RATE CARD 2016

RUNNER'S® WORLD

www.runnersworld.co.za

Runner's World **aims to help runners achieve their personal health, fitness, and performance goals, and to inspire them with vivid, memorable storytelling, 12 months a year. With its annual guides to the best races, from 5-Ks to marathons, and sections dedicated to subjects such as injury prevention, nutrition and weight loss – combined with spot-on reporting and photography, and stories that are told and displayed in a way that only *Runner's World* can – the magazine continues to be a must-read for South African runners.**

EDITOR: Mike Finch
FREQUENCY: Monthly
Readership: 70 000 AMPS JUL14–JUN15
Readership CPT: 341
Total paid circulation: 13 575
(ABC 4Q 2015)
Circulation CPT: 1 756
Gender split: Male 53% | Female 47%
Average age: 38
LSM 8-10: 61%
Average household income: R25 702

RW **AT A GLANCE**
ONLINE & SOCIAL MEDIA
Unique users: 78 092
Page impressions: 325 973
Facebook fans: 125 000
Instagram followers: 5 003
Twitter followers: 25 000
Newsletter subs: 17 572
YouTube subs: 1 426
YouTube views: 199 202

SOURCES: EFFECTIVE MEASURE MAR16 | SOCIAL MEDIA MAR16

PRINT EDITORIAL CALENDAR

April
Motivation & Power Foods
Gear: Running tights and socks

May
The Body Issue, & Weight Loss
Real Runners, Real Bodies
Gear: Trail shoes and gear

June
The Ultra Runners & 10km Special
Comrades Marathon
Gear: Lights and reflective gear

July
Olympics & Winter Training
Gear: Jackets and headgear

August
Women & Weight Loss
Body & Grooming (Skin Care), beauty by province
Gear: Women-specific running shoes

September
Shoe-Buyer's Guide
Gear: Top shoes from SA's top runners

October
Cross-Training & Triathlon
Gear: Cross-training and triathlon gear

November
Runners' Nutrition
Gear: Running gadgets and apps

December
Heroes of 2016
The Runners Who Inspired This Year
Gear: Gear of the Year, Shoe of the Year

January
Shoe-Buyer's Issue & Beginner's Guide
Gear: Shoe-Buyer's Guide

February
Half-Marathon Special
Gear: 2017's sexiest running gear

March
Two Oceans Special
Inspiring Stories from Unlikely Runners
Gear: Fast shoes

DIGITAL EDITORIAL CALENDAR

April
Motivation & Power Foods
Comrades preparation

May
Your Body & Weight Loss
Real Runners, Real Bodies
Get strong and stay fit during colder months
Comrades tapering
Gear: Trail shoes and gear

June
The Ultra Runners' & 10km Special
Comrades Marathon Preview
Onsite coverage of the race: video, Instagram
Route tour with Bruce Fordyce
Run your first (or best) 10-K
How to keep your fitness up during winter
Soup for runners

July
Olympics & Winter Training
Lessons from SA's Olympians
Stats and facts
Olympics party food for runners
Running in winter
Gear: Jackets and headgear

August
Women's Month & Weight Loss
Lose 5kg or More…
Gear: Women-specific running shoes

September
Shoe-Buyer's Guide
How Readers Rate Their Shoes
Top shoes from top SA runners
Spring running: get a head start on training for 2017 races

October
Cross-Training & Triathlon
Gym, cycling and yoga for runners
Triathlon for runners: Gear, best events, training
Soweto Marathon prep
Gear: Cross-training and triathlon gear

November
Runners' Nutrition
Best Foods for Runners
Real recipes from healthy runners
Food on the run
Running in the summer heat
Soweto Marathon
Gear: Running gadgets and apps

December
Heroes of 2016
Runners of the Year: Online voting
Race of the Year: Online voting
Holiday survival training plan
Gear: Gear of the Year, Shoe of the Year

2017

January
Shoe-Buyer's Issue & Beginner's Guide
All the new shoe models
From Zero To Hero running programme
Run It Off Challenge
Gear: Online Shoe-Buyer's Guide

