



**2012 Rates Card**

**Don't let your  
opposition  
out-drive you!**

Frequency: Bi-monthly (6 Editions a year)

Distribution: 15 000 countrywide

Readership: 100 000+

Verified BBEE level 4 contributor

SAGT is also available in a digitised format which is emailed out to our entire data base

**Found in over 350 Golf Clubs, Driving Ranges and Golf Shops throughout South Africa**

### Standard Advertising

	1 EDITION	2 EDITIONS	3-6 EDITIONS
Sixth of a page	R 1 331	R 1 265	R 1 065
Quarter page	R 1 997	R 1 898	R 1 568
Half page	R 3 993	R 3 794	R 3 195
Full page	R 6 922	R 6 322	R 5 536

### Special Positions

	1 EDITION	2 EDITIONS	3-6 EDITIONS
Front cover branding	R 24 200	R 22 385	R 21 296
Outside back cover	R 19 965	R 18 846	R 15 972
Inside front cover	R 12 645	R 12 014	R 10 115
Inside back cover	R 12 645	R 12 014	R 10 115
Calendar branding	R 6 655	R 6 322	R 5 324
Great SA Tips	R 3 328	R 3 161	R 2 662
Celebrity golfer profile	R 3 328	R 3 161	R 2 662
Top-side/bottom-side branding	R 2 662	R 2 529	R 2 130
Results & rankings (per page)	R 2 662	R 2 529	R 2 130

### 6 Edition Smart Ads

A great way to have a presence in the magazine for a year!  
45mm x 40mm for only R495 per edition (you have to sign up for 6 editions)

**ALL THE ABOVE RATES EXCLUDE VAT**

#### Booking and material deadlines

Jan/Feb	14th	December 2011
Mar/Apr	8th	February 2012
May/June	11th	April 2012
July/Aug	13th	June 2012
Sep/Oct	8th	August 2012
Nov/Dec	17th	October 2012

**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, Free-hand, 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)	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	90 mm	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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