

AFRICAN DESIGN MAGAZINE RATE CARD 2018



African Design Magazine's primary focus is to deliver expert digital content which is engaging, fresh and relevant to Design professionals. Through our live interactive platforms, we encourage our readers and advertisers to network and actively engage in insightful conversation on aspects of African design.



- Direct targeting opportunities to a niche audience of design professionals
- A digital connection to your company's website and social media for greater traffic
- Endless shelf-life for constant viewing of previous issues
- Interactive opportunities to make your advertisement more striking and eye-catching

ADVERTISING RATES

SIZE	DESCRIPTION/SPECIFICATIONS (Height x Width)	PAYMENT DUE PRIOR TO PUBLICATION MONTHLY					
		CASUAL		6-MONTH CONTRACT		11-MONTH CONTRACT	
		€	\$	€	\$	€	\$
FULL PAGE	297mm(h) x 210mm(w) / Web Conversion	499	599	455	545	435	520
DOUBLE PAGE SPREAD	297mm(h) x 420mm(w) / Web Conversion	935	1115	875	1050	850	1010
EXCLUSIVE SPONSORSHIP	Package includes: <ul style="list-style-type: none"> • Full Page • Double page spread editorial and hyperlinked company logo on the front cover and on every spread throughout the issue 	1685	1960	1599	1899	1550	1845
WEB TOP BANNER	255 pixels(h) x 718 pixels(w) / Web converted .jpg or .gif	985	1120	885	1105	950	1095
RIGHT HAND WEB BANNER - Square	300 pixels(h) x 300 pixels(w) / Web converted .jpg or .gif	299	355	250	299	220	269
RIGHT HAND WEB BANNER - Vertical	600 pixels(h) x 300 pixels(w) / Web converted .jpg or .gif	360	445	320	390	280	345
NEWSLETTER BANNER	400 pixels(h) x 1275 pixels(w) / Web converted .jpg (static)	499	599	455	545	435	520

ADVERT DESIGN/MAKE-UP: Full Page (Magazine) €110 | \$135 per advert | Web Banner €65 | \$80 per banner or per screen change for .gif file

PRIME / GUARANTEED POSITION +10%

Acceptable file formats: Animated .gif, .jpg or .pdf files

Submit Creative: brenda@africandesignmagazine.co.za

TERMS AND CONDITIONS

1. Payment to be made in full, and reflect in ADM's account prior to magazine going live
2. Position of advertisements is at the publisher's discretion. The Publisher will seek to comply with position requests and other stipulations that appear on booking instruction, however, there is no guarantee of desired position unless a 10% loading fee has been implemented for a Prime or Guaranteed Position.
3. All advertisement sales are subject to The Publisher's standard terms and conditions of sale and credit approval procedures.

AFRICAN DESIGN MAGAZINE MEDIA PARTNERS



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