 54 120	R 66 375
1/2 PAGE	R 43 295	
1/3 PAGE	R 37 895	

SPECIAL POSITIONING	
	FULL COLOUR PER INSERTION
INSIDE FRONT COVER DPS	R 135 285
SECOND DPS	R 124 470
THIRD DPS	R 119 060
INSIDE BACK COVER	R 57 000
OUTSIDE BACK COVER	R 75 765

### INSERT RATES

- All insert rates are for insertion costs only

LOOSE INSERTS <small>rate excl vat per '000</small>			
SINGLE PAGE	R 500	24 PAGES	R 11 175
4 PAGES	R 685	32 PAGES	R 11 380
6 - 8 PAGES	R 810	48 PAGES	R 11 655
12 PAGES	R 905	52 PAGES	R 11 805
16 - 20 PAGES	R 1 030		

BOUND IN <small>rate excl vat per '000</small>	
SINGLE PAGE	R 605
4 PAGES	R 825
6 - 8 PAGES	R 975
12 PAGES	R 1 125
16 - 20 PAGES	R 1 240
SUBSCRIBERS <small>subject to postage where applicable</small>	R 2 920

MATERIAL SPECIFICATIONS			
SIZE	TYPE (MM) HEIGHT X WIDTH	TRIM (MM) HEIGHT X WIDTH	BLEED (MM) HEIGHT X WIDTH
DPS	240 X 372	276 X 420	282 X 426
FULL PAGE	240 X 186	276 X 210	282 X 216
1/2 VERTICAL	240 X 93	276 X 105	282 X 111
1/2 HORIZONTAL	120 X 186	138 X 210	144 X 216
1/3 VERTICAL	240 X 62	276 X 70	282 X 76
1/3 HORIZONTAL	80 X 186	92 X 210	98 X 216

### ACTION RATES

*CARRYING FEE	R 500	*PASTE/GLUE-ON <small>(specific page)</small>	R 1 050
MACHINE/HAND INSERTION <small>(random)</small>	R 335	BAGGING <small>(contribution)</small>	R 290
MACHINE/HAND INSERTION <small>(specific page)</small>	R 445	BAGGING <small>(with hand insertion)</small>	R 1 060

\* Carrying fee must be added to glueing/bagging costs

# 2019

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## RATES AND SCHEDULES

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LEISURE MAGAZINES - TRAVEL

MEDIA 24

SCHEDULE							
ISSUE	ON SALE DATE	ADVERTORIAL BOOKING DEADLINE	ADVERTORIAL MATERIAL DEADLINE	CLASSIFIED BOOKING/ MATERIAL DEADLINE	MAINBODY ADVERT BOOKING DEADLINE	MAINBODY ADVERT MATERIAL DEADLINE	INSERT DEADLINE
Feb 2019	21 Jan 19	07 Nov 18	14 Nov 18	30 Nov 18	05 Dec 18	07 Dec 18	14 Dec 18
Mar 2019	18 Feb 19	26 Dec 18	02 Jan 19	18 Jan 19	23 Jan 19	25 Jan 19	01 Feb 19
WEGRAAI/GO PUZZLES #6*	11 Mar 19				08 Feb 19	13 Feb 19	
Apr 2019	18 Mar 19	23 Jan 19	30 Jan 19	15 Feb 19	20 Feb 19	22 Feb 19	01 Mar 19
NAMIBIA*	01 Apr 19				01 Mar 19	06 Mar 19	
May 2019	23 Apr 19	26 Feb 19	05 Mar 19	21 Mar 19	26 Mar 19	28 Mar 19	05 Apr 19
Jun 2019	20 May 19	27 Mar 19	03 Apr 19	19 Apr 19	23 Apr 19	25 Apr 19	03 May 19
KINDER INKLEURBOEK*	03 Jun 19				03 May 19	08 May 19	
Jul 2019	18 Jun 19	23 Apr 19	30 Apr 19	16 May 19	22 May 19	24 May 19	31 May 19
STAP GIDS*	01 Jul 19				31 May 19	05 Jun 19	
Aug 2019	22 Jul 19	29 May 19	05 Jun 19	21 Jun 19	26 Jun 19	28 Jun 19	05 Jul 19
Sep 2019	19 Aug 19	26 Jun 19	03 Jul 19	19 Jul 19	24 Jul 19	26 Jul 19	02 Aug 19
Oct 2019	16 Sep 19	24 Jul 19	31 Jul 19	16 Aug 19	21 Aug 19	23 Aug 19	30 Aug 19
WEGRAAI/GO PUZZLES #7*	23 Sep 19				29 Jul 19	01 Aug 19	
WEG BOTSWANA*	07 Oct 19				06 Sep 19	11 Sep 19	
Nov 2019	21 Oct 19	28 Aug 19	04 Sep 19	20 Sep 19	25 Sep 19	27 Sep 19	04 Oct 19
Dec 2019	18 Nov 19	25 Sep 19	02 Oct 19	18 Oct 19	23 Oct 19	25 Oct 19	01 Nov 19
WEGRAAI/GO PUZZLES #8*	02 Dec 19				25 Oct 19	30 Oct 19	
Jan 2020	17 Dec 19	16 Oct 19	23 Oct 19	08 Nov 19	15 Nov 19	18 Nov 19	22 Nov 19
Feb 2020	20 Jan 20	06 Nov 19	13 Nov 19	29 Nov 19	06 Dec 19	09 Dec 19	13 Dec 19
Mar 2020	17 Feb 20	25 Dec 19	01 Jan 20	17 Jan 20	22 Jan 20	24 Jan 20	31 Jan 20

\* Rates & Material Specifications: Danie Nell 082 859 0542

**MATERIAL SPECIFICATIONS**

SIZE	TYPE (MM) HEIGHT X WIDTH	TRIM (MM) HEIGHT X WIDTH	BLEED (MM) HEIGHT X WIDTH
DPS	255 X 400	275 X 420	285 X 430
FULL PAGE	255 X 190	275 X 210	285 X 220
1/2 VERTICAL	255 X 85	275 X 105	285 X 115
1/2 HORIZONTAL	117 X 190	137 X 210	147 X 220
1/3 VERTICAL	255 X 50	275 X 70	285 X 80
1/3 HORIZONTAL	72 X 190	92 X 210	102 X 220
1/4 VERTICAL	255 X 33	275 X 53	285 X 63
1/4 HORIZONTAL	49 X 190	69 X 210	79 X 220
1/4 BLOCK	117 X 85	137 X 105	147 X 115

**CLASSIFIEDS - RY & BLY GIDS/GO&STAY GUIDE**

SIZE	FULL COLOUR PER INSERTION	VERTICAL (MM) HEIGHT X WIDTH	HORIZONTAL (MM) HEIGHT X WIDTH	QUADRANGLE (MM) HEIGHT X WIDTH
1/24	R 2 010			32 x 46
2/24	R 3 915	72 x 46	32 x 95	
3/24	R 5 750	112 x 46	32 x 144	
4/24	R 7 580	152 x 46	32 x 194	72 x 95
6/24	R 11 235	232 x 46	72 x 144	112 x 95
10/24	R 18 415	192 x 95		
12/24	R 21 965	232 x 95	112 x 194	
FULL PAGE	R 37 300			232 x 194

**SHOP WINDOW - OUTDOOR ACCESSORIES AND CAMPING GEAR**

SIZE	FULL COLOUR PER INSERTION	VERTICAL (MM) HEIGHT X WIDTH	HORIZONTAL (MM) HEIGHT X WIDTH	QUADRANGLE (MM) HEIGHT X WIDTH
1/9	R 5 955			77 x 63
2/9	R 11 555	156 x 63	77 x 128	
3/9	R 16 960	236 x 63	77 x 193	
4/9	R 22 070			156.5 x 128
6/9	R 32 425	236 x 128	156.5 x 193	
FULL PAGE	R 44 420			236 x 193

