

## ROP Rates

Size	Standard Positions Rate	Advertorials Rate
DPS	R63,555	
Full Page	R31,790	
1/2 Page	R20,650	
1/3 Page	R12,700	
1/4 Page	R9,535	
Giveaway	R3,975	
Buyer's Guide	R3,490	
DPS		R80,450
Full Page		R40,225

Advertorial rates include standard production and photographic costs

## Special Position

Special Positioning	Rate
Inside Front Cover FP	R 36,545.00
Inside Back Cover	R 34,960.00
Outside Back Cover	R 39,745.00
First DPS	R 69,930.00
Any Guaranteed FP	R 34,960.00

## Insert Rates

Type	Size	Rate / 1000
Loose Insert	Single Page	R 450.00
Loose Insert	4 Page	R 620.00
Loose Insert	6 - 8 Page	R 735.00
Loose Insert	12 Page	R 820.00
Loose Insert	16 - 20 Page	R 930.00
Loose Insert	24 Page	R 1,065.00
Loose Insert	32 Page	R 1,250.00
Loose Insert	48 Page	R 1,500.00
Loose Insert	52 Page	R 1,635.00
Bound In	Single Page	R 545.00
Bound In	4 Page	R 745.00
Bound In	6 - 8 Page	R 885.00
Bound In	12 Page	R 1,020.00
Bound In	16 - 20 Page	R 1,125.00
Bound In	Subscribers (subject to postage where applicable)	R 2,645.00
Action Rate	* Carrying Fee	R 450.00
Action Rate	Machine / Hand Insertion (random)	R 305.00
Action Rate	Machine/ Hand insertion (specific page)	R 405.00

Action Rate	* Paste / Glue-on (specific page)	R 950.00
Action Rate	Bagging (contributio	R 260.00
Action Rate	Bagging (with hand insertion)	R 960.00

All insert rates are for insertion costs only

## Magazine Specifications

Size	Type area (mm) Height & Width	Trim (mm) Height & Width	Bleed (mm) Height & Width
DPS	258 x 380	275 x 420	285 x 430
Full Page	258 x 190	275 x 210	285 x 220
1/2 Page (Vertical)	258 x 92	275 x 105	285 x 115
1/2 Page (Horizontal)	127 x 190	136 x 210	146 x 220
1/3 Page (Vertical)	258 x 59	275 x 70	285 x 80
1/3 Page (Horizontal)	84 x 190	94 x 210	104 x 220

## Magazine Schedule

Issue Date	On Sale	Inserts to Printers	Promo / Advertorial Booking Deadline	Advertising Booking Deadline	Advertising material Deadline
14-Nov-18	09-Nov-18	15-Oct-18	15-Oct-18	26-Oct-18	26-Oct-18
28-Nov-18	22-Nov-18	26-Oct-18	26-Oct-18	08-Nov-18	08-Nov-18
12-Dec-18	07-Dec-18	12-Nov-18	12-Nov-18	23-Nov-18	23-Nov-18
09-Jan-19	04-Jan-19	26-Nov-18	26-Nov-18	07-Dec-19	07-Dec-19
23-Jan-19	18-Jan-19	17-Dec-18	17-Dec-18	04-Jan-19	04-Jan-19
06-Feb-19	01-Feb-19	07-Jan-19	07-Jan-19	18-Jan-19	21-Jan-19
20-Feb-19	15-Feb-19	21-Jan-19	21-Jan-19	01-Feb-19	04-Feb-19
06-Mar-19	01-Mar-19	04-Feb-19	04-Feb-19	15-Feb-19	18-Feb-19
20-Mar-19	15-Mar-19	18-Feb-19	18-Feb-19	01-Mar-19	04-Mar-19
03-Apr-19	29-Mar-19	04-Mar-19	04-Mar-19	15-Mar-19	18-Mar-19
17-Apr-19	12-Apr-19	18-Mar-19	18-Mar-19	29-Mar-19	01-Apr-19
01-May-19	26-Apr-19	01-Apr-19	01-Apr-19	12-Apr-19	12-Apr-19
15-May-19	10-May-19	15-Apr-19	15-Apr-19	26-Apr-19	29-Apr-19
29-May-19	24-May-19	29-Apr-19	29-Apr-19	10-May-19	13-May-19
12-Jun-19	07-Jun-19	13-May-19	13-May-19	24-May-19	27-May-19
26-Jun-19	21-Jun-19	27-May-19	27-May-19	07-Jun-19	10-Jun-19
10-Jul-19	05-Jul-19	10-Jun-19	10-Jun-19	21-Jun-19	24-Jun-19
24-Jul-19	19-Jul-19	24-Jun-19	24-Jun-19	05-Jul-19	08-Jul-19
07-Aug-19	02-Aug-19	08-Jul-19	08-Jul-19	19-Jul-19	22-Jul-19
21-Aug-19	16-Aug-19	22-Jul-19	22-Jul-19	02-Aug-19	02-Aug-19
04-Sep-19	30-Aug-19	05-Aug-19	05-Aug-19	16-Aug-19	19-Aug-19
18-Sep-19	13-Sep-19	19-Aug-19	19-Aug-19	30-Aug-19	02-Sep-19
02-Oct-19	27-Sep-19	02-Sep-19	02-Sep-19	13-Sep-19	16-Sep-19
16-Oct-19	11-Oct-19	16-Sep-19	16-Sep-19	27-Sep-19	30-Sep-19
30-Oct-19	25-Oct-19	30-Sep-19	30-Sep-19	11-Oct-19	14-Oct-19
13-Nov-19	08-Nov-19	14-Oct-19	14-Oct-19	25-Oct-19	28-Oct-19
27-Nov-19	22-Nov-19	28-Oct-19	28-Oct-19	08-Nov-19	11-Nov-19
11-Dec-19	06-Dec-19	11-Nov-19	11-Nov-19	22-Nov-19	25-Nov-19