

PACKAGING & Print Media

The industry voice of Africa

ADVERTISING
RATES
2017



PRINTED MAGAZINE All rates quoted in ZAR

Insertions	A4 FC	1/2 FC	1/3 FC	1/4 FC
Single	20 500	15 200	13 000	10 700
2-6	18 200	13 300	11 600	9 500
7-12	16 200	11 600	9 900	8 400

- A4 **Outside Front Cover**: 28 900 (including design) not agency commissionable
- A4 **Outside Back Cover**: 21 200
- A4 **Print Matters Cover**: 19 900 (including design) not agency commissionable
- A4 **FMCG Pack Cover**: 19 900 (including design) not agency commissionable
- A4 **Converting Matters Cover**: 19 900 (including design) not agency commissionable
- A4 **Inside Front Cover**: 21 200 (for contract advertisers, GROUP RATE plus 15%)
- A4 **Inside Back Cover**: 21 200 (for contract advertisers, GROUP RATE plus 15%)
- Loose inserts: 7-12 insertion rate for first page and 10% for each additional page. For contract advertisers, CONTRACT RATE plus 10%
- All rates exclude advert design (except where otherwise stated)
Design quotes will be supplied on request
- Quotations for advertorials will be provided on request
- All rates include agency commission at 16.5% and exclude VAT

ADVERTISING SIZES

FULL PAGE

trim 297mm H x 210mm W
bleed 307mm H x 220mm W
type 257mm H x 170mm W

HALF PAGE

HORIZONTAL

trim 148mm H x 210mm W
bleed 158mm H x 220mm W
type 108mm H x 170mm W

VERTICAL

trim 297mm H x 105mm W
bleed 307mm H x 115mm W
type 257mm H x 65mm W

QUARTER PAGE

trim 125mm H x 85mm W
bleed 135mm H x 95mm W
type 95mm H x 65mm W

THIRD PAGE

HORIZONTAL

trim 99mm H x 210mm W
bleed 109mm H x 220mm W
type 59mm H x 170mm W

VERTICAL

trim 297mm H x 70mm W
bleed 307mm H x 80mm W
type 257mm H x 60mm W

**FORMAT - PDF high resolution
with fonts embedded**

For advertising enquiries contact:

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