

# PPM RATE CARD 2020

Insertions	Full Page	1/2 Page	1/3 Page	1/4 Page
Single	24 000	17 800	15 400	12 600
2-6	21 500	15 600	13 600	11 100
7-12	19 000	13 600	12 305	10 000

All rates quoted in ZAR

## 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: 35 000 (including design) not agency commissionable
- A4 Outside Back Cover: 25 000
- A4 Inside Front Cover: 25 000 (for contract advertisers, GROUP RATE plus 15%)
- A4 Inside Back Cover: 25 000 (for contract advertisers, GROUP RATE plus 15%)
- A4 Print Matters Cover: 22 200 (including design) not agency commissionable
- A4 FMCG Pack Cover: 22 200 (including design) not agency commissionable
- A4 Converting Matters Cover: 22 200 (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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