













Powered by Print, Digital & Social Media

28 000+ online subscribers

100 000+ website impressions per month

30 000+ Facebook followers

VATES CARI

'We Make It Happen'

Online Magazine Advertising

Standard Advertising		
Sixth of a page	R	2 662
Quarter Page	R	3 994
Half Page	R	7 986
Full Page	R	13 844

Special Positions		
Front cover branding	R	48 400
Outside back cover	R	39 930
Inside front cover	R	25 290
Inside back cover	R	25 290
Calendar branding	R	13 310
Great SA Tips	R	6 656
Celebrity golfer profile	R	6 656
Top-side/bottom-side branding	R	5 324
Results & rankings (per page)	R	5 324

Website Advertising

Header banner advert (CPM) 952 pixels x 180 pixels	R	450
Single block advert (CPM) 155 pixels x 130 pixels	R	350
Double block advert (CPM) 155 pixels x 260 pixels	R	450

Minimum 1000 Impressions

- · CPM = Cost Per thousand impressions. (M is the Roman numeral 1,000.) The amount charged to the advertiser per 1,000 impressions.
- · An online advertisement impression is a single appearance of an advertisement on a web page. Each time an advertisement loads onto a user's screen, the ad server counts that loading as one impression.
- · An impression is recorded whether the user clicks on the ad or not.
- · Impressions are booked for a time period stipulated by the client.

6 Edition Smart Ads

A great way to have a presence in the magazine for a year 45mm x 40mm for only R990 per edition (only when signing up for 6 editions)

All the Above Rates Exlude Vat

BOOKING AND MATERIAL DEADLINES

JAN/FEB 16TH DECEMBER 2021 MAR/APR 17TH FEBRUARY 2022 MAY/JUNE 21ST APRIL 2022 23RD JUNE 2022 JUL/AUG SEP/OCT 25TH AUGUST 2022 NOV/DEC 20TH OCTOBER 2022

The above prices include limited artwork. If any major artwork has to be done, a flat rate of R500 will be added

The SA Golf Trader is set in the following Apple Macintosh applications: Quark Express V8, Freehand, InDesign & Photoshop. Electronic material supplied must be supplied in compatible formats which include: High Resolution JPG's, TIFFS and Print PDF's (min 300dpi)

All Sizes in Millimetres (H x W)

Full Page Advert (bleed off page) Full Page Advert with Headers

Half Page Portrait Advert Half Page Landscape Advert Quarter Page Portrait Advert

Quarter Page Landscape Advert 1/6 Strip Landscape

210mm 148mm (+5mm bleed) 184mm 128mm 184mm 63mm

90mm 128mm 90 mm 63mm 45mm 128mm 25mm 128mm

For exceptional advertising opportunities contact: Office: 086 101 9005 • Fax: 086 694 2185 • info@sagolftrader.co.za

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