February
Half-Marathon Special
From beginner to expert programmes
SA's Top Half Marathons list
Best Races of 2017
Gear: 2017's sexiest running gear

July
Two Oceans Special
Run Your Best Race
Last-minute tips
Downloadable training plans
Preview the contenders

SPONSORSHIP OPPORTUNITIES

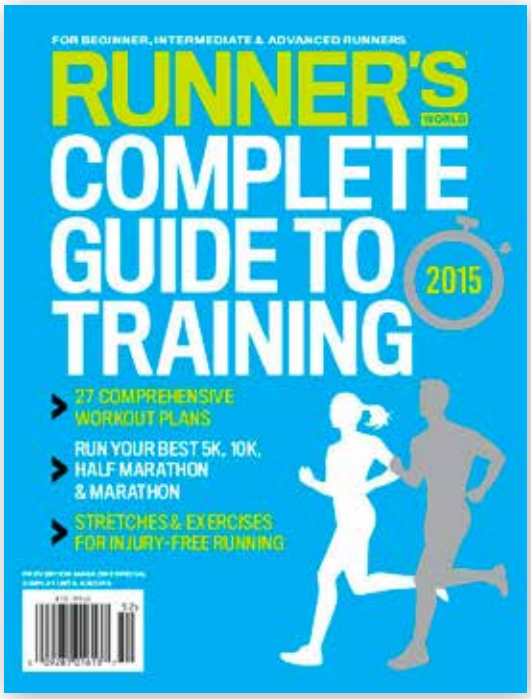
BRAND EXTENSIONS

THE *RUNNER'S WORLD* COMPLETE GUIDE TO RUNNING

The sport of running is ever-changing, be it the shoes we wear or the goals we set, the training methods we use or the role models we emulate. But there is one constant: for decades, *Runner's World* has been recognised worldwide as the most reliable and authoritative source of running knowledge. And the *Runner's World* Complete Book of Running is the classic compendium of choice for runners looking to run better, longer, and faster – inside, all the secrets of running are laid bare.

BOOKING DEADLINE:
15 APR 2016

THE *RUNNER'S WORLD* COMPLETE GUIDE TO TRAINING



A special publication combining all the best training advice from the pages of *Runner's World* magazine. From race-specific training plans to weight-loss, stretching and strength workouts, from the world's best coaches and therapists.

BOOKING DEADLINE:
9 DEC 2016

PLATFORMS

runnersworldsa

@runnersworldza

runnersworldza

Runner's World Magazine South Africa

Runner's World South Africa

FitShop

rw fitshop

www.runnersworld.co.za

SPECIAL PROJECTS

RW WARM-UP DINNER

Join the editor of *Runner's World* and mix with some of SA's top running celebrities at the *Runner's World* Warm-Up, ahead of the big race. Listen to a guest speaker, get last minute tips for race day, and fuel up on delicious food. An integrated marketing opportunity to co-sponsor and leverage your brand with *Runner's World* at our annual pasta dinner evenings, which form part of the iconic Comrades, Cape Town and Two Oceans marathons. The *Runner's World* editorial team, guest speakers and a select group of loyal readers will enjoy a 'carbo-loading' evening ahead of each of these races, and will listen to motivational speakers, tips from experts, and much more.

BOOKING DEADLINE:
1 AUG 2016/ 1 FEB 2017

I LOVE RUNNING

I Love Running is a *Runner's World* signature event, planned around Valentine's Day, for runners of all ages and abilities. The distance will be accessible for mass participation, and it means the event can be hosted in the evening. The angle will be fun and friendly: love the environment, love running.

BOOKING DEADLINE:
31 OCT 2016

RUNNER'S WORLD COVER SEARCH

Our signature brand programme aims to find a male and female winner who embody the heroic spirit of the everyday runner – what inspires them to run, and their greatest personal accomplishment. The exclusive presenting sponsor of the 2016 *Runner's World* Cover Search will:

- Engage the SA running community with a premium, engaging and highly credible consumer experience
- Capitalise on bonus cover-search point, digital and social media impressions, with the full support of *Runner's World* editorial
- Generate high-profile PR opportunities
- Connect with the *Runner's World* Audience

BOOKING DEADLINE: 31 JUL 2016

RUNNER'S WORLD TEAM TRAIL SERIES

Runner's World Team Trail is a celebration of our social runners and includes a series of two trail-running events, digital content with in-book drivers to digital and event calls-to-action, as well as an interactive and engaging social-media campaign called #RWTeamTrail. This campaign will deliver a powerful content-marketing campaign, in the form of an aggregated digital content hub, driven by *Runner's World*, which will host training programmes and more information on trail running. Other content may include: best trail runs, trail of the month, tips for running in summer and gift guides.

