



2018 PRINT ADVERTISING RATES AND PUBLISHING SCHEDULES

All advertising and insertion rates exclude VAT. Effective 1 April 2018.

ADVERTISING RATES

STANDARD POSITIONS		* Advertorials	Trim size (mm) HEIGHT & WIDTH	3mm bleed (mm) HEIGHT & WIDTH	Type area (mm) HEIGHT & WIDTH
DPS	R104 450	R120 120	276 x 420	282 x 426	240 x 372
Full page	R52 230	R60 060	276 x 210	282 x 216	240 x 186
1/2 page	R39 940		276 x 105 (vertical) 138 x 210 (horizontal)	282 x 111 144 x 216	240 x 93 120 x 186
1/3 page	R34 900		276 x 70 (vertical) 92 x 210 (horizontal)	282 x 76 98 x 216	240 x 62 80 x 186
2/3 page	R44 870		276 x 140 (vertical) 184 x 210 (horizontal)	282 x 146 190 x 216	240 x 124 160 x 186
1/4 page	R29 920		70 x 210	76 x 216	55 x 186

* Advertorial rates include standard production and photographic costs.

SPECIAL POSITIONS

Inside front cover DPS	R130 565
Inside front cover FP	R65 290
Inside back cover	R62 670
Outside back cover	R73 120

INSERTION RATES (per 1 000)

LOOSE INSERTS

Single page	R450
4 pages	R620
6 - 8 pages	R735
12 pages	R820
16 - 20 pages	R930
24 pages	R1 065
32 pages	R1 250
48 pages	R1 500
52 pages	R1 635

SCHEDULES (BOOKINGS, PRODUCTION AND IN STORE SALES)

Issue	Advertorial booking close & brief	Advertising booking close	Advert material in	Inserts to printers	In store (Fridays)
Jan	13 Nov	28 Nov	4 Dec	6 Dec	15 Dec
Feb	11 Dec	10 Jan	15 Jan	17 Jan	26 Jan
Mar	22 Jan	7 Feb	12 Feb	14 Feb	23 Feb
Apr	19 Feb	7 Mar	12 Mar	14 Mar	23 Mar
May	19 Mar	4 Apr	9 Apr	11 Apr	20 Apr
June	23 Apr	9 May	14 May	16 May	25 May
July	21 May	6 June	11 June	13 June	22 June
Aug	18 June	4 July	9 July	11 July	20 July
Sept	23 July	8 August	13 Aug	15 Aug	24 Aug
Oct	20 Aug	5 Sept	10 Sept	12 Sept	21 Sept
Nov	24 Sept	10 Oct	15 Oct	17 Oct	26 Oct
Dec	22 Oct	14 Nov	12 Nov	14 Nov	23 Nov
Jan '19	19 Nov	12 Dec	10 Dec	12 Dec	21 Dec

BOUND IN

Single page	R545
4 pages	R745
6 - 8 pages	R885
12 pages	R1 020
16 - 20 pages	R1 125
Subscribers	R2 645

(Subject to postage where applicable)

ACTION RATES

Carrying fee*	R450
Machine / hand insertion (random)	R305
Machine / hand insertion (specific page)	R405
Paste / glue-on (specific page)	R950
Bagging (contribution)	R260
Bagging (with hand insertion)**	R960

* To be added to glueing / bagging costs

** Boxing fee to be included - cost dependant on product volume.