

# PACKAGING & Print Media

The industry voice of Africa

ADVERTISING  
RATES  
2018

PRINTED MAGAZINE

All rates quoted in ZAR

Insertions	A4 FC	1/2 FC	1/3 FC	1/4 FC
Single	21 500	15 900	13 700	11 200
2-6	19 100	13 900	12 200	9 900
7-12	17 000	12 200	11 000	8 800

- A4 **Outside Front Cover**: 30 000 (including design) not agency commissionable
- A4 **Outside Back Cover**: 22 200
- A4 **Print Matters Cover**: 20 800 (including design) not agency commissionable
- A4 **FMCG Pack Cover**: 20 800 (including design) not agency commissionable
- A4 **Converting Matters Cover**: 20 800 (including design) not agency commissionable
- A4 **Inside Front Cover**: 22 200 (for contract advertisers, GROUP RATE plus 15%)
- A4 **Inside Back Cover**: 22 200 (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**

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