

ad > antage

THINK BIG! MEDIA | MARKETING | ADVERTISING

Rate card 2011



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: people, brands, trends, innovation, insight, creativity, campaigns and media.

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.

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.



THE BIG PICTURE

A compelling read...

NEWS



ANALYSIS



PROFILES



TALENT



COMMENT



PREDICTIONS



RATES

PRINT ADVERTISING

| SIZE | 1 placement | 2-6 placements | 7-11 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 | R10 860 | R 9 800 |
| Island | R10 470 | R 9 950 | R 9 430 | R 8 500 |
| 1/3 Page | R 9 000 | R 8 580 | R 7 720 | R 6 900 |
| 1/4 Page | R 6 400 | R 6 100 | R 5 760 | R 5 200 |

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

ONLINE ADVERTISING

| SIZE | |
|--|----------------------|
| 300px x 250px | Home page R 4 000 |
| 300px x 600px | Sub sections R 5 000 |
| Discounted full site sponsorship R25 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

| MONTH | FEATURES | SUPPLEMENTS | EDITORIAL DEADLINE |
|------------------|---|------------------------|--------------------|
| JANUARY | ANNUAL Trends Guide | TRENDS: 2012 | 15 November |
| | Afrikaans Media | Annual Salary Survey | |
| | Health and Wellness Media | | |
| FEBRUARY | Television Review | TRANSIT MEDIA | 5 December |
| | KwaZulu-Natal Focus | | |
| | Retail Marketing | | |
| MARCH | Newspaper Review | PR Supplement | 20 January |
| | Mass Media | | |
| | Business Media | | |
| APRIL | Women's Consumer Media | Market Research | 16 February |
| | Experiential Marketing | | |
| | Parenting Media | | |
| | Cinema | | |
| MAY | Men's Consumer Media | Future of Advertising | 21 March |
| | Out-of-home Industry | | |
| | Digital Media | | |
| JUNE | Western Cape Focus | RADIO DIRECTORY | 20 April |
| | Exhibition Industry | | |
| | Printers, Graphics, Design & Web Design | | |
| JULY | Youth Media | Media Directory ONLINE | 20 May |
| | Business-to-Business Media | Future of Marketing | |
| | Community Media | | |
| AUGUST | Eventing and Conferencing | Digital Directory | 20 June |
| | Lifestyle Media | | |
| | Travel Media | | |
| SEPTEMBER | Property/Decor Media | Newspaper Guide | 22 July |
| | Custom Publications | | |
| | Transit Media | | |
| OCTOBER | Packaging | CSI/Green Marketing | 25 August |
| | Radio Review | | |
| | Content Marketing (Custom) | | |
| NOVEMBER | TV Commercials & Animation | Mobile Special Report | 19 September |
| | Ambient Media | OOH: 2011 | |
| | Direct Marketing | Pendoring Awards | |
| DECEMBER | Media & Industry Overview | AFRICA GUIDE: 2011 | 21 October |
| | Sports Media | | |
| | Motoring Media | | |
| | Eastern Cape Focus | | |



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