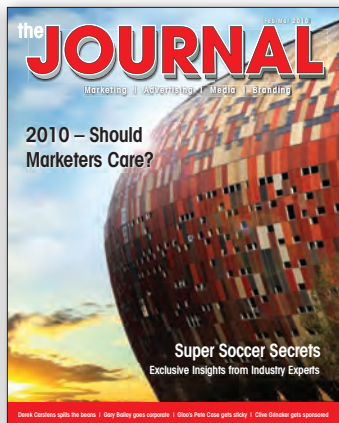


the JOURNAL

Marketing | Advertising | Media | Branding

2011 Media Pack



The Journal, in association with MASA, DMA, CMO Council, and Services SETA provides cutting-edge reporting on all issues pertaining to the marketing commentator. In the four years since media and marketing commentator Jeremy Maggs has edited the publication, it's become an indispensable read for marketers and brand managers.

The Journal, published six times a year and distributed to a targeted database of 4000 professionals identifies those issues that worry marketing professionals.

We unpack and interrogate them and offer real solutions. The Journal is written by some of the leading business and marketing brains in the country.

The Journal has also spawned our sell out breakfast debates and brand forums. There are plans to increase the frequency in coming months.

The Journal is a companion publication to The Annual – a definitive guide to South Africa's advertising, branding, media and marketing community and the Marketers Red Book – a directory of leading practitioners in the industry.

Popular sections in *The Journal* include

- **Five Strong Voices** where leading practitioners give their insights into the industry including a regular column by the tallest brand-mind in the country, Andy Rice.
- **Head to Head** with a leading industry personality where they're given a tough time on major issues and asked to defend their position.
- **Marketers Cheat Sheet** where a leading marketer is quizzed on strategy and operations.
- **The bulletin board** where relevant industry news is reported on in brief.
- **Campaign Corner** where new advertising is analysed and rated.

Who should advertise?

Anyone wanting to reach marketing decision makers:

- Media owners, including publishing houses, newspapers, TV stations, radio stations, outdoor advertising specialists
- Market research professionals
- Branding specialists
- Promotional companies
- CRM solution companies
- Advertising and media agencies
- Training institutions
- Alternative media companies

Audience includes:

- Marketing directors
- Marketing managers
- Sales directors and managers
- Brand marketing managers
- Category and project managers
- Chief executive officers
- Advertising
- Media directors
- Media strategists and planners
- Account directors
- Media owners

DISTRIBUTION

4000 copies are distributed to marketing and media industry captains and decision makers

2011 Rates, Dimensions & Production data

ADVERT RATES PER INSERTION	6 Insertions	3 Insertions	1 Insertions
Premium Positions			
OBC (Outside Back Cover)	R18,414	R21,176	R23,018
IFC (Inside Front Cover)	R15,345	R17,647	R19,181
IBC (Inside Back Cover)	R14,731	R16,941	R18,414
Page Rates			
DPS (Double Page Spread)	R21,483	R24,705	R26,854
FP (Full Page)	R12,276	R14,117	R15,345
1/2 Page DPS (Double Page Spread)	R13,504	R15,529	R16,880
1/2 Page (Vertical or Horizontal)	R 7,366	R 8,470	R 9,207
1/3 Page (Vertical or Horizontal)	R 5,115	R 5,882	R 6,394
1/4 Page (Vertical or Horizontal)	R 4,419	R 5,082	R 5,524
Special Options			
Brand / Corporate Report – 2 pages			R25,000

ADVERT SIZES:

<p>Full page Ad size: 275mm x 220mm</p> <p>Copy area: 255mm x 200mm</p>	<p>Ad size: 137.5mm x 220mm Copy area: 117.5mm x 200mm</p> <p>1/2 Page Horizontal</p>	<p>1/2 Page Vertical</p> <p>Ad size: 275mm x 110mm Copy area: 255mm x 90mm</p>	<p>Ad size: 92mm x 220mm Copy area: 72mm x 200mm</p> <p>1/3 Page Horizontal</p>	<p>1/3 Page Vertical</p> <p>Ad size: 275mm x 73.5mm Copy area: 255mm x 50.5mm</p>	<p>Ad size: 69mm x 220mm Copy area: 49mm x 200mm</p> <p>1/4 Page Horizontal</p>
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MATERIAL SPECIFICATIONS:

- Printed optimised high-resolution (300dpi) PDF & Colour Proof
- All fonts are to be embedded in the PDF
- Include 5mm bleed on all sides
- Make-up of material upon request (please add a 10% design fee)
- Sizes reflected above are height x width

DEADLINES:

Frequency – Alternate monthly
 Booking deadline-1st of the month prior to publication
 Material deadline-7th of the month prior to publication

TERMS AND CONDITIONS:

Unless other credit terms have been agreed, 50% deposit is required on signed order form. • The remaining 50% is due upon publication • Rates are valid from 01 January-31 December 2010 • Rates include agency commission and exclude VAT • Insert rates available on request • No waiver, variation or cancellation between the parties is accepted unless signed by both parties 30 days prior to print

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