BOOKING DEADLINE:
QUARTERLY EVENT OPPORTUNITY

RATES & SPECIFICATIONS

ADVERTISING RATES

SIZE	RATES	TYPE (H x W)	TRIM (H x W)	BLEED (H x W)
DOUBLE-PAGE SPREAD	**R47 697**	**240 x 372 mm**	**276 x 420 mm**	**282 x 432 mm**
INSIDE-FRONT COVER DPS	**R59 494**			
DPS ADVERTORIAL	**R63 335**			
SECOND DPS	**R50 927**			
THIRD DPS	**R48 764**			
FULL PAGE	**R23 843**	**240 x 186 mm**	**276 x 210 mm**	**282 x 216 mm**
INSIDE-BACK COVER (IBC)	**R28 615**			
OUTSIDE-BACK COVER (OBC)	**R33 484**			
ADVERTORIAL	**R31 672**			
½-PAGE HORIZONTAL	**R15 180**	**120 x 186 mm**	**138 x 210 mm**	**144 x 216 mm**
½-PAGE VERTICAL	**R15 180**	**240 x 93 mm**	**276 x 105 mm**	**282 x 111 mm**
⅓-PAGE HORIZONTAL	**R11 723**	**80 x 186 mm**	**92 x 210 mm**	**98 x 216 mm**
⅓-PAGE VERTICAL	**R11 723**	**240 x 62 mm**	**276 x 70 mm**	**282 x 76 mm**

- These advertising rates are effective 1 May 2016 and replaces all previous versions of any rates and/or rate cards released and/or published by Media24 Lifestyle.
- All advertising rates exclude VAT
- Advertorial rates include standard production and photographic costs

2016 DEADLINES

ISSUE	ADVERTORIAL BOOKING DEADLINE	ADVERT BOOKING DEADLINE	ADVERT MATERIAL DEADLINE	INSERT DEADLINE	TO PRINT	ON SALE
MARCH 2016	13 JAN 2016	29 JAN 2016	3 FEB 2016	10 FEB 2016	10 FEB 2016	22 FEB 16
APRIL 2016	10 FEB 2016	26 FEB 2016	2 MAR 2016	9 MAR 2016	9 MAR 2016	22 MAR 16
MAY 2016	9 MAR 2016	24 MAR 2016	30 MAR 2016	6 APR 2016	6 APR 2016	18 APR 16
JUNE 2016	13 APR 2016	29 APR 2016	4 MAY 2016	11 MAY 2016	11 MAY 2016	23 MAY 2016
JULY 2016	11 MAY 2016	27 MAY 2016	1 JUN 2016	8 JUN 2016	8 JUN 2016	20 JUN 2016
AUGUST 2016	8 JUN 2016	24 JUN 2016	29 JUN 2016	6 JUL 2016	6 JUL 2016	18 JUL 2016
SEPTEMBER 2016	13 JUL 2016	29 JUL 2016	3 AUG 2016	10 AUG 2016	10 AUG 2016	22 AUG 2016
OCTOBER 2016	10 AUG 2016	26 AUG 2016	31 AUG 2016	7 SEP 2016	7 SEP 2016	19 SEPT 2016
NOVEMBER 2016	7 SEP 2016	23 SEPT 2016	28 SEP 2016	5 OCT 2016	5 OCT 2016	17 OCT 2016
DECEMBER 2016	12 OCT 2016	28 OCT 2016	2 NOV 2016	9 NOV 2016	9 NOV 2016	21 NOV 2016
JANUARY 2017	9 NOV 2016	25 NOV 2016	30 NOV 2016	7 DEC 2016	7 DEC 2016	19 DEC 2016
FEBRUARY 2017	7 DEC 2016	19 DEC 2016	2 JAN 2017	4 JAN 2017	4 JAN 2017	16 JAN 2017
MARCH 2017	4 JAN 2017	20 JAN 2017	25 JAN 2017	1 FEB 2017	1 FEB 2017	13 FEB 2017

