



PUBLISHING

Connecting suppliers and people for over 40 years

SA'S NO1.
DIRECT
RESPONSE
MAGAZINE

RATE CARD



RATE CARD JAN - DEC 2019

SIZE	JOHANNESBURG	PRETORIA	CAPE TOWN	DURBAN	PORT ELIZABATH	BLOEMFONTEIN	VAAL TRIANGLE
MONTHLY DISTRIBUTION	135 000	75 000	80 000	100 000	35 000	35 000	35 000
DPS	R52 000	R33 400	R40 200	R27 900	R20 500	R16 400	R15 100
FRONT	NA	NA	NA	R18 520	R14 260	R11 900	R10 460
FULL PAGE	R27 780	R17 610	R21 180	R14 700	R10 830	R8 650	R7 950
INSIDE FRONT	R31 110	R22 320	R23 720	R15 450	R11 600	R9 500	R8 550
INSIDE BACK	R29 860	R21 220	R22 770	R15 450	R11 600	R9 500	R8 550
BACK PAGE	R30 560	R21 880	R23 300	R16 260	R12 230	R9 940	R9 000
3/4	R23 000	R15 360	R16 930	R12 120	NA	NA	R6 330
2/3	R20 840	R12 830	R14 480	R10 160	R7 780	R6 770	R5 760
1/2	R17 600	R10 480	R12 300	R8 140	R5 700	R5 140	R4 240
1/3	R14 350	R7 900	R8 100	R5 660	R4 520	R4 130	R2 920
1/4	R10 700	R6 200	R7 000	R4 290	R3 120	R2 930	R2 190
1/6	R8 000	R4 260	R4 420	R2 980	R2 630	R2 460	R1 520
1/8	R6 660	R4 070	R3 700	R2 390	R2 050	R1 400	R1 260

Cost per month for 3 month campaign • VAT excl. • Includes ad design • Excluding Agency Commissions

-6%
on a 6 month campaign

-12%
on a 12 month campaign

-5%
campaign paid upfront

National advertising discount:
-1% additional discount per region