**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	R 113 475	R 125 225
FULL PAGE	R 56 735	R 62 610
1/2 PAGE	R 42 550	
1/4 PAGE	R 34 045	
2 COLUMNS	R 48 220	
1 COLUMN	R 39 710	

**SPECIAL POSITIONING**

	FULL COLOUR PER INSERTION
INSIDE FRONT COVER DPS	R 141 845
INSIDE FRONT COVER FP	R 68 130
OUTSIDE BACK COVER	R 68 130
INSIDE BACK COVER	R 62 410
SPECIFIC POSITION	R 62 410

**INSERT RATES**

- All insert rates are for insertion costs only

**LOOSE INSERTS** rate excl vat per '000

	R		R
SINGLE PAGE	500	24 PAGES	1 175
4 PAGES	685	32 PAGES	1 380
6 - 8 PAGES	810	48 PAGES	1 655
12 PAGES	905	52 PAGES	1 805
16 - 20 PAGES	1 030		

**BOUND IN** rate excl vat per '000

	R
SINGLE PAGE	605
4 PAGES	825
6 - 8 PAGES	975
12 PAGES	1 125
16 - 20 PAGES	1 240
SUBSCRIBERS <small>subject to postage where applicable</small>	2 920

**ACTION RATES**

*CARRYING FEE	R 500	*PASTE/GLUE-ON <small>(specific page)</small>	R 1 050
MACHINE/HAND INSERTION <small>(random)</small>	R 335	BAGGING <small>(contribution)</small>	R 290
MACHINE/HAND INSERTION <small>(specific page)</small>	R 445	BAGGING <small>(with hand insertion)</small>	R 1 060

\* Carrying fee must be added to glueing/bagging costs



SCHEDULE							
ISSUE	ON SALE DATE	ADVERTORIAL BOOKING DEADLINE	ADVERTORIAL MATERIAL DEADLINE	CLASSIFIED BOOKING/ MATERIAL DEADLINE	MAINBODY ADVERT BOOKING DEADLINE	MAINBODY ADVERT MATERIAL DEADLINE	INSERT DEADLINE
Feb 2019	21 Jan 19	03 Dec 18	10 Dec 18	06 Dec 18	10 Dec 18	14 Dec 18	19 Dec 18
Mar 2019	25 Feb 19	21 Jan 19	28 Jan 19	24 Jan 19	28 Jan 19	01 Feb 19	08 Feb 19
Apr 2019	25 Mar 19	18 Feb 19	25 Feb 19	21 Feb 19	25 Feb 19	01 Mar 19	08 Mar 19
KRY JOU SLEEPRYBEWYS*	08 Apr 19	18 Feb 19	25 Feb 19		11 Mar 19	15 Mar 19	
May 2019	22 Apr 19	18 Mar 19	25 Mar 19	21 Mar 19	25 Mar 19	29 Mar 19	05 Apr 19
Jun 2019	20 May 19	15 Apr 19	22 Apr 19	18 Apr 19	22 Apr 19	26 Apr 19	03 May 19
GOOI KOLE*	08 Jul 19	31 May 19	05 Jun 19		07 Jun 19	14 Jun 19	
Jul 2019	24 Jun 19	20 May 19	27 May 19	23 May 19	27 May 19	31 May 19	07 Jun 19
Aug 2019	22 Jul 19	17 Jun 19	24 Jun 19	20 Jun 19	24 Jun 19	28 Jun 19	05 Jul 19
Sep 2019	26 Aug 19	22 Jul 19	29 Jul 19	25 Jul 19	29 Jul 19	02 Aug 19	09 Aug 19
Oct 2018	23 Sep 19	19 Aug 19	26 Aug 19	22 Aug 19	26 Aug 19	30 Aug 19	06 Sep 19
ROETES NAMIBIA*	07 Oct 19	30 Aug 19	04 Sep 19		06 Sep 19	13 Sep 19	
Nov 2018	21 Oct 19	16 Sep 19	23 Sep 19	19 Sep 19	23 Sep 19	27 Sep 19	04 Oct 19
Dec 2018	18 Nov 19	14 Oct 19	21 Oct 19	17 Oct 19	21 Oct 19	25 Oct 19	01 Nov 19
KINDERAKTIWITEIT*	02 Dec 19	25 Oct 19	30 Oct 19		01 Nov 19	08 Nov 19	
Jan 2020	17 Dec 19	11 Nov 19	18 Nov 19	14 Nov 19	18 Nov 19	22 Nov 19	29 Nov 19
OORGIDS*	06 Jan 20	15 Nov 19	20 Nov 19		22 Nov 19	29 Nov 19	
Feb 2020	20 Jan 20	02 Dec 19	09 Dec 19	05 Dec 19	09 Dec 19	13 Dec 19	20 Dec 19
Mar 2020	24 Feb 20	20 Jan 20	27 Jan 20	23 Jan 20	27 Jan 20	31 Jan 20	07 Feb 20

\* Rates & Material Specifications: Danie Nell 082 859 0542

\* These advertising rates are effective 1 January 2019 and replaces all previous versions of any rates and/or rate cards released and/or published by Media24 Lifestyle.  
 \* Hierdie advertensietariewe geld vanaf 1 Januarie 2019 en vervang alle vorige weergawes van enige tariewe en/of tariefkaarte wat Media24 Leefstyl vrygestel en/of gepubliseer het.

MATERIAL SPECIFICATIONS			
SIZE	TYPE (MM) HEIGHT X WIDTH	TRIM (MM) HEIGHT X WIDTH	BLEED (MM) HEIGHT X WIDTH
DPS	255 X 400	275 X 420	285 X 430
FULL PAGE	255 X 190	275 X 210	285 X 220
1/2 VERTICAL	255 X 85	275 X 105	285 X 115
1/2 HORIZONTAL	117 X 190	137 X 210	147 X 220
1/3 VERTICAL	255 X 50	275 X 70	285 X 80
1/3 HORIZONTAL	72 X 190	92 X 210	102 X 220
1/4 VERTICAL	255 X 33	275 X 53	285 X 63
1/4 HORIZONTAL	49 X 190	69 X 210	79 X 220
1/4 BLOCK	117 X 85	137 X 105	147 X 115

SHOPWINDOW - OUTDOOR ACCESSORIES AND CAMPING GEAR/RESORTS & ACCOMODATION				
SIZE	FULL COLOUR PER INSERTION	VERTICAL (MM) HEIGHT X WIDTH	HORIZONTAL (MM) HEIGHT X WIDTH	QUADRANGLE (MM) HEIGHT X WIDTH
1/12	R 1 600			56 X 57
2/12	R 3 205	118 X 57	56 X 118	
3/12	R 4 800	178 X 57	56 X 180	
4/12	R 6 400	238 X 57		117.5 X 118
6/12	R 13 270	178 X 118	118 X 180	
FULL PAGE	R 19 195			238 X 180

**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	R 57 980	R 69 865
FULL PAGE	R 28 990	R 34 940
1/2 PAGE	R 21 635	
1/4 PAGE	R 17 405	
2 COLUMNS	R 24 655	
1 COLUMN	R 20 295	

SPECIAL POSITIONING	
	FULL COLOUR PER INSERTION
INSIDE FRONT COVER DPS	R 69 575
INSIDE FRONT COVER FP	R 34 790
OUTSIDE BACK COVER	R 34 790
INSIDE BACK COVER	R 31 890
SPECIFIC POSITION	R 31 890

**INSERT RATES**

- All insert rates are for insertion costs only

LOOSE INSERTS <small>rate excl vat per '000</small>			
SINGLE PAGE	R 500	24 PAGES	R 1 175
4 PAGES	R 685	32 PAGES	R 1 380
6 - 8 PAGES	R 810	48 PAGES	R 1 655
12 PAGES	R 905	52 PAGES	R 1 805
16 - 20 PAGES	R 1 030		

BOUND IN <small>rate excl vat per '000</small>	
SINGLE PAGE	R 605
4 PAGES	R 825
6 - 8 PAGES	R 975
12 PAGES	R 1 125
16 - 20 PAGES	R 1 240
SUBSCRIBERS <small>subject to postage where applicable</small>	R 2 920

**ACTION RATES**

*CARRYING FEE	R 500	*PASTE/GLUE-ON <small>(specific page)</small>	R 1 050
MACHINE/HAND INSERTION <small>(random)</small>	R 335	BAGGING <small>(contribution)</small>	R 290
MACHINE/HAND INSERTION <small>(specific page)</small>	R 445	BAGGING <small>(with hand insertion)</small>	R 1 060

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 \* Hierdie advertensietariewe geld vanaf 1 Januarie 2019 en vervang alle vorige weergawes van enige tariewe en/of tariefkaarte wat Media24 Leefstyl vrygestel en/of gepubliseer het.