SPECIAL EDITIONS						
The *Runner's World* Guide to Running	1 APRIL 2016	15 APRIL 2016	20 APRIL 2016		26 APRIL 2016	9 MAY 2016
The *Runner's World* Guide to Training	1 DEC 2016	9 DEC 2016	14 DEC 2016		19 DEC 2016	9 JAN 2017

Material requirements

IMPORTANT NOTICE: Media24 Magazines utilises WoodWing software, for efficient cross-media publishing. Please ensure that material requirements are strictly adhered to.

THE TWO OFFICIAL MEDIA24 MAGAZINES ACCREDITED GATEKEEPERS ARE:
- Adsend | 011 712 5700 | www.adsend.co.za | support@adsend.co.za
- Adstream | 011 799 7846 | www.adstream.co.za

THE FOLLOWING WILL NOT BE ACCEPTED:
- files provided on disk (CD/DVD);
- low-resolution images (less than 300dpi); and
- files containing RGB and/or transparency elements.

DOCUMENT SET-UP
In order to supply the correctly-sized advert material, please adhere to the following:
- that your document is configured to the trim specified;
- that your document bleed is added during set-up and not after set-up;
- that your document's final size does not exceed the bleed specified; and
- when preparing the advert, ensure the type parameter is respected.

It is critically important that both the PDF document and the advert contained within the PDF document should meet the requirements stipulated in this rate card. It is not sufficient for the advert alone to meet the requirements if the overall document does not.

Full technical requirements available on request.

Media24 Magazines will not be held responsible for complete material supplied by the advertiser that is not in accordance with our specifications.

GENERAL CONDITIONS
Acceptance of an order shall only occur once Media24 Magazines has duly considered and approved the order. No contractual obligations shall arise merely as a result of the completion of an order form. The right is reserved to withhold publication of any advertisement and to cancel any advertisement order, which has been accepted without stating any reasons therefore. No liability is accepted for losses arising from omissions, failure to publish, publication of wrong "copy", poor positioning or typographical or any other mistake or error. In case of such losses, the Advertiser is not exempt from any contractual obligations. Late receipt of proof or non-receipt thereof by the applicant does not exempt him/her from contractual obligations. No advertisement order containing the condition that write-up space will be dedicated to the Advertiser, or any other conditions relating to positioning, will be accepted. The Advertiser will furnish copy for processing before the closing time and date. Media24 Magazines does not guarantee any results in respect of advertisements inserted in any of its magazines and/or supplements. Media24 reserves the right to increase the rates at any time. The Advertiser will be liable for all damages and costs that might arise from any legal action which might be instituted against Media24 Magazines as a result of the publication of an advertisement. A certificate purported to be signed by a responsible official of Media24 Magazines will be prima facie proof of the amount plus interest due by the Advertiser at any time. All rates are strictly nett. Accounts will be rendered monthly and are payable within 30 days from the date of the statement. Interest on arrears shall be made payable at maximum rates as determined by the National Credit Act, Act 34 of 2005. In the event of any payment not being made by the Advertiser on or before the due date, the full balance outstanding will immediately become due, owing and payable. The Advertiser consents to the jurisdiction of the Magistrate's Court notwithstanding the possibility that any amount claimed could fall outside the jurisdiction of the Magistrate's Court, and further undertakes to pay all legal expenses incurred, including cost on attorney-client scale, collection charges and tracing fees, in the recovering of all amounts due to Media24 Magazines. The Advertiser undertakes to notify Media24 Magazines in writing within 7 (seven) days of any change of address. The Advertiser undertakes, notwithstanding any sale of business, and/or change of its members, to accept the liability of settling its debt to Media24 Magazines in full. **These conditions are binding on the Advertiser's successors in title.**

DISCLAIMER
Indemnity: As supplier of the goods/services, you the Advertiser warrant that you are familiar with and will comply with the provisions of the Consumer Protection Act, Act 68 of 2008 (CPA), in all transactions between us. Among others, the CPA provides for some consumer rights regarding delivery, returns, disclosure of information and product quality and safety. You accordingly indemnify Media24 Ltd against any damages that we or any other party may suffer as a result of your non-compliance with the CPA or as a result of any damages suffered by any party due to defective or unsafe goods/services supplied by you.

