



# HOMEMAKERS*talk*

## NATIONAL RATE CARD

2011/2012

### TWO MONTH CONTRACT RATE • RATES ARE PER INSERTION • VAT INCLUSIVE

Size	JOHANNESBURG	PRETORIA	CAPE TOWN
Distribution	230 000	120 000	115 000
Front Page	R26 880	R19 530	R12 540
Back Page	R25 390	R15 250	R11 750
Full Page	R23 370	R13 390	R10 890
3/4 Page	R17 570	R10 930	R 8 710
2/3 Page	R15 480	R 9 860	R 7 480
1/2 Page	R12 660	R 8 460	R 6 290
1/3 Page	R10 740	R 5 880	R 4 140
1/4 Page	R 8 160	R 4 870	R 3 520
1/6 Page	R 5 710	R 3 550	R 2 270
1/8 Page	R 4 960	R 3 350	R 1 960

### FOUR MONTH CONTRACT RATE • RATES ARE PER INSERTION • VAT INCLUSIVE

Size	JOHANNESBURG	PRETORIA	CAPE TOWN
Front Page	-	-	-
Back Page	R23 380	R14 020	R11 140
Full Page	R21 560	R11 910	R10 310
3/4 Page	R16 200	R 9 460	R 8 250
2/3 Page	R14 270	R 8 630	R 7 080
1/2 Page	R11 690	R 7 490	R 5 950
1/3 Page	R 9 910	R 5 220	R 3 940
1/4 Page	R 7 540	R 4 330	R 3 320
1/6 Page	R 5 250	R 3 020	R 2 140
1/8 Page	R 4 560	R 2 820	R 1 830

### SIX MONTH CONTRACT RATE • RATES ARE PER INSERTION • VAT INCLUSIVE

Size	JOHANNESBURG	PRETORIA	CAPE TOWN
Front Page	-	-	-
Back Page	-	-	-
Full Page	R20 250	R11 070	R 9 630
3/4 Page	R15 210	R 8 640	R 7 700
2/3 Page	R13 370	R 7 780	R 6 620
1/2 Page	R10 960	R 6 700	R 5 570
1/3 Page	R 9 300	R 4 640	R 3 680
1/4 Page	R 7 070	R 3 810	R 3 100
1/6 Page	R 4 930	R 2 840	R 2 000
1/8 Page	R 4 300	R 2 560	R 1 720

- Agency commission included (accredited only)
- Distribution area listings on request



VERIFIED FREE DISTRIBUTION

- NATIONAL DISCOUNT STRUCTURE ON REQUEST
- Requests for positioning within publications carry a 20% loading

**DOUBLE RUN SCHEDULE – JOHANNESBURG**

- March & April Issues 15 February 2011
- May & June Issues 14 April 2011
- July & August Issues 15 June 2011
- September & October Issues 12 August 2011
- November Issue 14 October 2011
- December Issue 28 October 2011
- January & February Issues 22 November 2011
- February & March Issues 13 January 2012

**PUBLICATION DATE: MID MONTHLY**

**DOUBLE RUN SCHEDULE – CAPE TOWN**

- April & May Issues 22 March 2011
- June & July Issues 23 May 2011
- August & September Issues 18 July 2011
- October & November Issues 19 September 2011
- December & January Issues 7 November 2011
- February & March Issues 16 January 2012

**PUBLICATION DATE: MID MONTHLY**

**DOUBLE RUN SCHEDULE – PRETORIA**

- March Issue (Single Run) 1 February 2011
- April & May Issues 1 March 2011
- June & July Issues 3 May 2011
- August & September Issues 1 July 2011
- October & November Issues 1 September 2011
- December Issue 1 November 2011
- January & February Issues 15 November 2012

**PUBLICATION DATE: 1st MONTHLY**

**ADVERT SPECIFICATIONS**

**TRIM SIZE: 275 (h) x 210 (w) mm • BLEED SIZE: 285 (h) x 220 (w) mm • BLEED ONLY APPLICABLE TO FULL PAGE ADS**

Sizes	Type Area	Sizes	Type Area
Full Page	258 (h) x 196 (w) mm	1/3 Page (Block)	126 (h) x 128 (w) mm
3/4 Page	191 (h) x 196 (w) mm	1/3 Page (Portrait)	169 (h) x 96 (w) mm
2/3 Page (Landscape)	171 (h) x 196 (w) mm	1/4 Page (Landscape)	62 (h) x 196 (w) mm
2/3 Page (Portrait)	258 (h) x 128 (w) mm	1/4 Page (Portrait)	126 (h) x 96 (w) mm
1/2 Page (Landscape)	126 (h) x 196 (w) mm	1/6 Page (Block)	82 (h) x 95 (w) mm
1/2 Page (Portrait)	258 (h) x 96 (w) mm	1/6 Page (Portrait)	126 (h) x 62 (w) mm
1/3 Page (Landscape)	82 (h) x 196 (w) mm	1/8 Page	60 (h) x 96 (w) mm

**TECHNICAL INFORMATION & MATERIAL REQUIREMENTS**

**Technical Information:**

**Johannesburg / Pretoria**

- Disc to print process
- Gravure printing on 52gsm SC paper

**Cape Town**

- Disc to print process
- Web printing on 52gsm UPM paper

**Specifications for supplied material:**

- Open files to be supplied on Apple Mac compatible CD's with full colour proof.
  - Open file formats accepted – Freehand MX, Quark Xpress 7, Photoshop CS
  - Closed files to be supplied on e-mail (Max 5megs) or Apple Mac compatible CD's
  - Closed file formats accepted – PDF print quality, Eps, Jpeg, Tiff, PSD
  - All material to be supplied in CMYK 300dpi
  - Material to be supplied to the correct size without bleed.
- ONLY FULL PAGE ADS CAN HAVE BLEED**



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