# THINK BIG MEDIA I MARKETING I ADVERTISING

# AdVantage: publication category leader in the media, marketing and advertising industry & winner of the Magazine Publishers' Association of South Africa (MPASA) 2010 Pica Award for: Best Overall B2B Magazine Design; Best Trade & Industry Writer for AdVantage Editor, Louise Marsland; Runner-up in Best Overall B2B Magazine-of-the-Year; Finalist in B2B Editor-of-the-Year! LAUNCHED IN 1993 on a creative and opinionated editorial platform, AdVantage magazine is the only South African publication reporting on the media, marketing and advertising industry with premium news content, exclusive analysis and thought leadership monthly, on:

With an award-winning and professional editorial and design team on board, as well as a myriad of expert contributors, insight comes from years of practical hands-on-experience in credible, independent and excellent business-to-business publishing.

campaigns and media.

people, brands, trends, innovation, insight, creativity.

As the most respected industry title in this sector, AdVantage is committed to building the value of

advertising and marketing as a business tool, by facilitating trade through connecting suppliers of key services in the value chain through advertising, credible analysis, essential news and information, case studies and industry trends.

AdVantage is also the most read advertising and marketing publication in South Africa, with a readership of over 20 000 a month. To reach and influence decision makers in the media, marketing and advertising sector, advertise in AdVantage.













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# THE BIG PICTURE

A compelling read...

#### **NEWS**



#### **ANALYSIS**



#### **PROFILES**



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#### **TALENT**



#### COMMENT



#### **PREDICTIONS**



#### **RATES**

# PRINT ADVERTISING

SIZE	1 placement	<b>2-6</b> placements	<b>7-11</b> placements	11 placements
DPS	R32 600	R31 000	R29 390	R26 500
Full Page	R16 800	R15 960	R 15 120	R 13 600
1/2 Page	R 12 075	R 11 470	R 10 860	R 9800
Island	R 10 470	R 9 950	R 9 430	R 8 500
1/3 Page	R 9 000	R 8 580	R 7720	R 6900
1/4 Page	R 6 400	R 6100	R 5760	R 5200

These rates exclude VAT but include agency commission.

# **PRIME POSITIONS**

• Inside front cover +25% • Outside back cover +25% • Inside back cover +10% Guaranteed positions +20% Advertorials +20% • False cover R52 000 • Inserts A4 R9 800 • Split centre cover On request • Front cover earspace R15 900

\	SIZE	
	300px x 250px Home page	R 4000
	300px x 600px Sub sections	R 5000
	Discounted full site sponsorship	R 25 000

# www.advantagemagazine.co.za



# **ADVERT DEADLINE 2011**

ISSUE DATE	MATERIAL DEADLINE
JANUARY	1 December
FEBRUARY	14 January
MARCH	16 February
APRIL	11 March
MAY	10 April
JUNE	13 May
JULY	10 June
AUGUST	15 July
SEPTEMBER	16 August
OCTOBER	15 September
NOVEMBER	14 October
DECEMBER	14 November

## **REPRODUCTION**

#### Adverts (electronically)

Adverts must be supplied in PDFX1a file format (No JPEG or RGB images to be embedded.) A rainbow proof or chromalin must be supplied for text and colour accuracy. If requested, disks will be returned within six to eight weeks of date of publication. Material is otherwise filed with our production department. We are not responsible for the colour accuracy should a rainbow proof or postscript colour proof not be supplied. No litho positives will be accepted. Your artwork can be sent to production@advantagemagazine.co.za.

#### **Picture Quality**

Formats required: Tiff, EPS or JPEG without compression. No Bitmap, Pict or Giff files will be accepted. All images must be supplied at 300dpi with a canvas size of no less than 10 cm x 10 cm.

#### Distribution

AdVantage is distributed in the first week of each month.

#### **Booking Deadline**

Bookings to be made four weeks prior to publication.

