



PPM

RATE CARD | 2024

All rates quoted in ZAR and exclude VAT

Published 11 times a year, PPM is dedicated to serving the needs of the commercial printing sector, packaging printers and converters, and packaging end users in the FMCG and retail sectors.

Insertions	Full Page	1/2 Page	1/3 Page	1/4 Page
Single	29 500	21 600	18 700	15 200
2-6	26 000	19 900	16 500	13 400
7-12	23 000	16 500	14 900	12 200

ADVERTISING SIZES

FULL PAGE

trim 297mm H x 210mm W
bleed 307mm H x 220mm W
type 257mm H x 170mm W

HALF PAGE

HORIZONTAL

trim 148mm H x 210mm W
bleed 158mm H x 220mm W
type 108mm H x 170mm W

VERTICAL

trim 297mm H x 105mm W
bleed 307mm H x 115mm W
type 257mm H x 65mm W

QUARTER PAGE

trim 125mm H x 85mm W
bleed 135mm H x 95mm W
type 95mm H x 65mm W

THIRD PAGE

HORIZONTAL

trim 99mm H x 210mm W
bleed 109mm H x 220mm W
type 59mm H x 170mm W

VERTICAL

trim 297mm H x 70mm W
bleed 307mm H x 80mm W
type 257mm H x 60mm W

FORMAT - PDF high resolution
with fonts embedded

PRIME POSITIONS

- A4 Outside Front Cover: 47 000 (including design) not agency commissionable
 - A4 Outside Back Cover: 30 600
 - A4 Inside Front Cover: 30 600 (for contract advertisers, GROUP RATE plus 15%)
 - A4 Inside Back Cover: 30 600 (for contract advertisers, GROUP RATE plus 15%)
 - A4 Print Matters Cover: 27 000 (including design) not agency commissionable
 - A4 FMCG Pack Cover: 27 000 (including design) not agency commissionable
 - A4 Converting Matters Cover: 27 000 (including design) not agency commissionable
 - Loose inserts: 7-12 insertion rate for first page and 10% for each additional page. For contract advertisers, CONTRACT RATE plus 10%
 - All rates exclude advert design (except where otherwise stated).
- Design quotes will be supplied on request
- Quotations for advertorials will be provided on request
 - All rates include agency commission at 16.5% and exclude VAT

For advertising enquiries contact:

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