2019 Print Advertising

Excluding VAT

Effective 1 April 2019

Booking & material deadlines: Wednesday week prior to publication.

4 Advertising options...

Inserts

R582 /1000

Spec according to printers' stipulations.

Run of Press

ie standalone ad space
R428 /ccm

per column centimetre rate

Minimum ad size = 49 ccm
Guaranteed positions: +15%

Run of Press

Most commonly booked ad sizes

264mm wide x 381mm deep
R116 844.00

264mm wide x 200mm deep
R59 920.00

264mm wide x 100mm deep
R29 960.00

226mm wide x 300mm deep
R77 040.00

226mm wide x 200mm deep
R59 920.00

264mm wide x 100mm deep
R29 960.00

The space occupied by one column centimetre unit.

Most commonly booked ad sizes

264mm wide x 300mm deep
R77 040.00

264mm wide x 100mm deep
R29 960.00

264mm wide x 200mm deep
R59 920.00

226mm wide x 300mm deep
R77 040.00

226mm wide x 200mm deep
R59 920.00

264mm wide x 100mm deep
R29 960.00

39x7

30x6

36mm 74mm 112mm 150mm 188mm 226mm 264mm

Gutter width 2mm

Other sizes & proportions are also available down to a minimum of 49ccms. (R20 972.00)

Editorial Branding

Existing property
Rate is property specific

Pricing details on p3

Minimum 13 editions

Includes client colour scheme and naming rights, logo and/or packshot & 10x7 strip ad (5x7 for half page feature) supplied by advertiser (optional).

Editorial Branding

Created content
R91 430

FP only - no minimum volume
Following advertiser's brief, Soccer Laduma creates a branded content feature that the editorial team deems to be of high reader interest.

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Following advertiser's brief, Soccer Laduma creates a branded content feature that the editorial team deems to be of high reader interest.
The basis of print advertising is standalone ‘retail’ space, also known as Run of Press.

Available to advertisers for the placement of supplied promotional artwork, the content of which is at the discretion of the advertiser.

This excludes material viewed by CT Media as potentially offensive.

Size is based on units of ‘column centimetre’ (ccm) space, starting at a minimum size of 49ccm per insertion.

2019 rate is R428 per column centimetre. Guaranteed positioning includes a 15-50% loading.

2019 rate is R582 per 1 000 insertions.

Advertising contacts

Johannesburg: Tian Liebenberg (Platinum Clients) 011 259 1716 / 082 554 5693
Justin van Alphen (New Business Development) 011 259 1714 / 082 441 1038
Pierrette Spadoni (Government) 011 259 1718 / 083 297 6501

Cape Town: Ryan Stramrood 021 685 3838 / 082 773 7135 ryan@stramrood.co.za

Durban: Barbara Leask 082 348 5621 / Ancilla Donaldson 083 394 3675

Head office: Tracy Asary 083 465 8136 / 021 425 1200

Artwork delivery

PDF via Adsend, Adstream, Mediasend or email

Contacts:
brent@soccerladuma.co.za
cindy@soccerladuma.co.za
Tel 021 425 1200

Johannesburg:
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Run of Press

Get more with MTN PayAsYouGo bundles.

Examples of previous placements

Inserts

• Advertising leaflet preprinted & supplied by advertiser.
• Inserted into each copy of Soccer Laduma prior to bundling & distribution.
• Paper stock density & leaflet dimensions must be within the parameters of Soccer Laduma printers’ stipulations. (see Paarlcoldset insert specifications sheet)

2019 rate is R582 per 1 000 insertions.

Insert delivery addresses:

JOHANNESBURG
15 Wright Street, Industria west, Johannesburg 2042
Contact: Leon Becker (leonb@caxtonworks.co.za)
Tel 010 492 3384

CAPE TOWN
12 Boompies Street, Parow 7500
Contact: Roger Duncan (roger.d@ctpcape.co.za) or Chris Rolson (chris.r@ctpcape.co.za)
Tel 021 929 6200

KWAZULU-NATAL
115 Escom Road, New Germany, Pinetown
Contact: Malcolm Pillay (mailroom@dbn.caxton.za) Tel 716 4444 or Leo Naicker (Leo@naicker.co.za)

PORT ELIZABETH
640 Cape Road, Port Elizabeth
Contact: Varedo Barendse (vbarendse@timesmedia.co.za) Tel (041) 391 6517

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2019 rate is R428 per column centimetre. Guaranteed positioning includes a 15-50% loading.
Editorial Branding

Existing property

• A weekly editorial feature in Soccer Laduma newspaper.
• The advertiser benefits from the extended presence and a portrayed synergy with the Soccer Laduma brand.
• Design is adapted to the advertiser’s colour scheme - logo, packshot, naming rights and a strip advert supplied by advertiser.
(See individual property stipulations listed alongside)

Mininum of 13 editions booking frequency.

Branding options Per insertion rate

Siyagobhoza ___________________________ R43 030
3 full pages with 12x7 placed on p5
Soccer Laduma’s lead feature. All the latest indepth news and controversial issues in soccer. The fans’ favourite feature.

Weekly Roundup _______________ R32 281
Full page with 10x7
The week’s results, fixtures & log standings.

Make Your Point _______________ R37 660
Full page with 10x7 & overflow with logo presence
Letters to the editor.

Revolving Column __________ R19 360
Half page with 5x7
Weekly rotational editorial by a PSL or NFD player or coach currently in the spotlight.

In Touch with _______________ R26 879
Full page with 5x7
Entertaining interviews with players & coaches, past & present, in which they share amusing stories from experiences on & off the field.

NFD Focus __________ R18 438
Half page with 5x7
A feature which provides great exposure to the SA National First Division.

International soccer __________ R19 360
Full page with 10x7
The most comprehensive list of SA players abroad, along with international soccer highlights.

Supporters’ Noticeboard _______ R32 281
Full page with 10x7
Highly informative service to our readers, keeping them up to date with their supporters’ club meetings, match travel arrangements and other soccer related activites.

Editor’s Column ___________ R12 921
28x4 feature with 7x4 strip ad
Latest insights from the editor.

Player poster _______________ R32 281
Full page with 5x7 (no logo presence on pic)

2019 rate is R91 430. No minimum volume.