

2018

RATES AND SCHEDULES

WEEKLY MAGAZINES

LEISURE MAGAZINES

WOMEN'S INTEREST MAGAZINES

MEDIA 24

2018

RATES AND SCHEDULES

LEISURE MAGAZINES - RODALE

MEDIA 24

SCHEDULE					
ISSUE	IN STORE	ADVERTORIAL BOOKING CLOSE & BRIEF	ADVERTISING BOOKING CLOSE	ADVERT MATERIAL IN	INSERTS TO PRINTERS
Jan 18	18 Dec 17	13 Nov 17	27 Nov 17	01 Dec 17	06 Dec 17
Feb 18	15 Jan 18	04 Dec 17	15 Dec 17	20 Dec 17	04 Jan 18
Mar 18	12 Feb 18	08 Jan 18	22 Jan 18	26 Jan 18	31 Jan 18
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Jan 19	10 Dec 18	05 Nov 18	19 Nov 18	23 Nov 18	28 Nov 18

ADVERTISEMENT RATES

- All advertising rates exclude VAT
- Advertorial rates include standard production and photographic costs

STANDARD POSITIONS		
	FULL COLOUR PER INSERTION	ADVERTORIAL PER INSERTION
DPS	R56 295	R80 975
FULL PAGE	R28 150	R40 500
1/2 PAGE	R18 325	
1/3 PAGE	R14 145	

SPECIAL POSITIONING	
	FULL COLOUR PER INSERTION
INSIDE FRONT COVER DPS	R70 065
SECOND DPS	R60 235
THIRD DPS	R57 775
INSIDE BACK COVER	R36 660
OUTSIDE BACK COVER	R41 515

INSERT RATES

- All insert rates are for insertion costs only

MATERIAL SPECIFICATIONS			
SIZE	TYPE (MM) HEIGHT X WIDTH	TRIM (MM) HEIGHT X WIDTH	BLEED (MM) HEIGHT X WIDTH
DPS	240 X 372	276 X 420	282 X 426
FULL PAGE	240 X 186	276 X 210	282 X 216
1/2 VERTICAL	240 X 93	276 X 105	282 X 111
1/2 HORIZONTAL	120 X 186	138 X 210	144 X 216
1/3 VERTICAL	240 X 62	276 X 70	282 X 76
1/3 HORIZONTAL	80 X 186	92 X 210	98 X 216

LOOSE INSERTS <small>rate excl vat per '000</small>			
SINGLE PAGE	R475	24 PAGES	RI 120
4 PAGES	R650	32 PAGES	RI 315
6 - 8 PAGES	R770	48 PAGES	RI 575
12 PAGES	R860	52 PAGES	RI 720
16 - 20 PAGES	R980		

BOUND IN <small>rate excl vat per '000</small>	
SINGLE PAGE	R575
4 PAGES	R785
6 - 8 PAGES	R930
12 PAGES	RI 070
16 - 20 PAGES	RI 180
SUBSCRIBERS <small>subject to postage where applicable</small>	R2 780

ACTION RATES

*CARRYING FEE	R475	*PASTE/GLUE-ON <small>(specific page)</small>	RI 000
MACHINE/HAND INSERTION <small>(random)</small>	R320	BAGGING <small>(contribution)</small>	R275
MACHINE/HAND INSERTION <small>(specific page)</small>	R425	BAGGING <small>(with hand insertion)</small>	RI 010

* Carrying fee must be added to glueing/bagging costs

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STANDARD POSITIONS		
	FULL COLOUR PER INSERTION	ADVERTORIAL PER INSERTION
DPS	R131 579	R149 298
FULL PAGE	R66 324	R74 657
1/2 PAGE	R52 989	
1/3 PAGE	R46 418	

SPECIAL POSITIONING	
	FULL COLOUR PER INSERTION
INSIDE FRONT COVER DPS	R164 437
SECOND DPS	R 146 634
THIRD DPS	R140 305
INSIDE BACK COVER	R79 592
OUTSIDE BACK COVER	R103 707

INSERT RATES

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LOOSE INSERTS <small>rate excl vat per '000</small>			
SINGLE PAGE	R475	24 PAGES	RI 120
4 PAGES	R650	32 PAGES	RI 315
6 - 8 PAGES	R770	48 PAGES	RI 575
12 PAGES	R860	52 PAGES	RI 720
16 - 20 PAGES	R980		

BOUND IN <small>rate excl vat per '000</small>	
SINGLE PAGE	R575
4 PAGES	R785
6 - 8 PAGES	R930
12 PAGES	RI 070
16 - 20 PAGES	RI 180
SUBSCRIBERS <small>subject to postage where applicable</small>	R2 780

ACTION RATES

*CARRYING FEE	R475	*PASTE/GLUE-ON <small>(specific page)</small>	RI 000
MACHINE/HAND INSERTION <small>(random)</small>	R320	BAGGING <small>(contribution)</small>	R275
MACHINE/HAND INSERTION <small>(specific page)</small>	R425	BAGGING <small>(with hand insertion)</small>	RI 010

