

DIGITAL ADVERTISING RATES*



DISPLAY ADVERTISING

LEADERBOARD	\$89/CPM
MPU	\$89/CPM
HALF-PAGE	\$105/CPM
SKIN	\$120/CPM
HIGH IMPACT DISPLAY ROS	\$120/CPM
HIGH IMPACT DISPLAY WITH TARGETING	\$145/CPM
HIGH IMPACT PROGRAMMATIC ROS	\$105/CPM
HIGH IMPACT PROGRAMMATIC WITH TARGETING	\$125/CPM
HIGH IMPACT PROGRAMMATIC DIRECT ROS	\$92/CPM
HIGH IMPACT PROGRAMMATIC DIRECT WITH TARGETING	\$110/CPM
PROGRAMMATIC ROS	\$78/CPM
PROGRAMMATIC WITH TARGETING	\$94/CPM
PROGRAMMATIC DIRECT ROS	\$68/CPM
PROGRAMMATIC DIRECT WITH TARGETING	\$81/CPM

SOCIAL

REELS POST	\$6,000
FACEBOOK POST	\$5,000
FACEBOOK DARK POST	\$6,000
INSTAGRAM POST	\$5,000
INSTAGRAM STORIES	\$5,000
INSTAGRAM DARK POST	\$6,000
LINKEDIN POST	\$5,000

WEBSITE

WEBSITE SPONSORSHIP	PRICE ON REQUEST
SECTION SPONSORSHIP	PRICE ON REQUEST
PAGE SPONSORSHIP	PRICE ON REQUEST

EMAIL MARKETING

EDM	\$320/CPM
NEWSLETTER	\$320/CPM

VIDEO

PRE-ROLL VIDEO	PRICE ON REQUEST
BRANDED VIDEO	PRICE ON REQUEST
SOCIAL VIDEO	PRICE ON REQUEST

EDITORIAL

SPONSORED EDITORIAL (UP TO 800 WORDS)	\$8,600
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WEBINARS

LIVE WEBINARS	\$20,000
RECORDED WEBINARS	\$13,500

TECHNICAL DATA

W X H (PIXELS)

LEADERBOARD
728 X 90

MOBILE LEADERBOARD
320 X 50

HALF PAGE
300 X 600

MPU
300 X 250

DIGITAL MEDIA FORMAT

FILE TYPE:
JPEG, PNG , GIF, JAVASCRIPT TAGS OR HTML5 TAGS

FILE SIZE:
MAX 100KB

*ALL INVOICE AMOUNTS ARE IN US\$ AND 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.

PRINT ADVERTISING RATES*



REGULAR POSITIONS

FULL PAGE (ROP)	\$7,250
DOUBLE PAGE SPREAD (ROP)	\$13,400
1/2 SOLUS	\$5,100

PREMIUM POSITIONS

OUTSIDE BACK COVER	\$16,000
INSIDE FRONT COVER SPREAD (2 PAGES)	\$26,100
INSIDE BACK COVER	\$12,350
FRONT COVER REVERSE GATE FOLD (2 PAGES)	\$27,200
INSIDE FRONT COVER GATE FOLD (3 PAGES)	\$35,150
GATE FOLD – 3 PAGES (ROP)	\$21,000
FULL PAGE – OPPOSITE CONTENTS	\$9,450

SPECIAL POSITIONS

1ST DPS	\$20,000
2ND DPS	\$19,200
3RD DPS	\$17,750
4TH DPS	\$17,400
5TH DPS	\$16,700

SPECIAL OPERATIONS

BOOK MARK	\$21,750
BELLY BAND	\$20,650
BOUND INSERT	\$21,750
ADVERTORIAL FP	\$11,900
ADVERTORIAL DPS	\$19,800

SERIES DISCOUNT

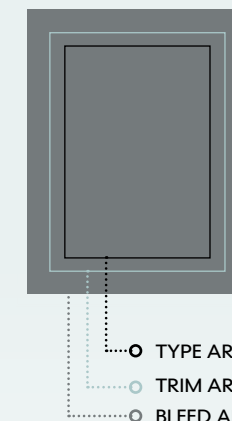
3-5 INSERTIONS	5%
6-9 INSERTIONS	10%
10+ INSERTIONS	15%

PRINT MEDIA FORMAT

ARTWORK MUST BE SENT ONLY AS PRESS READY PDF FILE (VERSION 1.3) GENERATED THROUGH ILLUSTRATOR/ QUARKXPRESS OR INDESIGN, SAVED ON MAXIMUM RESOLUTION (300DPI) IN ACTUAL SIZE WITH BLEED AND CROP MARKS. ALL FILES MUST BE CMYK FORMAT AND ALL BLACK TEXT AS OVERPRINT

PRINT SPECS

SPACE	TRIM AREA (H X W) MM	TYPE AREA (H X W) MM	BLEED (H XW) MM
DPS	270 X 412	245 X 390	276 X 418
(DPS ADS NEED TO BE SENT AS 2 SINGLE PAGES AFTER 7MM TILING IS DONE ON BOTH SIDES OF THE SPINE)			
FULL PAGE	270 X 206	245 X 182	276 X 212
HALF PAGE HORIZONTAL	122 X 182		
HALF PAGE VERTICAL	245 X 80		



- FOR BLEED ADD 3MM EXTRA ON ALL SIDES AFTER THE TRIM MARKS.
- PLEASE ENSURE THAT ALL TEXT OR LOGOS ARE AT LEAST 10MM AWAY FROM THE TRIM ON ALL SIDES.
- IMAGE LOSS IN THE GUTTER IS 3 TO 4MM ON EITHER SIDE OF THE SPINE IN CASE OF DPS ADS.

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