INSERTS

LOOSE INSERTS (rate per 1 000)	
SINGLE PAGE	R422
4 PAGES	R582
6 – 8 PAGES	R691
12 PAGES	R770
16 – 20 PAGES	R876
24 PAGES	R1 001
32 PAGES	R1 177
48 PAGES	R1 416
52 PAGES	R1 541

BOUND IN (rate per 1 000)	
SINGLE PAGE	R514
4 PAGES	R708
6 – 8 PAGES	R834
12 PAGES	R964
16 – 20 PAGES	R1 062

* All insert rates are for insertion costs only
* All insert rates exclude VAT
* These advertising rates are effective 1 May 2016 and replaces all previous versions of any rates and/or rate cards released and/or published by Media24 Lifestyle.

ACTION RATES	
CARRYING FEE*	R422
MACHINE/HAND INSERTION (random)	R288
MACHINE/HAND INSERTION (specific page)	R381
PASTE/GLUE ON (specific page)*	R673
BAGGING (contribution)	R244
BAGGING (with hand insertion)	R903
FULL BAGGING ONLY	R650

* Carrying fee must be added to glueing/bagging costs

Please ensure the following:

1. Supplements or inserts are firmly packed on pallets, not exceeding 1,2 metres.
2. Individual stacks should be uniformly packed and face the same direction – minimum of 20 copies per turn and maximum of 60 copies per stack.
3. The heights per bundle must be identical.
4. Please make sure that the following information appears on the pallets or boxes:
   - quantity and weight – to be indicated on each pallet and box;
   - full description of the insert – stating whether loose or bind-in insert; and
   - full description of the magazine and month that it is being inserted/bound into.
5. Boxes containing inserts must be delivered face up.
6. Pallets must contain the same insert for a particular magazine – no mixing of inserts for different magazines on the same pallet.

INSERT RESTRICTIONS

- Machine inserts are limited to 4 maximum per magazine.
- Bind-ins limited to 4 maximum per magazine for square back and 2 for saddle stitch.
- Additional inserts will be inserted by hand and charged accordingly.
- The orientation of loose inserts cannot be guaranteed (i.e. inserts may appear back to front or upside down).
- Loose sheets are not permitted within multiple page inserts.
- All inserts must be given a square and same size trim and there should be no evidence of inserts sticking together due to blunt knives.
- For any stitch-in insert of 4 or more pages, the same size as the magazine, a binding lap of 10 mm should be added to the fore-edge trim. The wider portion of the insert should be on the high folio (back half) of the insert.
- When designing inserts to maximum acceptable sizes, please ensure that type or any live material is kept at least 15 mm away from spine or trim edges.
- Any inserts of an unusual nature, dimension or fold will require a dummy sample or the product to be viewed by the inserts manager prior to acceptance. Should this not be adhered to it could result in the use of cartons that will incur additional costs. Further to this it might change the volumetric, weight ratio of the product and could increase transport costs.
- Inserts containing metal or sharp objects such as razor blades or keys will not be accepted.
- No bind-in containing any metal, including stitching staples, will be accepted.
- For testing of any unusual products, a minimum of 20 samples will be required.
- Inserts containing liquid, e.g. sachets, canisters and bottles, must be sent to Paarl Media for pressure-testing and approval before booking can be accepted.

Although the inserts are put through severe testing conditions, approval by Paarl Media does not necessarily mean accepting responsibility for the quality of the full quantity of a particular insert and therefore cannot be held liable for any possible damages caused as a result of contents leaking.

