



## 2022 PRINT ADVERTISING RATES AND PUBLISHING SCHEDULES

All advertising and insertion rates exclude VAT.

### STANDARD POSITIONS

|           |         | <b>Trim size</b><br>HEIGHT & WIDTH<br>(mm) | <b>3mm bleed</b><br>HEIGHT & WIDTH<br>(mm) | <b>Type area</b><br>HEIGHT & WIDTH<br>(mm) |
|-----------|---------|--|--|--|
| DPS       | R80 600 | 276 x 420                                  | 282 x 426                                  | 240 x 372                                  |
| Full page | R40 300 | 276 x 210                                  | 282 x 216                                  | 240 x 186                                  |
| 1/2 page  | R30 800 | 276 x 105 (v)<br>138 x 210 (h)             | 282 x 111<br>144 x 216                     | 240 x 93<br>120 x 186                      |
| 1/3 page  | R27 000 | 276 x 70 (v)<br>92 x 210 (h)               | 282 x 76<br>98 x 216                       | 240 x 62<br>80 x 186                       |
| 2/3 page  | R34 700 | 276 x 140 (v)<br>184 x 210 (h)             | 282 x 146<br>190 x 216                     | 240 x 124<br>160 x 186                     |
| 1/4 page  | R23 000 | 70 x 210                                   | 76x 216                                    | 55 x 186                                   |

### SPECIAL POSITIONS

|                        |          |
|------------------------|----------|
| Inside front cover DPS | R100 000 |
| Inside front cover FP  | R50 000  |
| Inside back cover      | R48 000  |
| Outside back cover     | R57 000  |

### ADVERTORIALS

|           |         |
|-----------|---------|
| DPS       | R92 000 |
| Full page | R46 000 |

### EDITORIAL BRANDING

|                         |          |
|-------------------------|----------|
| Letters to the Editor   | R33 000  |
| The Month That Was      | R35 000  |
| My Teammates            | R122 000 |
| My Dream Team           | R62 000  |
| GladAfrica Championship | R86 000  |
| SA Players Abroad       | R95 000  |
| Where Are They Now?     | R71 000  |
| Did You Know?           | R38 000  |

### SPECIAL EXECUTIONS

|             |          |
|-------------|----------|
| Gate-fold   | R136 000 |
| False Cover | R200 000 |
| Belly Band  | R54 000  |

### INSERTS / SAMPLING

|  |         |
|--|---------|
| Product Sampling, Bagging & Full Page Ad | R66 000 |
| Sample Glued Onto Full Page Ad           | R65 500 |

### 2022 bookings, production and in-store sales schedule

| Edition          | Advertorial<br>booking<br>close &<br>brief | Advertising<br>booking<br>close | Advert<br>material<br>in | Inserts<br>to<br>printers | In store<br>(Fridays) |
|------------------|--|---------------------------------|--------------------------|---------------------------|-----------------------|
| <b>January</b>   | 15 Nov                                     | 1 Dec                           | 6 Dec                    | 8 Dec                     | <b>17 Dec</b>         |
| <b>February</b>  | 20 Dec                                     | 5 Jan                           | 10 Jan                   | 12 Jan                    | <b>21 Jan</b>         |
| <b>March</b>     | 17 Jan                                     | 2 Feb                           | 7 Feb                    | 9 Feb                     | <b>18 Feb</b>         |
| <b>April</b>     | 14 Feb                                     | 2 Mar                           | 7 Mar                    | 9 Mar                     | <b>18 Mar</b>         |
| <b>May</b>       | 21 Mar                                     | 6 Apr                           | 11 Apr                   | 13 Apr                    | <b>22 Apr</b>         |
| <b>June</b>      | 18 Apr                                     | 4 May                           | 9 May                    | 11 May                    | <b>20 May</b>         |
| <b>July</b>      | 23 May                                     | 8 June                          | 13 June                  | 15 June                   | <b>24 June</b>        |
| <b>August</b>    | 20 June                                    | 6 July                          | 11 July                  | 13 July                   | <b>22 July</b>        |
| <b>September</b> | 18 July                                    | 3 Aug                           | 8 Aug                    | 10 Aug                    | <b>19 Aug</b>         |
| <b>October</b>   | 22 Aug                                     | 7 Sept                          | 12 Sept                  | 14 Sept                   | <b>23 Sept</b>        |
| <b>November</b>  | 19 Sept                                    | 5 Oct                           | 10 Oct                   | 12 Oct                    | <b>21 Oct</b>         |
| <b>December</b>  | 17 Oct                                     | 2 Nov                           | 7 Nov                    | 9 Nov                     | <b>18 Nov</b>         |
| <b>Jan '23</b>   | 14 Nov                                     | 30 Nov                          | 5 Dec                    | 7 Dec                     | <b>15 Dec</b>         |

### ADVERTISING CONTACT

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### ARTWORK DELIVERY

PDF via Mediasend, Adsend, Adstream or email brent.smith@media24.com