

## ROP Rates

Size	Standard Positions Rate	Advertorials Rate
DPS	R104,450	
Full Page	R52,230	
1/2 Page	R39,940	
1/3 Page	R34,900	
2/3 Page	R44,870	
1/4 Page	R29,920	
DPS		R120,120
Full Page		R60,060

Advertorial rates include standard production and photographic costs

## Special Position

Special Positioning	Rate
Inside Front Cover DPS	R 130,565.00
Inside Front Cover FP	R 65,290.00
Inside Back Cover	R 62,670.00
Outside Back Cover	R 73,120.00

## 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	240 x 372	276 x 420	282 x 426
Full Page	240 x 186	276 x 210	282 x 216
1/2 Page (Vertical)	240 x 93	276 x 105	282 x 111
1/2 Page (Horizontal)	120 x 186	138 x 210	144 x 216
1/3 Page (Vertical)	240 x 62	276 x 70	282 x 76
1/3 Page (Horizontal)	80 x 186	92 x 210	98 x 216
2/3 Page (Vertical)	240 x 124	276 x 140	282 x 146
2/3 Page (Horizontal)	160 x 186	184 x 210	190 x 216
1/4 Page	55 x 186	70 x 210	76 x 216

## Magazine Schedule

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