SCHEDULE						
ISSUE	ON SALE DATE	ADVERTORIAL BOOKING DEADLINE	ADVERTORIAL MATERIAL DEADLINE	ADVERT BOOKING DEADLINE	ADVERT MATERIAL DEADLINE	INSERT DEADLINE
PLATTELAND AUTUMN 2019	04 Mar 19	16 Jan 19	23 Jan 19	01 Feb 19	08 Feb 19	15 Feb 19
PLATTELAND WINTER 2019	27 May 19	10 Apr 19	17 Apr 19	26 Apr 19	03 May 19	10 May 19
PLATTELAND SPRING 2019	26 Aug 19	10 Jul 19	17 Jul 19	26 Jul 19	02 Aug 19	08 Aug 19
PLATTELAND SUMMER 2019	25 Nov 19	09 Oct 19	16 Oct 19	25 Oct 19	01 Nov 19	08 Nov 19
PLATTELAND AUTUMN 2020	02 Mar 20	15 Jan 20	22 Jan 20	31 Jan 20	07 Feb 20	14 Feb 20

**ADVERTISEMENT RATES**

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

MATERIAL SPECIFICATIONS & RATES				
SIZE	RATES	TYPE (MM) HEIGHT X WIDTH	TRIM (MM) HEIGHT X WIDTH	BLEED (MM) HEIGHT X WIDTH
DPS	R 61 860	258 X 400	275 X 420	285 X 430
INSIDE FRONT COVER DPS	R 71 145			
DPS ADVERTORIAL	R 68 150			
FULL PAGE	R 30 935	258 X 190	275 X 210	285 X 220
INSIDE FRONT COVER	R 35 575			
INSIDE BACK COVER	R 34 030			
OUTSIDE BACK COVER	R 37 125			
FULL PAGE ADVERTORIAL	R 38 665			
1/2 PAGE VERTICAL	R 20 100	258 X 85	275 X 105	285 X 115
1/2 PAGE HORIZONTAL	R 20 100	116 X 190	136 X 210	146 X 220
1/3 PAGE VERTICAL	R 17 010	258 X 50	275 X 70	285 X 80
1/3 PAGE HORIZONTAL	R 17 010	72 X 190	92 X 210	102 X 220
1/4 PAGE VERTICAL	R 12 375	255 X 33	275 X 53	285 X 63
1/4 PAGE HORIZONTAL	R 12 375	49 X 190	69 X 210	79 X 220
1/4 PAGE BLOCK	R 12 375	116 X 85	136 X 105	146 X 115

**INSERT RATES**

- All insert rates are for insertion costs only

LOOSE INSERTS rate excl vat per '000			
SINGLE PAGE	R 500	24 PAGES	R I 175
4 PAGES	R 685	32 PAGES	R I 380
6 - 8 PAGES	R 810	48 PAGES	R I 655
12 PAGES	R 905	52 PAGES	R I 805
16 - 20 PAGES	R I 030		

BOUND IN rate excl vat per '000	
SINGLE PAGE	R 605
4 PAGES	R 825
6 - 8 PAGES	R 975
12 PAGES	R I 125
16 - 20 PAGES	R I 240
SUBSCRIBERS subject to postage where applicable	R 2 920

ACTION RATES			
*CARRYING FEE	R 500	*PASTE/GLUE-ON (specific page)	R I 050
MACHINE/HAND INSERTION (random)	R 335	BAGGING (contribution)	R 290
MACHINE/HAND INSERTION (specific page)	R 445	BAGGING (with hand insertion)	R I 060

\* Carrying fee must be added to glueing/bagging costs

\* These advertising rates are effective 1 January 2019 and replaces all previous versions of any rates and/or rate cards released and/or published by Media24 Lifestyle.  
\* Hierdie advertensietariewe geld vanaf 1 Januarie 2019 en vervang alle vorige weergawes van enige tariewe en/of tariefkaarte wat Media24 Leefstyl vrygestel en/of gepubliseer het.

# 2019

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## RATES AND SCHEDULES

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WOMEN'S INTEREST MAGAZINES

MEDIA 24

SCHEDULE					
ISSUE DATE	ON SALE	INSERT DEADLINE	PROMO/ADVERTORIAL BOOKING DEADLINE	ADVERTISING BOOKING DEADLINE	ADVERTISING MATERIAL DEADLINE
Feb 2019	21 Jan 19	19 Dec 18	21 Nov 18	07 Dec 18	14 Dec 18
Mar 2019	25 Feb 19	12 Feb 19	09 Jan 19	25 Jan 19	01 Feb 19
Jun 2019	27 May 19	14 May 19	10 Apr 19	26 Apr 19	03 May 19
Jul 2019	24 Jun 19	11 Jun 19	08 May 19	24 May 19	31 May 19
Aug 2019	22 Jul 19	09 Jul 19	05 Jun 19	21 Jun 19	28 Jun 19
Sep 2019	19 Aug 19	06 Aug 19	03 Jul 19	19 Jul 19	26 Jul 19
Oct 2019	23 Sep 19	03 Sep 19	31 Jul 19	16 Aug 19	23 Aug 19
Blokkraai - Oct 2019*	30 Sep 19		07 Aug 19	23 Aug 19	30 Aug 19
Nov 2019	21 Oct 19	01 Oct 19	28 Aug 19	13 Sep 19	20 Sep 19
Dec 2019	18 Nov 19	29 Oct 19	25 Sep 19	11 Oct 19	18 Oct 19
Jan 2020	17 Dec 19	26 Nov 19	23 Oct 19	08 Nov 19	15 Nov 19
Feb 2020	20 Jan 20	19 Dec 19	18 Nov 19	04 Dec 19	11 Dec 19
Mar 2020	24 Feb 20	11 Feb 20	13 Jan 20	24 Jan 20	31 Jan 20

\* Rates & Material Specifications: Sarah Curtis-Bowles 084 444 8880

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 PAGE VERTICAL	258 X 92	275 X 105	285 X 115
1/2 PAGE HORIZONTAL	127 X 190	136 X 210	146 X 220
CLASSIFIED 1/4 PAGE	258 X 59	275 X 70	285 X 80
ADVERTORIAL FP	84 X 190	94 X 210	104 X 220

## ADVERTISEMENT RATES

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

STANDARD POSITIONS			SPECIAL POSITIONING	
	FULL COLOUR PER INSERTION	ADVERTORIAL PER INSERTION		FULL COLOUR PER INSERTION
DPS	R 96 940	R 116 120	INSIDE FRONT COVER DPS	R 116 330
FULL PAGE	R 48 325	R 58 060	SECOND DPS	R 111 475
1/2 PAGE	R 36 350		INSIDE BACK COVER	R 53 340
1/3 PAGE	R 33 985		OUTSIDE BACK COVER	R 58 165
			1ST 15% OF MAGAZINE	R 60 595

