

2012 RATE CARD

leisure boating

SA's top selling powerboat magazine

Leisure Boating is every powerboat enthusiast's must-read. The magazine publishes 11 issues a year with the June/July copy being a combined edition. Every month the content is aimed squarely at the many thousands of prosperous recreational boaters, families and friends.

Each month we review the latest and hottest craft, ranging from runabouts and RIBs to high performance watersports craft – and even multi-million rand cruisers.



DEADLINES

Issue	Advertising Order in/ Material for make-up	Complete material in	Projected in-store date
February	28 December	4 January	1 February
March	25 January	1 February	29 February
April	22 February	29 February	28 March
May	21 March	28 March	25 April
June/July	25 April	2 May	30 May
August	20 June	27 June	25 July
September	18 July	25 July	22 August
October	22 August	29 August	26 September
November	19 September	26 September	24 October
December	24 October	31 October	28 November
January '13	21 November	28 November	26 December

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RATES >> Effective 1st January 2012

FULL COLOUR 1-5 insertions 6-11 Insertions

DPS	R19 460	R17 330
Full page	R12 220	R10 860
Half page	R7 060	R6 335
Third page	R4 888	R4 435
Quarter page	R3 711	R3 350
Half column	POA	POA

COVERS

Outside front cover	POA	POA
Outside back cover	R17 197	R13 035
Inside back cover	R13 757	R11 585
Inside front cover	R13 757	R11 585

SHOP WINDOW

60 X 60 millimetres	R875
60 X 122 millimetres	R1 750
122 x 122 millimetres	R3 500
122 x 184 millimetres	R5 250

SHOP WINDOW RATES EXCLUDE VAT AND AGENCY COMMISSION MINIMUM 6 CONSECUTIVE INSERTIONS ALL RATES ARE PER ISSUE

Material requirements

Material sent via CD / DVD or email (traffic@leisureboating.co.za)

Preferably PDF or JPEG (high-res CMYK files) 300 DPI

CMYK colours. **No** spot colours. **No** RGB colours.

No Word, Excel, PowerPoint, Coreldraw, Freehand or QuarkXpress documents.

If sending a CD or DVD, attach a printout of the contents as well as a copy of the finished advertisement.

MATERIAL SIZES (Main Body Only)

Size	Trim (W x H)	Bleed	Type Area
DPS	420 X 276 mm	5 mm all round	380 x 240
FP	210 X 276 mm	5 mm all round	180 x 240
Half page (Horizontal)	190 x 115 mm	N/A	N/A
Third page (Horizontal)	190 x 80 mm	N/A	N/A
Third page (Vertical)	60 x 226 mm	N/A	N/A
Quarter page (Horizontal)	190 x 60 mm	N/A	N/A
Quarter page (Vertical)	90 x 115 mm	N/A	N/A

WEBSITE ADVERTISING

Placement	Availability	Size in pixels	Price	Magazine advertisers
Homepage – Prime position + run of site	Limited - 2	311 W x 129 H	R 1 080	R 950
Homepage – Standard + run of site	Limited - 10	311 W x 129 H	R 790	R 700
Run of site – Excluding Homepage	Unlimited	311 W x 129 H	R 550	R 500

PROMOTIONAL VIDEO*

30 Day exposure	R 5 000
*Terms and conditions apply Video enquires, contact paul.castle@leisureboating.co.za	

For all website enquiries, contact Gary Randall:
gary@leisureboating.co.za • 083 412 7700

Standard functionality within website

Classifieds	*Free
Boat/Dealers	*Free
Water Accessories	*Free
Fishing Gear	*Free
Fishing Charter	*Free
Services	*Free
Business Directory	*Free

*Requires free log on



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