

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
07-Mar	02-Mar	05-Feb	05-Feb	16-Feb	19-Feb
21-Mar	16-Mar	19-Feb	19-Feb	02-Mar	05-Mar
04-Apr	29-Mar	02-Mar	02-Mar	15-Mar	16-Mar
18-Apr	13-Apr	19-Mar	19-Mar	30-Mar	02-Apr
02-May	26-Apr	30-Mar	30-Mar	12-Apr	13-Apr
16-May	11-May	16-Apr	16-Apr	27-Apr	30-Apr
30-May	25-May	30-Apr	30-Apr	11-May	14-May
13-Jun	08-Jun	14-May	14-May	25-May	28-May
27-Jun	22-Jun	28-May	28-May	08-Jun	11-Jun
11-Jul	06-Jun	11-Jun	11-Jun	22-Jun	25-Jun
25-Jul	20-Jun	25-Jun	25-Jun	06-Jul	09-Jul
08-Aug	03-Aug	09-Jul	09-Jul	20-Jul	23-Jul
22-Aug	17-Aug	23-Jul	23-Jul	03-Aug	06-Aug
05-Sep	31-Aug	06-Aug	06-Aug	17-Aug	20-Aug
19-Sep	14-Sep	20-Aug	20-Aug	31-Aug	03-Sep
03-Oct	28-Sep	03-Sep	03-Sep	14-Sep	17-Sep
17-Oct	12-Oct	17-Sep	17-Sep	28-Sep	01-Oct
31-Oct	26-Oct	01-Oct	01-Oct	12-Oct	15-Oct
14-Nov	09-Nov	15-Oct	15-Oct	26-Oct	29-Oct
28-Nov	23-Nov	29-Oct	29-Oct	09-Nov	12-Nov
12-Dec	07-Dec	12-Nov	12-Nov	23-Nov	26-Nov