













Powered by Print, Digital & Social Media

28 000+ online subscribers

100 000+ website impressions per month

32 000+ Facebook followers

'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 | | |

| 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) | R | 450 |

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Minimum 1000 Impressions

- \cdot 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.
- \cdot 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 Exclude Vat

BOOKING AND MATERIAL DEADLINES

JAN/FEB 15TH DECEMBER 2022
MAR/APR 16TH FEBRUARY 2023
MAY/JUNE 20TH APRIL 2023
JUL/AUG 22ND JUNE 2023
SEP/OCT 24TH AUGUST 2023
NOV/DEC 19TH OCTOBER 2023

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 Millimeters (H x W)

| | Full Page Advert (bleed off page) | 210mm | Х | 148mm (+5mm blee |
|---|-----------------------------------|-------|---|------------------|
| ı | Full Page Advert with Headers | 184mm | Χ | 128mm |
| ı | Half Page Portrait Advert | 184mm | Χ | 63mm |
| ı | Half Page Landscape Advert | 90mm | Χ | 128mm |
| ı | Quarter Page Portrait Advert | 90mm | Χ | 63mm |
| ı | Quarter Page Landscape Advert | 45mm | Χ | 128mm |
| ı | 1/6 Strip Landscape | 25mm | Χ | 128mm |
| | | | | |

For exceptional advertising opportunities contact:

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