## INSERT RATES

- All insert rates are for insertion costs only

LOOSE INSERTS <small>rate excl vat per '000</small>				BOUND IN <small>rate excl vat per '000</small>	
SINGLE PAGE	R 500	24 PAGES	R 1 175	SINGLE PAGE	R 605
4 PAGES	R 685	32 PAGES	R 1 380	4 PAGES	R 825
6 - 8 PAGES	R 810	48 PAGES	R 1 655	6 - 8 PAGES	R 975
12 PAGES	R 905	52 PAGES	R 1 805	12 PAGES	R 1 125
16 - 20 PAGES	R 1 030			16 - 20 PAGES	R 1 240
				SUBSCRIBERS <small>subject to postage where applicable</small>	R 2 920

ACTION RATES	
*CARRYING FEE	R 500
MACHINE/HAND INSERTION <small>(random)</small>	R 335
MACHINE/HAND INSERTION <small>(specific page)</small>	R 445
*PASTE/GLUE-ON <small>(specific page)</small>	R 1 050
BAGGING <small>(contribution)</small>	R 290
BAGGING <small>(with hand insertion)</small>	R 1 060

\* Carrying fee must be added to glueing/bagging costs

**SCHEDULE**

ISSUE DATE	ON SALE	INSERT DEADLINE	PROMO/ ADVERTORIAL BOOKING DEADLINE	ADVERTISING BOOKING DEADLINE	ADVERTISING MATERIAL DEADLINE
Apr-Jun 2019	08 Apr 19	22 Mar 19	20 Feb 19	08 Mar 19	14 Mar 19
Jul-Sep 2019	08 Jul 19	21 Jun 19	22 May 19	07 Jun 19	13 Jun 19
Oct-Dec 2019	07 Oct 19	20 Sep 19	21 Aug 19	06 Sep 19	12 Sep 19
Jan-Mar 2020	06 Jan 20	09 Dec 19	06 Nov 19	22 Nov 19	29 Nov 19

**MATERIAL SPECIFICATIONS**

SIZE	TYPE (MM) HEIGHT X WIDTH	TRIM (MM) HEIGHT X WIDTH	BLEED (MM) HEIGHT X WIDTH
DPS	242 x 380	262 x 400	272 x 410
FULL PAGE	242 x 180	262 x 200	272 x 210
1/2 VERTICAL	242 x 80	262 x 100	272 x 110
1/2 HORIZONTAL	110 x 180	130 x 200	140 x 210
1/3 VERTICAL	242 X 46	262 X 66	272 X 76
1/3 HORIZONTAL	67 X 180	87 X 200	97 X 210

**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	R 66 210	R 79 280
FULL PAGE	R 33 100	R 39 645
1/2 PAGE	R 27 150	
1/3 PAGE	R 23 170	

**SPECIAL POSITIONING**

	FULL COLOUR PER INSERTION
INSIDE FRONT COVER DPS	R 79 445
SECOND DPS	R 76 135
INSIDE BACK COVER	R 36 415
OUTSIDE BACK COVER	R 39 725
1ST 15% OF MAGAZINE	R 41 375
1ST 30% OF MAGAZINE	R 39 720

**INSERT RATES**

- All insert rates are for insertion costs only

**LOOSE INSERTS** rate excl vat per '000

SINGLE PAGE	R 500	24 PAGES	R 1 175
4 PAGES	R 685	32 PAGES	R 1 380
6 - 8 PAGES	R 810	48 PAGES	R 1 655
12 PAGES	R 905	52 PAGES	R 1 805
16 - 20 PAGES	R 1 030		

**BOUND IN** rate excl vat per '000

SINGLE PAGE	R 605
4 PAGES	R 825
6 - 8 PAGES	R 975
12 PAGES	R 1 125
16 - 20 PAGES	R 1 240
SUBSCRIBERS <small>subject to postage where applicable</small>	R 2 920

**ACTION RATES**

*CARRYING FEE	R 500	*PASTE/GLUE-ON <small>(specific page)</small>	R 1 050
MACHINE/HAND INSERTION <small>(random)</small>	R 335	BAGGING <small>(contribution)</small>	R 290
MACHINE/HAND INSERTION <small>(specific page)</small>	R 445	BAGGING <small>(with hand insertion)</small>	R 1 060

\* Carrying fee must be added to glueing/bagging costs

**SCHEDULE**

ISSUE DATE	ON SALE	PROMO/ADVERTORIAL BOOKING DEADLINE	ADVERTISING BOOKING DEADLINE	ADVERTISING MATERIAL DEADLINE
Nov 19	04 Nov 19	11 Sept 19	27 Sept 19	04 Oct 19

**MATERIAL SPECIFICATIONS**

SIZE	TYPE (MM) HEIGHT X WIDTH	TRIM (MM) HEIGHT X WIDTH	BLEED (MM) HEIGHT X WIDTH
DPS	242 x 380	262 x 400	272 x 410
FULL PAGE	242 x 180	262 x 200	272 x 210
1/2 VERTICAL	242 x 80	262 x 100	272 x 110
1/2 HORIZONTAL	110 x 180	130 x 200	140 x 210
1/3 VERTICAL	242 x 46	262 x 66	272 x 76
1/3 HORIZONTAL	67 x 180	87 x 200	97 x 210

**CLASSIFIEDS RATES AND SPECIFICATIONS**

SIZE	RATE	DESIGN/LAYOUT INCLUDED	TYPE (MM) HEIGHT X WIDTH	TRIM (MM) HEIGHT X WIDTH	BLEED (MM) HEIGHT X WIDTH
1/2 VERTICAL	R 6 925	R 7 175	224 X 74	234 X 84	NO BLEED
1/2 HORIZONTAL	R 6 925	R 7 175	105 X 162	115 X 172	NO BLEED
1/6 PAGE	R 2 850	R 3 100	65 X 74	75 X 84	NO BLEED

**ADVERTISEMENT RATES**

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

**STANDARD POSITIONS**

	FULL COLOUR PER INSERTION	ADVERTORIAL	ADVERTORIAL - IMAGES SUPPLIED
DPS	R 31 000	R 35 500	R 32 800
FULL PAGE	R 15 500	R 19 500	R 17 300
1/2 PAGE	R 9 500	R 13 500	R 11 000
OUTSIDE BACK COVER	R 19 850		
INSIDE BACK COVER	R 17 500		
INSIDE FRONT COVER + 1 PAGE	R 38 750		

**INSERT RATES**

- All insert rates are for insertion costs only

**LOOSE INSERTS** rate excl vat per '000

SINGLE PAGE	R 500	24 PAGES	R 1 175
4 PAGES	R 685	32 PAGES	R 1 380
6 - 8 PAGES	R 810	48 PAGES	R 1 655
12 PAGES	R 905	52 PAGES	R 1 805
16 - 20 PAGES	R 1 030		

**BOUND IN** rate excl vat per '000

SINGLE PAGE	R 605
4 PAGES	R 825
6 - 8 PAGES	R 975
12 PAGES	R 1 125
16 - 20 PAGES	R 1 240
SUBSCRIBERS <small>subject to postage where applicable</small>	R 2 920

**ACTION RATES**

*CARRYING FEE	R 500	*PASTE/GLUE-ON <small>(specific page)</small>	R 1 050
MACHINE/HAND INSERTION <small>(random)</small>	R 335	BAGGING <small>(contribution)</small>	R 290
MACHINE/HAND INSERTION <small>(specific page)</small>	R 445	BAGGING <small>(with hand insertion)</small>	R 1 060

\* Carrying fee must be added to glueing/bagging costs

SCHEDULE					
ISSUE DATE	ON SALE	INSERT DEADLINE	PROMO/ADVERTORIAL BOOKING DEADLINE	ADVERTISING BOOKING DEADLINE	ADVERTISING MATERIAL DEADLINE
Aug 2019	05 Aug 19	22 Jul 19	12 Jun 19	28 Jun 19	05 Jul 19

MATERIAL SPECIFICATIONS			
SIZE	TYPE (MM) HEIGHT X WIDTH	TRIM (MM) HEIGHT X WIDTH	BLEED (MM) HEIGHT X WIDTH
DPS	242 x 380	262 x 400	272 x 410
FULL PAGE	242 x 180	262 x 200	272 x 210
1/2 VERTICAL	242 x 80	262 x 100	272 x 110
1/2 HORIZONTAL	110 x 180	130 x 200	140 x 210
1/3 VERTICAL	242 x 46	262 x 66	272 x 76
1/3 HORIZONTAL	67 x 180	87 x 200	97 x 210

