Print Rate Card

ADVERTISING RATES

REGULAR POSITIONS	US $
Full Page (ROP) After Contents Page	10,000
Double Page Spread (ROP)	18,500

PREMIUM POSITIONS	US $
Outside Back Cover	22,050
Inside Front Cover Spread (2 pages)	36,000
Inside Back Cover	17,050
Full Page Opposite Contents	13,000
1st DPS	27,500
2nd DPS	26,500
3rd DPS	24,500
4th DPS	24,000
5th DPS	23,000

CREATIVE SOLUTIONS	US $
Book Mark	30,000
Belly Band	28,500
Bound Insert	30,000
Front Cover Reverse Gatefold (2 pages)	37,500
Inside Front Cover Gatefold (3 pages)	48,500
ROP Gatefold (3 pages)	29,000

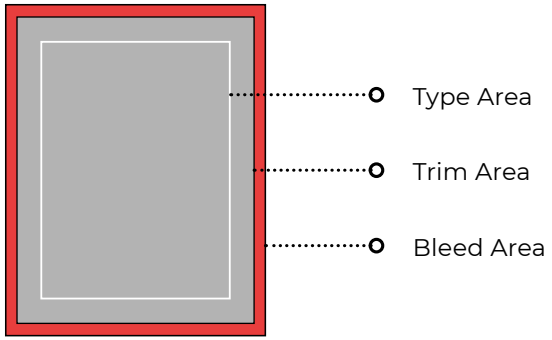
SPECIAL REQUESTS	US $
Advertorial - Full Page	16,500
Advertorial - Double Page Spread	27,500

TECHNICAL DATA

W x H (mm)

Double Page Spread
Trim: 440 x 280
Bleed: 446 x 286
Type: 420 x 260

Full Page
Trim: 220 x 280
Bleed: 226 x 286
Type: 200 x 260



SERIES DISCOUNT

- 3-5 insertions 5%
- 6-9 insertions 10%
- 10+ insertions 15%

ISSUES

Spring: 1 March
Summer: 1 June
Autumn: 1 September
Winter: 1 December

DEADLINES

- Booking: 15th of month prior to publication
- Material: 18th of month prior to publication
- Cancellation: 18th of month prior to publication
- Press: 25th of month prior to publication





DIGITAL MEDIA FORMAT

PDF (Portable Document Format)

- The artwork should be a press ready PDF file (version 1.3) generated through Illustrator/Quark Xpress or InDesign, saved on maximum resolution (300 dpi) in actual size with bleed and crop marks
- All files must be CMYK format and all black text as over print
- For bleed size add 3mm extra on all four sides after trim marks
- Image loss in the gutter 3mm either side
- For full page ads ensure that text is at least 10mm inside from the crop marks
- If text runs across a DPS please ensure that the text is 10mm away from the gutter on either side
- DPS ads need to be sent as 2 single pages after 7mm tiling is done on both sides of the spine

All invoice amounts are exclusive of VAT and shall be paid in full, free of any deductions, withholding taxes, and any other charges including but not limited to bank charges.

Digital Rate Card

RATES

STANDARD BANNERS	US$
Billboard	120/cpm
Leaderboard	89/cpm
MPU	89/cpm
Half Page	105/cpm
Skin	120/cpm
Roadblock	382/cpm
Newsletter Banner	2,000/cpm
Mobile Interscoller/Interstitial	102/cpm

EDITORIAL & SOCIAL	
Content - 300 words (IG Story + FB Post)	10,500/post
Content - 600 words (IG Story + FB Post)	12,500/post
Reel IG Post Provided by Client + IG Story of the Reel	13,500/post
Reel IG Post Filmed by RUME + IG Story of the Reel	15,000/post
IG Static Post - 1 image	9,000/post
IG Post Carousel - 4-6 images	13,000/post
Tik Tok Reel Post (standalone)	8,000/post
Facebook Dark Post	6,000/post
Instagram Dark Post	6,000/post
LinkedIn Post	5,000/post
In-read Videos	120/post
Podcast	15,000
Event Coverage	Rate upon request

TAKEOVERS	
Home page	3,500/day
Section page	3,500/day

E-MAIL	
EDM	320/cpm
EDM Creation	2,000
Eloqua multistep campaign	

RICH MEDIA
Bespoke E-wraps
Interscroller
Bespoke rich media creation
Bespoke video creation (mini doc)
Video show sponsorship

INSTREAM VIDEO
Pre-roll

OUTSTREAM VIDEO
In-line video

Rates available on request

HIGH IMPACT DISPLAY ROS	US$
970x250, 300x600	120/cpm
HIGH IMPACT DISPLAY WITH TARGETING	
970x250, 300x600	145/cpm
HIGH IMPACT PROGRAMMATIC ROS	
970x250, 300x600	105/cpm
HIGH IMPACT PROGRAMMATIC WITH TARGETING	
970x250, 300x600	125/cpm
HIGH IMPACT PROGRAMMATIC DIRECT ROS	
970x250, 300x600	92/cpm
HIGH IMPACT PROGRAMMATIC DIRECT WITH TARGETING	
970x250, 300x600	110/cpm
PROGRAMMATIC ROS	
728x90 300x250, 120x600	78/cpm
PROGRAMMATIC WITH TARGETING	
728x90 300x250, 120x600	94/cpm
PROGRAMMATIC DIRECT ROS	
728x90 300x250, 120x60	68/cpm
PROGRAMMATIC DIRECT WITH TARGETING	
728x90 300x250, 120x600	81/cpm
HPTO	**3,500**

TECHNICAL DATA W X H (PIXELS)

Leaderboard
728 X 90

Half Page
300 X 600

MPU
300 X 250

Mobile Leaderboard
320 X 50

DIGITAL MEDIA FORMAT

FILE TYPE:
Jpeg, PNG , GIF, Javascript tags or HTML5 tags

FILE SIZE:
Max 100kb



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