



**Powered by
Print, Digital
& Social Media**

29 000+ Online subscribers

100 000+ Website impressions per month

33 000+ 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

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

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	14TH DECEMBER 2023
MAR/APR	15TH FEBRUARY 2024
MAY/JUNE	18TH APRIL 2024
JUL/AUG	20TH JUNE 2024
SEP/OCT	22ND AUGUST 2024
NOV/DEC	24TH OCTOBER 2024

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)

Website Advertising

Header banner advert (CPM)	R	450
952 pixels x 180 pixels		

Single block advert (CPM)	R	350
155 pixels x 130 pixels		

Double block advert (CPM)	R	450
155 pixels x 260 pixels		

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.

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

All Sizes in Millimeters (H x W)

• Full Page Advert (bleed off page)	210mm	x	148mm (+5mm bleed)
• Full Page Advert with Headers	184mm	x	128mm
• Half Page Portrait Advert	184mm	x	63mm
• Half Page Landscape Advert	90mm	x	128mm
• Quarter Page Portrait Advert	90mm	x	63mm
• Quarter Page Landscape Advert	45mm	x	128mm
• 1/6 Strip Landscape	25mm	x	128mm

For exceptional advertising opportunities contact :
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