CLASSIFIEDS RATES AND SPECIFICATIONS					
SIZE	RATE	DESIGN/LAYOUT INCLUDED	TYPE (MM) HEIGHT X WIDTH	TRIM (MM) HEIGHT X WIDTH	BLEED (MM) HEIGHT X WIDTH
1/2 VERTICAL	R 6 925	R 7 175	224 x 74	234 x 84	NO BLEED
1/2 HORIZONTAL	R 6 925	R 7 175	105 x 162	115 x 172	NO BLEED
1/6 PAGE	R 2 850	R 3 100	65 x 74	75 x 84	NO BLEED

**ADVERTISEMENT RATES**

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

STANDARD POSITIONS			
	FULL COLOUR PER INSERTION	ADVERTORIAL	ADVERTORIAL - IMAGES SUPPLIED
DPS	R 31 000	R 35 500	R 32 800
FULL PAGE	R 15 500	R 19 500	R 17 300
1/2 PAGE	R 9 500	R 13 500	R 11 000
OUTSIDE BACK COVER	R 19 850		
INSIDE BACK COVER	R 17 500		
INSIDE FRONT COVER + 1 PAGE	R 38 750		

**INSERT RATES**

- All insert rates are for insertion costs only

LOOSE INSERTS <small>rate excl vat per '000</small>			
SINGLE PAGE	R 500	24 PAGES	R 1 175
4 PAGES	R 685	32 PAGES	R 1 380
6 - 8 PAGES	R 810	48 PAGES	R 1 655
12 PAGES	R 905	52 PAGES	R 1 805
16 - 20 PAGES	R 1 030		

BOUND IN <small>rate excl vat per '000</small>	
SINGLE PAGE	R 605
4 PAGES	R 825
6 - 8 PAGES	R 975
12 PAGES	R 1 125
16 - 20 PAGES	R 1 240
SUBSCRIBERS <small>subject to postage where applicable</small>	R 2 920

**ACTION RATES**

*CARRYING FEE	R 500	*PASTE/GLUE-ON <small>(specific page)</small>	R 1 050
MACHINE/HAND INSERTION <small>(random)</small>	R 335	BAGGING <small>(contribution)</small>	R 290
MACHINE/HAND INSERTION <small>(specific page)</small>	R 445	BAGGING <small>(with hand insertion)</small>	R 1 060

\* Carrying fee must be added to glueing/bagging costs



SCHEDULE					
ISSUE DATE	ON SALE	INSERT DEADLINE	PROMO/ADVERTORIAL BOOKING DEADLINE	ADVERTISING BOOKING DEADLINE	ADVERTISING MATERIAL DEADLINE
Feb 2019	21 Jan 19	20 Dec 18	20 Nov 18	06 Dec 18	13 Dec 18
Mar 2019	18 Feb 19	31 Jan 19	01 Jan 19	17 Jan 19	24 Jan 19
Apr 2019	18 Mar 19	26 Feb 19	22 Jan 19	07 Feb 19	14 Feb 19
May 2019	23 Apr 19	02 Apr 19	26 Feb 19	14 Mar 19	21 Mar 19
Jun 2019	20 May 19	23 Apr 19	19 Mar 19	04 Apr 19	11 Apr 19
Jul 2019	17 Jun 19	28 May 19	23 Apr 19	09 May 19	16 May 19
Aug 2019	22 Jul 19	02 Jul 19	28 May 19	13 Jun 19	20 Jun 19
Sep 2019	19 Aug 19	30 Jul 19	25 Jun 19	11 Jul 19	18 Jul 19
Oct 2019	16 Sep 19	27 Aug 19	23 Jul 19	08 Aug 19	15 Aug 19
Nov 2019	21 Oct 19	01 Oct 19	27 Aug 19	12 Sep 19	19 Sep 19
Dec 2019	18 Nov 19	29 Oct 19	24 Sep 19	10 Oct 19	17 Oct 19
Jan 2020	17 Dec 19	26 Nov 19	22 Oct 19	07 Nov 19	14 Nov 19
Feb 2020	20 Jan 20	19 Dec 19	19 Nov 19	05 Dec 19	12 Dec 19
Mar 2020	17 Feb 20	28 Jan 20	17 Dec 19	09 Jan 20	16 Jan 20

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

### 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	R 104 650	R 125 325
FULL PAGE	R 52 330	R 62 660
1/2 PAGE	R 39 245	
1/3 PAGE	R 36 625	

SPECIAL POSITIONING	
	FULL COLOUR PER INSERTION
INSIDE FRONT COVER DPS	R 125 580
SECOND DPS	R 120 350
INSIDE BACK COVER	R 57 555
OUTSIDE BACK COVER	R 62 795
1ST 15% OF MAGAZINE	R 65 415
1ST 30% OF MAGAZINE	R 60 175

### INSERT RATES

- All insert rates are for insertion costs only

LOOSE INSERTS <small>rate excl vat per '000</small>			
	R		R
SINGLE PAGE	500	24 PAGES	1 175
4 PAGES	685	32 PAGES	1 380
6 - 8 PAGES	810	48 PAGES	1 655
12 PAGES	905	52 PAGES	1 805
16 - 20 PAGES	1 030		

BOUND IN <small>rate excl vat per '000</small>	
	R
SINGLE PAGE	605
4 PAGES	825
6 - 8 PAGES	975
12 PAGES	1 125
16 - 20 PAGES	1 240
SUBSCRIBERS <small>subject to postage where applicable</small>	2 920

### ACTION RATES

*CARRYING FEE	R 500	*PASTE/GLUE-ON <small>(specific page)</small>	R 1 050
MACHINE/HAND INSERTION <small>(random)</small>	R 335	BAGGING <small>(contribution)</small>	R 290
MACHINE/HAND INSERTION <small>(specific page)</small>	R 445	BAGGING <small>(with hand insertion)</small>	R 1 060

\* Carrying fee must be added to glueing/bagging costs

SCHEDULE					
ISSUE DATE	ON SALE	INSERT DEADLINE	PROMO/ADVERTORIAL BOOKING DEADLINE	ADVERTISING BOOKING DEADLINE	ADVERTISING MATERIAL DEADLINE
Feb 2019	21 Jan 19	09 Jan 19	11 Dec 18	27 Dec 18	02 Jan 19
Mar 2019	18 Feb 19	06 Feb 19	08 Jan 19	24 Jan 19	30 Jan 19
Apr 2019	18 Mar 19	06 Mar 19	05 Feb 19	21 Feb 19	27 Feb 19
May 2019	23 Apr 19	10 Apr 19	12 Mar 19	28 Mar 19	03 Apr 19
Jun 2019	20 May 19	08 May 19	09 Apr 19	25 Apr 19	01 May 19
Jul 2019	18 Jun 19	05 Jun 19	07 May 19	23 May 19	29 May 19
Aug 2019	22 Jul 19	10 Jul 19	11 Jun 19	27 Jun 19	03 Jul 19
Sep 2019	19 Aug 19	07 Aug 19	09 Jul 19	25 Jul 19	31 Jul 19
Oct 2019	16 Sep 19	04 Sep 19	06 Aug 19	22 Aug 19	28 Aug 19
Nov 2019	21 Oct 19	09 Oct 19	10 Sep 19	26 Sep 19	02 Oct 19
Dec 2019	18 Nov 19	06 Nov 19	08 Oct 19	24 Oct 19	30 Oct 19
Jan 2020	17 Dec 19	04 Dec 19	05 Nov 19	21 Nov 19	27 Nov 19
Feb 2020	20 Jan 20	08 Jan 20	10 Dec 19	26 Dec 19	01 Jan 20
Mar 2020	17 Feb 20	05 Feb 20	31 Dec 19	23 Jan 20	29 Jan 20