#### Material Deadline

Material to be supplied three weeks prior to publication.

#### **Cancellation Deadline**

Cancellations to be made in writing two weeks prior to the booking deadline.

#### Conditions

All contract bookings to be placed within one year from advertising inception.

# **MATERIAL SPECIFICATIONS**

Ad Size	Trim (mm) Width x Height	Type (mm) Width x Height
Full Page	245 x 330	215 x 300
DPS	490 x 330	430 x 300
1/2 Horizontal	215 x 145	205 x 135
1/2 Vertical	105 x 300	95 x 290
1/3 Horizontal	215 x 110	205 x 100
1/3 Vertical	55 x 300	35 x 290
1/4 Page	105 x 145	95 x 135
Island	160 x 150	150 x 140

Adverts to have 3mm bleed applied all round















# FEATURES LIST AND SUPPLEMENTS

KwaZulu-Natal Focus   Retail Marketing   Newspaper Review   PR Supplement   20 January			The same of the sa	OF STATE OF	
Afrikaans Media Annual Salary Survey Health and Wellness Media TRANSIT MEDIA  FEBRUARY Television Review TRANSIT MEDIA  KwaZulu-Natal Focus Retail Marketing PR Supplement  Mass Media Business Media Business Media Business Media Business Media Rexperiential Marketing Parenting Media Cinema Parenting Media Cinema Parenting Media Cinema Parenting Media Cinema Private Media Private Media Dut-of-home Industry Digital Media Western Cape Focus RADIO DIRECTORY Exhibition Industry Printers, Graphics, Design & Web Design Web Design Web Design Subjects of Multiple Media Community Media Putture of Marketing Private Media Community Media Private Media Directory ONLINE Business-to-Business Media Future of Marketing Community Media Pravel Media Pravel Media Pravel Media Custom Publications Property/Decor Media Newspaper Guide Custom Publications Transit Media Content Marketing (Custom) Radio Review Content Marketing (Custom) Private Media Pravel Media Pra	MONTH	FEATURES	SUPPLEMENTS	EDITORIAL DEADLINE	
Health and Wellness Media   FEBRUARY   Television Review   TRANSIT MEDIA   KwaZulu-Natal Focus   Retail Marketing   PR Supplement   20 January	JANUARY	ANNUAL Trends Guide	TRENDS: 2012		
Television Review   TRANSIT MEDIA   KwaZulu-Natal Focus   Retail Marketing   Marketing   Marketing   PR Supplement   20 January		Afrikaans Media	Annual Salary Survey		
KwaZulu-Natal Focus   Retail Marketing   MARCH   Newspaper Review   PR Supplement   20 January		Health and Wellness Media			
Retail Marketing   Newspaper Review   PR Supplement	FEBRUARY	Television Review TRANSIT MEDIA			
MARCH Newspaper Review Mass Media Business Media Business Media Business Media  APRIL Women's Consumer Media Experiential Marketing Parenting Media Cinema  MAY Men's Consumer Media Future of Advertising Out-of-home Industry Digital Media  JUNE Western Cape Focus Exhibition Industry Printers, Graphics, Design & Web Design  JULY Youth Media Community Media Community Media  AUGUST Eventing and Conferencing Ifference Media Travel Media Travel Media Custom Publications Transit Media  OCTOBER Packaging Radio Review Content Marketing (Custom)  NOVEMBER TV Commercials & Animation Ambient Media Direct Marketing Pendoring Awards Media Sports Media Motoring Media Pendoring Awards  Media & Industry Overview Sports Media Motoring Media  20 January 20 January 20 June 16 February 16 February 21 March Direct Marketing Pout Future of Advertising Pout Future of Marketing Pout Future of Advertising Pout Future of Marketing Pout Future of Marketing Pou		KwaZulu-Natal Focus		5 December	
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Motoring Media		Sports Media			
Eastern Cape Focus		Motoring Media			
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