

Village Life

THE MAGAZINE FOR PEOPLE WHO LOVE TO READ

Advertising rates 2010

GENERAL:

Published quarterly, in March, June, September & December

Full A4 magazine format, printed four process colours throughout

Trim size: 210 mm wide x 297 mm high; 3 mm bleed all round.

Type area: 179 mm wide x 266 mm high (3 columns of 57 mm wide, 4 mm gutters).

RATES: Rands per insertion; exclude VAT and/or agency commission.

SIZE	WIDTH X HEIGHT	SINGLE ISSUE	2 ISSUES	3-4 ISSUES
Double-page spread (trim)	420 x 297 mm	R16 000	R15 000	R14 000
Full page (trim)	210 x 297 mm	8 500	8 000	7 500
Full page (type area)	179 x 266 mm	8 500	8 000	7 500
1/2 page horizontal (to bleed)	210 x 147 mm	4 800	4 500	4 200
1/2 page horizontal (type area)	179 x 131 mm	4 800	4 500	4 200
1/2 page vertical (to bleed)	103 x 297 mm	4 800	4 500	4 200
1/2 page vertical (type area)	87 x 266 mm	4 800	4 500	4 200
1/3 page "square"	118 x 131 mm	3 500	3 250	3 000
1/3 page vertical	57 x 266 mm	3 500	3 250	3 000
1/4 page horizontal	179 x 64 mm	2 900	2 700	2 500
1/6 page vertical	57 x 131 mm	2 100	1 950	1 800
1/6 page horizontal	118 x 64 mm	2 100	1 950	1 800

SPECIAL POSITIONS:

Back cover	R12 000	R11 000	R10 000
DPS: IFC & p1	21 000	19 000	17 000
Inside back cover	10 000	9 000	8 000

Other guaranteed positions: Plus 15%

INSERTS: Loose inserts are not accepted (except order forms for books).

ADVERTORIAL: Village Life does not publish advertorials or promotional articles.

SUPPLEMENTS: An annual visitor's guide to the Cape Overberg & Surrounds (second edition) is scheduled for June 2010. This will have a free distribution of 50 000 copies – see separate rate card

DEADLINES: Bookings and copy instructions must reach the Publishers by the 10th of the month preceding publication, and completed material by the 15th, e.g. 10 May for the June issue. This also applies to changes to existing advertisements.

TECHNICAL: Printed sheet-fed litho on 115 gm² gloss art paper; the cover on 170 gm² gloss art with UV varnish on outside.

Screen ruling 175 lpi.

Material on disc must be Apple Mac compatible.

Press-optimized, preflighted CMYK PDFs preferred; JPEGs @

300 dpi accepted. Material can also be made up in-house.

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