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

### 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	R 124 320	R 148 885
FULL PAGE	R 62 170	R 74 440
1/2 PAGE	R 46 630	
1/3 PAGE	R 43 515	

SPECIAL POSITIONING	
	FULL COLOUR PER INSERTION
INSIDE FRONT COVER DPS	R 142 970
SECOND DPS	R 136 745
INSIDE BACK COVER	R 77 705
OUTSIDE BACK COVER	R 68 375
1ST 15% OF MAGAZINE	R 77 705
1ST 30% OF MAGAZINE	R 71 480

### INSERT RATES

- All insert rates are for insertion costs only

LOOSE INSERTS <small>rate excl vat per '000</small>			
SINGLE PAGE	R 500	24 PAGES	R 1 175
4 PAGES	R 685	32 PAGES	R 1 380
6 - 8 PAGES	R 810	48 PAGES	R 1 655
12 PAGES	R 905	52 PAGES	R 1 805
16 - 20 PAGES	R 1 030		

BOUND IN <small>rate excl vat per '000</small>	
SINGLE PAGE	R 605
4 PAGES	R 825
6 - 8 PAGES	R 975
12 PAGES	R 1 125
16 - 20 PAGES	R 1 240
SUBSCRIBERS <small>subject to postage where applicable</small>	R 2 920

### ACTION RATES

*CARRYING FEE	R 500	*PASTE/GLUE-ON <small>(specific page)</small>	R 1 050
MACHINE/HAND INSERTION <small>(random)</small>	R 335	BAGGING <small>(contribution)</small>	R 290
MACHINE/HAND INSERTION <small>(specific page)</small>	R 445	BAGGING <small>(with hand insertion)</small>	R 1 060

\* Carrying fee must be added to glueing/bagging costs

SCHEDULE						
ISSUE	ISSUE NR	ON SALE DATE	INSERT DEADLINE	PROMO/ ADVERTORIAL BOOKING DEADLINE	ADVERTISING BOOKING DEADLINE	ADVERTISING MATERIAL DEADLINE
Apr 2019	30	23 Apr 19	04 Apr 19	06 Mar 19	22 Mar 19	28 Mar 19
Jul 2019	31	22 Jul 19	04 Jul 19	05 Jun 19	21 Jun 19	27 Jun 19
Oct 2019	32	21 Oct 19	03 Oct 19	04 Sep 19	20 Sep 19	26 Sep 19
Jan 2020	33	27 Jan 20	12 Dec 19	13 Nov 19	29 Nov 19	05 Dec 19

MATERIAL SPECIFICATIONS			
SIZE	TYPE (MM) HEIGHT X WIDTH	TRIM (MM) HEIGHT X WIDTH	BLEED (MM) HEIGHT X WIDTH
DPS	242 X 380	262 X 400	272 X 410
FULL PAGE	242 X 180	262 X 200	272 X 210
1/2 VERTICAL	242 X 80	262 X 100	272 X 110
1/2 HORIZONTAL	110 X 180	130 X 200	140 X 210
1/3 VERTICAL	242 X 47	262 X 67	272 X 77
1/3 HORIZONTAL	67 X 180	87 X 200	97 X 210

### 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	R 48 795	R 58 435
FULL PAGE	R 24 395	R 29 215
1/2 PAGE	R 12 200	
1/3 PAGE	R 8 140	

SPECIAL POSITIONING	
	FULL COLOUR PER INSERTION
OUTSIDE BACK COVER	R 26 840
INSIDE BACK COVER	R 29 275
INSIDE FRONT COVER + 1 PAGE	R 58 555

### INSERT RATES

- All insert rates are for insertion costs only

LOOSE INSERTS <small>rate excl vat per '000</small>			
SINGLE PAGE	R 500	24 PAGES	R 1 175
4 PAGES	R 685	32 PAGES	R 1 380
6 - 8 PAGES	R 810	48 PAGES	R 1 655
12 PAGES	R 905	52 PAGES	R 1 805
16 - 20 PAGES	R 1 030		

BOUND IN <small>rate excl vat per '000</small>	
SINGLE PAGE	R 605
4 PAGES	R 825
6 - 8 PAGES	R 975
12 PAGES	R 1 125
16 - 20 PAGES	R 1 240
SUBSCRIBERS <small>subject to postage where applicable</small>	R 2 920

### ACTION RATES

*CARRYING FEE	R 500	*PASTE/GLUE-ON <small>(specific page)</small>	R 1 050
MACHINE/HAND INSERTION <small>(random)</small>	R 335	BAGGING <small>(contribution)</small>	R 290
MACHINE/HAND INSERTION <small>(specific page)</small>	R 445	BAGGING <small>(with hand insertion)</small>	R 1 060

\* Carrying fee must be added to glueing/bagging costs

SCHEDULE					
ISSUE DATE	ON SALE	INSERT DEADLINE	PROMO/ ADVERTORIAL BOOKING DEADLINE	ADVERTISING BOOKING DEADLINE	ADVERTISING MATERIAL DEADLINE
Feb 2019	14 Jan 19	14 Dec 18	02 Nov 18	05 Dec 18	10 Dec 18
BATHROOM	28 Jan 19	11 Jan 19	16 Nov 18	21 Dec 18	09 Jan 19
Mar 2019	18 Feb 19	25 Jan 19	14 Dec 18	18 Jan 19	22 Jan 19
Apr 2019	18 Mar 19	22 Feb 19	11 Jan 19	15 Feb 19	19 Feb 19
May 2019	15 Apr 19	22 Mar 19	08 Feb 19	15 Mar 19	19 Mar 19
PAINT IT/VERF DIT	06 May 19	12 Apr 19	15 Feb 19	22 Mar 19	09 Apr 19
Jun 2019	20 May 19	26 Apr 19	15 Mar 19	19 Apr 19	23 Apr 19
Jul 2019	18 Jun 19	24 May 19	12 Apr 19	17 May 19	21 May 19
Aug 2019	15 Jul 19	21 Jun 19	10 May 19	14 Jun 19	18 Jun 19
YARD/WERF	05 Aug 19	12 Jul 19	31 May 19	05 Jul 19	09 Jul 19
Sep 2019	19 Aug 19	26 Jul 19	14 Jun 19	19 Jul 19	23 Jul 19
Oct 2019	16 Sep 19	23 Aug 19	12 Jul 19	16 Aug 19	20 Aug 19
Nov 2019	14 Oct 19	20 Sep 19	09 Aug 19	13 Sep 19	17 Sep 19
RENOVATIONS/OPKNAP	04 Nov 19	11 Oct 19	30 Aug 19	04 Oct 19	08 Oct 19
Dec 2019	18 Nov 19	25 Oct 19	13 Sep 19	18 Oct 19	22 Oct 19
Jan 2020	17 Dec 19	22 Nov 19	11 Oct 19	15 Nov 19	19 Nov 19
Feb 2020	13 Jan 20	13 Dec 19	01 Nov 19	04 Dec 19	09 Dec 19
Mar 2020	17 Feb 20	24 Jan 20	13 Dec 19	17 Jan 20	21 Jan 20

## ADVERTISEMENT RATES

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

STANDARD POSITIONS			
	FULL COLOUR PER INSERTION	ADVERTORIAL PER INSERTION	ADVERTORIAL IMAGES SUPPLIED
DPS	R 107 490	R 127 790	R 112 910
FULL PAGE	R 53 750	R 63 900	R 56 460
1/2 PAGE	R 39 085		
1/3 PAGE	R 27 145		

SPECIAL POSITIONING	
	FULL COLOUR PER INSERTION
INSIDE FRONT COVER DPS	R 124 860
INSIDE FRONT COVER	R 62 430
SECOND DPS	R 112 590
INSIDE BACK COVER	R 59 120
OUTSIDE BACK COVER	R 67 320
1ST 15% OF MAGAZINE	R 64 495
1ST 30% OF MAGAZINE	R 61 810

