

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*.

Media 24
TYDSKRIFTE
MAGAZINES

Business 24
MAGS 24



mpasa
MAGAZINE PUBLISHERS ASSOCIATION
OF SOUTH AFRICA

paarlmedia
where printing is personal



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.

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	

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

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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