

Equestrian

LIFE

equestrianlife.co.za

2018

RATE CARD



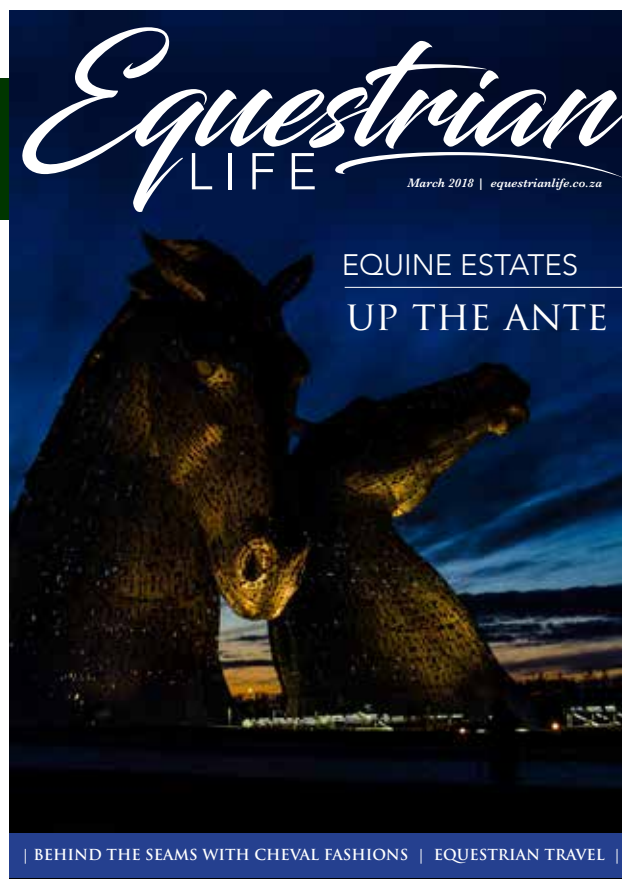
About us

A new addition to the Hello Magazine stable – dedicated to the who, what & how of Equestrian Life.

Equestrian Life magazine seeks to inspire and inform South African stakeholders across all equestrian disciplines by providing relevant, useful information on all horse and rider related topics.

Equestrian Life, much like its Hello Magazine counterparts, is a 360 degree multimedia platform that includes the Equestrian Life magazine, website, social media platforms and events.

Multiple platforms



DISTRIBUTION

Equestrian Life Magazine is distributed quarterly across Gauteng, Western Cape and Kwa-Zulu Natal through strategic equestrian related outlets, such as:



- Tack shops
- Feed stores & farms
- Shows & events
- Phumelela racecourses
- Breeding farms
- Auction houses
- Residential estates
- Riding schools
- Vet practices
- Equestrian pharmacies
- Airport lounges
- Restaurants
- Offices for disciplines & regional bodies
- Outdoor adventure centres



LSM 8 - 10

average household income of **R 420 000** per annum



47% between the ages of **25 - 50**

Fast Facts

FREQUENCY: Quarterly

CIRCULATION: 10 000 copies per quarter

COVER PRICE: R 49.00

Marketing Packages

	BRONZE	SILVER	GOLD
Print & Digital Magazine			
Equestrian Life Magazine Advert Size	QUARTER PAGE	HALF PAGE	FULL PAGE
Equestrian Life Magazine Annual Editorial Coverage	1 FULL PAGE	1 FULL PAGE	2 FULL PAGES
Equestrianlife.co.za			
Equestrianlife.co.za Digtorial	1	2	3
Equestrianlife.co.za Event Listings	1	2	4
Equestrianlife.co.za Competitions	N/A	1	2
Social Media			
Facebook Post (per 12 months)	6	8	12
Twitter Posts (per 12 months)	8	10	12
Equestrian Life Newsletter			
Newsletter insert (per 12 months)	4	6	8
Upfront Annual Payment (10% savings)	R 9 648	R 15 480	R 24 570
Quarterly Payment	R2 690	R 4 300	R 6 800

DEADLINES

BOOKING DEADLINE

Friday 21 September 2018

MATERIAL DEADLINE

Friday 28 September 2018

PUBLICATION DATE

5 October 2018



PRINT RATES

ADVERT SIZE	RATE (Excl)	VAT	TOTAL (Incl)
Double Page Spread	7 250	1 087.50	8 337.50
Full Page	4 550	682.50	5 232.50
Half Page	2 850	427.50	3 277.50
Quarter Page	1 750	262.50	2 012.50
One Eighth Page	950	142.50	1 092.50

PRIME POSITIONS

POSITION	RATE (Excl)	VAT	TOTAL (Incl)
Inside Front Cover DPS	8 450	1 267.50	9 717.50
Centre Spread DPS	7 850	1 177.50	9 027.50
Outside Back Cover	5 750	862.50	6 612.50
Inside Back Cover	4 950	742.50	5 692.50

PRINT ADVERT SPECS

DPS 420mm x 275mm

FULL PAGE 210mm x 275mm

HALF PAGE Vertical 90mm x 248mm

HALF PAGE Horizontal 184mm x 124mm

QUARTER PAGE 90mm x 124mm

EIGHTH PAGE 90mm x 62mm

* [Width x Height]

* Only high resolution PDF or JPEG files are accepted.

* Images must be embedded in files and must be 300dpi and CMYK colour mode.

* 5mm bleed all around and crop marks. **(For full page adverts ONLY)**

Contact us

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SPINNERCOM
MEDIA

TERMS AND CONDITIONS

* 2 revisions allowed per booking, thereafter R250 + VAT per revision. * We retain full editorial integrity of newsletter content. * Must have a digital booked for the month to qualify for a newsletter feature. * 300 - 500 words copy. 5 - 10 high res images and relevant URLs to be supplied by client. * Prices exclude creative costs if content involves production such as a photoshoot or video production. * Added value: All digital and newsletter features include one Facebook post, one Tweet and one Instagram post to promote the newsletter, with mentions.