## TUIS/HOME SPECIAL EDITIONS

	FULL COLOUR PER INSERTION	ADVERTORIAL PER INSERTION
FULL PAGE	R 23 635	R 28 825
1ST 15% OF MAGAZINE	R 28 360	
1ST 30% OF MAGAZINE	R 27 185	

## MATERIAL SPECIFICATIONS

SIZE	TYPE (MM) HEIGHT X WIDTH	TRIM (MM) HEIGHT X WIDTH	BLEED (MM) HEIGHT X WIDTH
DPS	255 X 400	275 X 420	285 X 430
FULL PAGE	255 X 190	275 X 210	285 X 220
1/2 VERTICAL	255 X 95	275 X 105	285 X 115
1/2 HORIZONTAL	127 X 190	136 X 210	146 X 220
1/3 VERTICAL	255 X 60	275 X 70	285 X 80
1/3 HORIZONTAL	84 X 190	94 X 210	104 X 220

## INSERT RATES

- All insert rates are for insertion costs only

LOOSE INSERTS <small>rate excl vat per '000</small>			
SINGLE PAGE	R 500	24 PAGES	R 1 175
4 PAGES	R 685	32 PAGES	R 1 380
6 - 8 PAGES	R 810	48 PAGES	R 1 655
12 PAGES	R 905	52 PAGES	R 1 805
16 - 20 PAGES	R 1 030		

BOUND IN <small>rate excl vat per '000</small>	
SINGLE PAGE	R 605
4 PAGES	R 825
6 - 8 PAGES	R 975
12 PAGES	R 1 125
16 - 20 PAGES	R 1 240
SUBSCRIBERS <small>subject to postage where applicable</small>	R 2 920

## ACTION RATES

*CARRYING FEE	R 500	*PASTE/GLUE-ON <small>(specific page)</small>	R 1 050
MACHINE/HAND INSERTION <small>(random)</small>	R 335	BAGGING <small>(contribution)</small>	R 290
MACHINE/HAND INSERTION <small>(specific page)</small>	R 445	BAGGING <small>(with hand insertion)</small>	R 1 060

- \* Carrying fee must be added to glueing/bagging costs

# 2019

## RATES AND SCHEDULES

WOMEN'S INTEREST MAGAZINES - PARENTING

MEDIA 24

SCHEDULE						
ISSUE	ISSUE NR	ON SALE DATE	INSERT DEADLINE	PROMO/ ADVERTORIAL BOOKING DEADLINE	ADVERTISING BOOKING DEADLINE	ADVERTISING MATERIAL DEADLINE
Feb/Mar 2019	224	21 Jan 19	14 Dec 18	21 Nov 18	03 Dec 18	07 Dec 18
Apr/May 2019	225	18 Mar 19	04 Mar 19	6 Feb 19	18 Feb 19	22 Feb 19
Jun/Jul 2019	226	20 May 19	06 May 19	10 Apr 19	22 Apr 19	26 Apr 19
Aug/Sept 2019	227	22 Jul 19	08 Jul 19	12 Jun 19	24 Jun 19	28 Jun 19
Oct/Nov 2019	228	23 Sep 19	09 Sep 19	14 Aug 19	26 Aug 19	30 Aug 19
Dec/Jan 2020	229	18 Nov 19	04 Nov 19	9 Oct 19	21 Oct 19	25 Oct 19
Feb/Mar 2020	230	20 Jan 20	13 Dec 19	20 Nov 19	02 Dec 19	06 Dec 19

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

**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	<b>R 48 830</b>	<b>R 55 820</b>
FULL PAGE	<b>R 24 425</b>	<b>R 27 905</b>
1/2 PAGE	<b>R 18 315</b>	<b>R 20 880</b>
1/3 PAGE	<b>R 17 095</b>	
1/4 PAGE	<b>R 4 300</b>	

SPECIAL POSITIONING	
	FULL COLOUR PER INSERTION
INSIDE FRONT COVER DPS	<b>R 58 600</b>
INSIDE FRONT COVER FP	<b>R 28 135</b>
INSIDE BACK COVER	<b>R 28 005</b>
OUTSIDE BACK COVER	<b>R 29 310</b>

CLASSIFIED RATES		
	RATES	SIZE
1/2 HORIZONTAL	<b>R 9 735</b>	<b>123 X 190</b>
1/2 VERTICAL	<b>R 9 735</b>	<b>250 X 93</b>
3/8 PAGE	<b>R 7 135</b>	<b>186 X 93</b>
1/4 PAGE	<b>R 5 365</b>	<b>123 X 93</b>
1/8 PAGE	<b>R 2 950</b>	<b>60 X 93</b>

**INSERT RATES**

- All insert rates are for insertion costs only

LOOSE INSERTS <small>rate excl vat per '000</small>			
SINGLE PAGE	<b>R 500</b>	24 PAGES	<b>R 1 175</b>
4 PAGES	<b>R 685</b>	32 PAGES	<b>R 1 380</b>
6 - 8 PAGES	<b>R 810</b>	48 PAGES	<b>R 1 655</b>
12 PAGES	<b>R 905</b>	52 PAGES	<b>R 1 805</b>
16 - 20 PAGES	<b>R 1 030</b>		

BOUND IN <small>rate excl vat per '000</small>	
SINGLE PAGE	<b>R 605</b>
4 PAGES	<b>R 825</b>
6 - 8 PAGES	<b>R 975</b>
12 PAGES	<b>R 1 125</b>
16 - 20 PAGES	<b>R 1 240</b>
SUBSCRIBERS <small>subject to postage where applicable</small>	<b>R 2 920</b>

ACTION RATES			
*CARRYING FEE	<b>R 500</b>	*PASTE/GLUE-ON <small>(specific page)</small>	<b>R 1 050</b>
MACHINE/HAND INSERTION <small>(random)</small>	<b>R 335</b>	BAGGING <small>(contribution)</small>	<b>R 290</b>
MACHINE/HAND INSERTION <small>(specific page)</small>	<b>R 445</b>	BAGGING <small>(with hand insertion)</small>	<b>R 1 060</b>

\* Carrying fee must be added to glueing/bagging costs

\* These advertising rates are effective 1 January 2019 and replaces all previous versions of any rates and/or rate cards released and/or published by Media24 Lifestyle.  
 \* Hierdie advertensietariewe geld vanaf 1 Januarie 2019 en vervang alle vorige weergawes van enige tariewe en/of tariefkaarte wat Media24 Leefstyl vrygestel en/of gepubliseer het.

SCHEDULE						
ISSUE	ISSUE NR	ON SALE DATE	INSERT DEADLINE	PROMO/ ADVERTORIAL BOOKING DEADLINE	ADVERTISING BOOKING DEADLINE	ADVERTISING MATERIAL DEADLINE
Mar/Apr 2019	239	18 Feb 19	04 Feb 19	09 Jan 19	21 Jan 19	25 Jan 19
May/Jun 2019	240	23 Apr 19	08 Apr 19	13 Mar 19	25 Mar 19	29 Mar 19
Jul/Aug 2019	241	24 Jun 19	10 Jun 19	15 May 19	27 May 19	31 May 19
Sept/Oct 2019	242	19 Aug 19	05 Aug 19	10 Jul 19	22 Jul 19	26 Jul 19
Nov/Dec 2019	243	21 Oct 19	07 Oct 19	11 Sep 19	23 Sep 19	27 Sep 19
Jan/Feb 2020	244	17 Dec 19	02 Dec 19	06 Nov 19	18 Nov 19	22 Nov 19

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

**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	R 45 805	R 54 750
FULL PAGE	R 23 950	R 27 375
1/2 PAGE	R 17 965	R 20 480
1/3 PAGE	R 16 760	
1/4 PAGE	R 4 300	