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STANDARD POSITIONS

	FULL COLOUR PER INSERTION	ADVERTORIAL PER INSERTION
DPS	R52 570	R69 825
FULL PAGE	R26 285	R34 920
1/2 PAGE	R16 735	
1/3 PAGE	R12 925	

SPECIAL POSITIONING

	FULL COLOUR PER INSERTION
INSIDE FRONT COVER DPS	R65 595
SECOND DPS	R56 150
THIRD DPS	R53 760
INSIDE BACK COVER	R31 545
OUTSIDE BACK COVER	R36 920

INSERT RATES

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LOOSE INSERTS rate excl vat per '000

SINGLE PAGE	R475	24 PAGES	RI 120
4 PAGES	R650	32 PAGES	RI 315
6 - 8 PAGES	R770	48 PAGES	RI 575
12 PAGES	R860	52 PAGES	RI 720
16 - 20 PAGES	R980		

BOUND IN rate excl vat per '000

SINGLE PAGE	R575
4 PAGES	R785
6 - 8 PAGES	R930
12 PAGES	RI 070
16 - 20 PAGES	RI 180
SUBSCRIBERS <small>subject to postage where applicable</small>	R2 780

ACTION RATES

*CARRYING FEE	R475	*PASTE/GLUE-ON <small>(specific page)</small>	RI 000
MACHINE/HAND INSERTION <small>(random)</small>	R320	BAGGING <small>(contribution)</small>	R275
MACHINE/HAND INSERTION <small>(specific page)</small>	R425	BAGGING <small>(with hand insertion)</small>	RI 010

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STANDARD POSITIONS

	FULL COLOUR PER INSERTION	ADVERTORIAL PER INSERTION
DPS	R103 090	R126 435
FULL PAGE	R51 545	R63 215
1/2 PAGE	R41 235	
1/3 PAGE	R36 090	

SPECIAL POSITIONING

	FULL COLOUR PER INSERTION
INSIDE FRONT COVER DPS	R128 845
SECOND DPS	R118 545
THIRD DPS	R113 390
INSIDE BACK COVER	R54 285
OUTSIDE BACK COVER	R72 155

INSERT RATES

- All insert rates are for insertion costs only

LOOSE INSERTS rate excl vat per '000

SINGLE PAGE	R475	24 PAGES	R1 120
4 PAGES	R650	32 PAGES	R1 315
6 - 8 PAGES	R770	48 PAGES	R1 575
12 PAGES	R860	52 PAGES	R1 720
16 - 20 PAGES	R980		

BOUND IN rate excl vat per '000

SINGLE PAGE	R575
4 PAGES	R785
6 - 8 PAGES	R930
12 PAGES	R1 070
16 - 20 PAGES	R1 180
SUBSCRIBERS <small>subject to postage where applicable</small>	R2 780

ACTION RATES

*CARRYING FEE	R475	*PASTE/GLUE-ON <small>(specific page)</small>	R1 000
MACHINE/HAND INSERTION <small>(random)</small>	R320	BAGGING <small>(contribution)</small>	R275
MACHINE/HAND INSERTION <small>(specific page)</small>	R425	BAGGING <small>(with hand insertion)</small>	R1 010

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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 Lifestyle accredited gatekeepers are:

- Adsend 011 712 5700 www.adsend.co.za / support@adsend.co.za
- Adstream 011 799 7846 www.adstream.co.za

Media24 Lifestyle utilises Woodwing Software for efficient cross-media publishing. Please ensure that material requirements are strictly adhered to.

THE FOLLOWING WILL NOT BE ACCEPTED:

- Files provided on disk (CD/DVD)
- Low resolution images (less than 300 dpi)
- Files containing RGB and/or transparency elements

DOCUMENT SETUP

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 setup and not after setup
- That your document final size does not exceed the bleed specified
- When preparing the advert, ensure the type parameter is respected

PLEASE NOTE:

All PDF's are required to be in pdf/x-1a format.

It is critical that both the PDF document, as well as 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, while the overall document does not.

- Full technical requirements available on request.
- Media24 Lifestyle will not be held responsible for complete material supplied by the advertiser which is not in accordance with our specifications

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
 - 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, i.e. 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 for 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 are net and exclude VAT

Minimum: 150 mm deep x 120 mm wide
Maximum: 270 mm deep x 200 mm wide

Minimum paperweight for a single sheet: 100 gsm
Minimum paperweight for 4 pages or more: 80 gsm

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
 - Full description of the magazine and month or date (in case of weekly publications) that it is being inserted/bound into
 - Boxes containing inserts must be delivered face up
 - 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 four 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 etc. 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 50 samples will be required
- Inserts containing liquid, e.g. sachets, canisters, bottles, etc. 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 who 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

GENERAL CONDITIONS

Acceptance of an order shall only occur once Media24 Lifestyle has duly considered and approved the order, in writing. 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 Lifestyle 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 Lifestyle as a result of the publication of an advertisement. All rates are strictly nett. Accounts will be rendered monthly and are payable within 30 days from the date of the statement. 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 Lifestyle. The Advertiser undertakes to notify Media24 Lifestyle 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 Lifestyle 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 other, 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.