PAARL MEDIA CONDITIONS

- All inserts are subject to the approval of Paarl Media, which reserves the right to refuse any material considered unsuitable for publication.
- Paarl Media Cape reserves the right to abort insertion of products under specification if it disrupts production.
- While every effort will be made to process inserts as ordered, no liability can be accepted for misplacement or omission.
- Paarl Media Cape will not guarantee the level or response associated with an insert.
- Advertising agents and advertisers accept responsibility for the contents of their inserts and agree to indemnify Paarl Media Cape against any claims or proceedings arising from publication of such inserts.

Insert delivery details

DELIVERY ADDRESS

All magazine insert deliveries to: Paarl Media Cape, 10 Freedom Way, Montague Gardens, Milnerton – Attention: Andre Hayes 021 550 2522

DELIVERY TIMES

Monday to Thursday 08:00 to 15:00
Friday 08:00 to 12:00

DELIVERY INSTRUCTIONS

1. Inserts must be delivered in boxes on sturdy pallets (no CHEP pallets) and clearly marked with:
   - the name of the insert;
   - number of inserts per box;
   - weight per box; and
   - the name and issue date of the publication concerned.
2. All inserts to be delivered 7 working days prior to the specified bindery date and not any earlier than 14 days.
3. Allow 3 % shrinkage for all printed inserts and 5 % for all value-added items – this will allow for spoilage.

Important:

- Inserts will only be accepted for automated offloading, no hand labour.
- Inserts cannot be physically counted on delivery. Quantity checks are carried out for correctness on arrival – it remains the suppliers' responsibility to ensure that the correct quantity is delivered.
- Paarl Media does not accept any responsibility for incorrect quantities or shortages or late deliveries.
- In the event of Paarl Media not being able to handle an insert due to incorrect specifications or poor packaging, no liability shall be accepted for losses arising from omission of the insert.
- All overs must be collected within 14 days after dispatching. Any overs not collected within 7 days after notification will be disposed of.

INSERT SPECIFICATIONS

- All insert rates are for insertion costs only and exclude printing costs.
- All insert rates exclude VAT.

Minimum: 150 mm deep x 120 mm wide
Maximum: 270 mm deep x 200 mm wide
Minimum paper weight for a single sheet: 100 gsm
Minimum paper weight for 4 pages or more: 80 gsm

MEDIA24

DIGITAL RATES

CONTENT MARKETING

PRODUCT	ELEMENT	UNITS
DIGITORIAL	DIGITORIAL	1
	SPONSORED FACEBOOK POST	1
	SPONSORED TWEET	1
	NEWSLETTER SPONSORED BLURB	1
	ROS BANNERS*	
	BACKGROUND BRANDING*	
TOTAL COST		R20 915
DIGITORIAL PLUS	DIGITORIAL	1
	BOOSTED SPONSORED FACEBOOK POST	1
	SPONSORED FACEBOOK POST	1
	SPONSORED TWEET	1
	NEWSLETTER SPONSORED BLURB	1
	ROS BANNERS*	
	BACKGROUND BRANDING*	
TOTAL COST		R34 534
CLIENT CONTENT HUB	DIGITORIAL	4
	BOOSTED SPONSORED FACEBOOK POST	2
	SPONSORED FACEBOOK POST	2
	SPONSORED TWEET	4
	NEWSLETTER SPONSORED BLURB	2
	ROS BANNERS*	
	BACKGROUND BRANDING*	
TOTAL COST		R92 414

**ROS banners and background branding are available on request*

CONTENT MARKETING

PRODUCT	ELEMENT	UNITS
COMPETITION	COMPETITION ENTRY FORM	1
	SPONSORED FACEBOOK POST	1
	SPONSORED TWEET	1
TOTAL COST		R16 051
COMPETITION PLUS	COMPETITION ENTRY FORM	1
	BOOSTED SPONSORED FACEBOOK POST	1
	SPONSORED TWEET	1
TOTAL COST		R25 292

SOCIAL MEDIA

- **SPONSORED FACEBOOK POST**
- **BOOSTED FACEBOOK POST**
- **SPONSORED TWEET POST**

(Social media is only available as part of a broader campaign or package and is subject to availability)

BESPOKE NATIVE SOLUTION

BESPOKE BRANDED CONTENT SERIES - POA

CONTACT US

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