SPECIAL POSITIONING	
	FULL COLOUR PER INSERTION
INSIDE FRONT COVER DPS	R 57 465
INSIDE FRONT COVER FP	R 27 595
INSIDE BACK COVER	R 27 465
OUTSIDE BACK COVER	R 28 750

CLASSIFIED RATES		
	RATES	SIZE
1/2 HORIZONTAL	R 9 545	123 X 190
1/2 VERTICAL	R 9 545	250 X 93
3/8 PAGE	R 6 995	186 X 93
1/4 PAGE	R 5 255	123 X 93
1/8 PAGE	R 2 900	60 X 93

**INSERT RATES**

- All insert rates are for insertion costs only

LOOSE INSERTS rate excl vat per '000			
SINGLE PAGE	R 500	24 PAGES	R 1 175
4 PAGES	R 685	32 PAGES	R 1 380
6 - 8 PAGES	R 810	48 PAGES	R 1 655
12 PAGES	R 905	52 PAGES	R 1 805
16 - 20 PAGES	R 1 030		

BOUND IN rate excl vat per '000	
SINGLE PAGE	R 605
4 PAGES	R 825
6 - 8 PAGES	R 975
12 PAGES	R 1 125
16 - 20 PAGES	R 1 240
SUBSCRIBERS subject to postage where applicable	R 2 920

ACTION RATES			
*CARRYING FEE	R 500	*PASTE/GLUE-ON (specific page)	R 1 050
MACHINE/HAND INSERTION (random)	R 335	BAGGING (contribution)	R 290
MACHINE/HAND INSERTION (specific page)	R 445	BAGGING (with hand insertion)	R 1 060

\* Carrying fee must be added to glueing/bagging costs

\* These advertising rates are effective 1 January 2019 and replaces all previous versions of any rates and/or rate cards released and/or published by Media24 Lifestyle.  
 \* Hierdie advertensietariewe geld vanaf 1 Januarie 2019 en vervang alle vorige weergawes van enige tariewe en/of tariefkaarte wat Media24 Leefstyl vrygestel en/of gepubliseer het.

SCHEDULE						
ISSUE	ISSUE NR	ON SALE DATE	INSERT DEADLINE	PROMO/ ADVERTORIAL BOOKING DEADLINE	ADVERTISING BOOKING DEADLINE	ADVERTISING MATERIAL DEADLINE
Feb/Mar 2019	125	21 Jan 19	14 Dec 18	21 Nov 18	03 Dec 18	07 Dec 18
Apr/May 2019	126	18 Mar 19	04 Mar 19	6 Feb 19	18 Feb 19	22 Feb 19
Jun/Jul 2019	127	20 May 19	06 May 19	10 Apr 19	22 Apr 19	26 Apr 19
Aug/Sept 2019	128	22 Jul 19	08 Jul 19	12 Jun 19	24 Jun 19	28 Jun 19
Oct/Nov 2019	129	23 Sep 19	09 Sep 19	14 Aug 19	26 Aug 19	30 Aug 19
Dec/Jan 2020	130	18 Nov 19	04 Nov 19	9 Oct 19	21 Oct 19	25 Oct 19
Feb/Mar 2020	131	20 Jan 20	13 Dec 19	20 Nov 19	02 Dec 19	06 Dec 19

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

### 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	R 52 455	R 59 950
FULL PAGE	R 26 225	R 29 985
1/2 PAGE	R 19 665	R 22 425
1/3 PAGE	R 18 370	
1/4 PAGE	R 4 300	

SPECIAL POSITIONING	
	FULL COLOUR PER INSERTION
INSIDE FRONT COVER DPS	R 62 930
INSIDE FRONT COVER FP	R 30 225
INSIDE BACK COVER	R 30 790
OUTSIDE BACK COVER	R 31 475

CLASSIFIED RATES		
	RATES	SIZE
1/2 HORIZONTAL	R 10 455	123 X 190
1/2 VERTICAL	R 10 455	250 X 93
3/8 PAGE	R 7 920	186 X 93
1/4 PAGE	R 5 770	123 X 93
1/8 PAGE	R 3 175	60 X 93

### INSERT RATES

- All insert rates are for insertion costs only

LOOSE INSERTS rate excl vat per *000			
SINGLE PAGE	R 500	24 PAGES	R 1 175
4 PAGES	R 685	32 PAGES	R 1 380
6 - 8 PAGES	R 810	48 PAGES	R 1 655
12 PAGES	R 905	52 PAGES	R 1 805
16 - 20 PAGES	R 1 030		

BOUND IN rate excl vat per *000	
SINGLE PAGE	R 605
4 PAGES	R 825
6 - 8 PAGES	R 975
12 PAGES	R 1 125
16 - 20 PAGES	R 1 240
SUBSCRIBERS <small>subject to postage where applicable</small>	R 2 920

ACTION RATES			
*CARRYING FEE	R 500	*PASTE/GLUE-ON <small>(specific page)</small>	R 1 050
MACHINE/HAND INSERTION <small>(random)</small>	R 335	BAGGING <small>(contribution)</small>	R 290
MACHINE/HAND INSERTION <small>(specific page)</small>	R 445	BAGGING <small>(with hand insertion)</small>	R 1 060

\* Carrying fee must be added to glueing/bagging costs

\* These advertising rates are effective 1 January 2019 and replaces all previous versions of any rates and/or rate cards released and/or published by Media24 Lifestyle.  
 \* Hierdie advertensietariewe geld vanaf 1 Januarie 2019 en vervang alle vorige weergawes van enige tariewe en/of tariefkaarte wat Media24 Leefstyl vrygestel en/of gepubliseer het.



### IMPORTANT NOTICE

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

The three official Media24 Lifestyle accredited gatekeepers are:

- |             |                     |  |  |  |                      |
|-------------|---------------------|--|--|--|----------------------|
| • Adsend    | <b>010 594 5147</b> |  | <a href="http://www.adsend.co.za">www.adsend.co.za</a>                         |  | zasupport@adsend.com |
| • Adstream  | <b>011 799 7846</b> |  | <a href="http://www.mediahost.co.za/adstream">www.mediahost.co.za/adstream</a> |  |                      |
| • Mediasend | <b>011 712 5700</b> |  | <a href="http://www.mediasend.co.za">www.mediasend.co.za</a>                   |  |                      |

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

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

**Huisgenoot, YOU, DRUM, Move!, TV Plus, Women's Health, Men's Health, Runner's World and Bicycling** 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 Minimum paperweight for a single sheet: 100 gsm  
 Maximum: 270 mm deep x 200 mm wide 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.

**SARIE, FAIRLADY, TRUE LOVE, tuis, home, LOSE IT!, Weg!, go!, Weg! Ry & Sleep, go! Drive & Camp, Weg! Platteland, go! Platteland, Baba & Kleuter, Your Baby and Your Pregnancy** magazine

insert deliveries to:

CTP PRINTERS

Goods Receiving Department

Boompies Street

Parow, Cape Town

Attention: Ronald Bartes 021 929 6200

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

**NB:** No deliveries can be accepted outside these hours or at weekends unless special arrangements have been made and confirmed in writing.

### DELIVERY INSTRUCTIONS:

1. Inserts must be delivered in boxes on sturdy pallets (no CHEP pallets) for automated offloading and clearly marked with:

- the name and description of the insert
- quantity and weight of each box and pallet
- name and issue date of the publication concerned

2. All inserts to be delivered 10 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.
- CTP Printers does not accept any responsibility for incorrect quantities or shortages for late deliveries.
- In the event of CTP Printers 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.
3. The heights per bundle must be identical (Height per bundle: 8cm - 10cm, counter-stacked once only.)
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.
  - Inserts must be packed in a manner that can be easily counted and handled by CTP Printers.
  - 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.
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- Inserts containing liquid, e.g. sachets, canisters, bottles, etc. must be sent to CTP Printers for pressure testing and approval before booking can be accepted. Although the inserts are put through severe testing conditions, approval by CTP Printers 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.

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- CTP Printers 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.
- CTP Printers 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 CTP Printers 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.