

# PENSIONS WORLD SOUTH AFRICA

## Advertising Rates 2017

Rates *exclude* VAT and advertising agency commission (if applicable) and are quoted *PER ISSUE*

Deadline Dates					
Edition	Booking Date	Artwork Date	Print Date	Editorial Dates	Street Dates
Vol. 20 No. 1 Jan/March	2 February	20 February	27 February	18 January	End March
Vol. 20 No. 2 April/June	17 May	22 May	25 May	11 April	End June
Vol. 20 No. 3 July/Sept	1 August	17 August	25 August	11 July	End Sept
Vol. 20 No. 4 Oct/Dec	3 October	17 October	25 October	8 September	End Nov
Advertising Rates					
Advert Type	4 Issues		2-3 Issues		1 Issue
Full Page	12 500		13 100		14 750
Half Page	8 505		8 950		10 150
Third Page	7 150		7 400		8 500
Quarter Page	6 150		6 600		7 500
Prime Positions					
<b>Exclusive Package:</b> Strip advert on the front cover <i>plus</i> 1 x page editorial and 1 x full page advert : R26 500					
<b>Covers:</b> Inside Front & Outside Back Cover	16 800		17 500		19 900
<b>Cover:</b> Inside Back Cover	15 850		16 550		19 100
Next to <i>Current Events</i> (pg. 2)	15 350		16 200		17,950
Next to <i>Comment</i> (pg. 4)	15 350		16 200		17,950
Next to <i>Lead Article</i> (pg. 6)	14 450		15 200		17 000
Next to first <i>Investment Article</i>	14 450		15 200		17 000
Double Page Spread					
Full Page, full colour	30 300		32 850		36 950
Half Page, full colour	21 200		22 600		25 700
Full Page, black & white	24 700		26 200		29 300
Half Page, black & white	17 000		17 850		17 950
Artwork Specifications					
Advert Type	Trim Size		Type Size		
Front Cover Strip Advert	35 mm (l) x 210 mm (w)		35 mm (l) x 190 mm (w)		
Full Page	297 mm (l) x 210 mm (w)		277 mm (l) x 190 mm (w)		
Half Page: Horizontal	148.5 mm (l) x 210 mm (w)		138.5 mm (l) x 190 mm (w)		
Half Page: Vertical	297 mm (l) x 105 mm (w)		277 mm (l) x 95 mm (w)		
One Third Page: Horizontal	99 mm (l) x 210 mm (w)		92.33 mm (l) x 190 mm (w)		
One Third Page: Vertical	297 mm (l) x 70 mm (w)		277 mm (l) x 63.33 mm (w)		
Quarter Page: Horizontal	74.25 mm (l) x 210 mm (w)		69.25 m (l) x 190 mm (w)		
Quarter Page: Vertical	297 mm (l) x 53.5 mm (w)		277 m (l) x 47.50 mm (w)		
Artwork Material					
Material to be supplied in high res PDF format, including tick/crop marks, 5 mm bleed all round, CMYK colour. Half, Vertical and Quarter size artwork to be supplied in JPEG format					

**Michelle Baker**

MediaMarx Advertising Brokers (*In Association with LexisNexis*)

**Tel:** (031) 764 6725 | **Cell:** (073) 137 1231 | **Fax:** (086) 620 6768

[michelle.baker@mediamarx.co.za](mailto:michelle.baker@mediamarx.co.za) | [www.mediamarx.co.za](http://www.mediamarx.co.za)