

MEDIA24
**ADVERTISING
& CONTENT
MARKETING**

RATE CARD

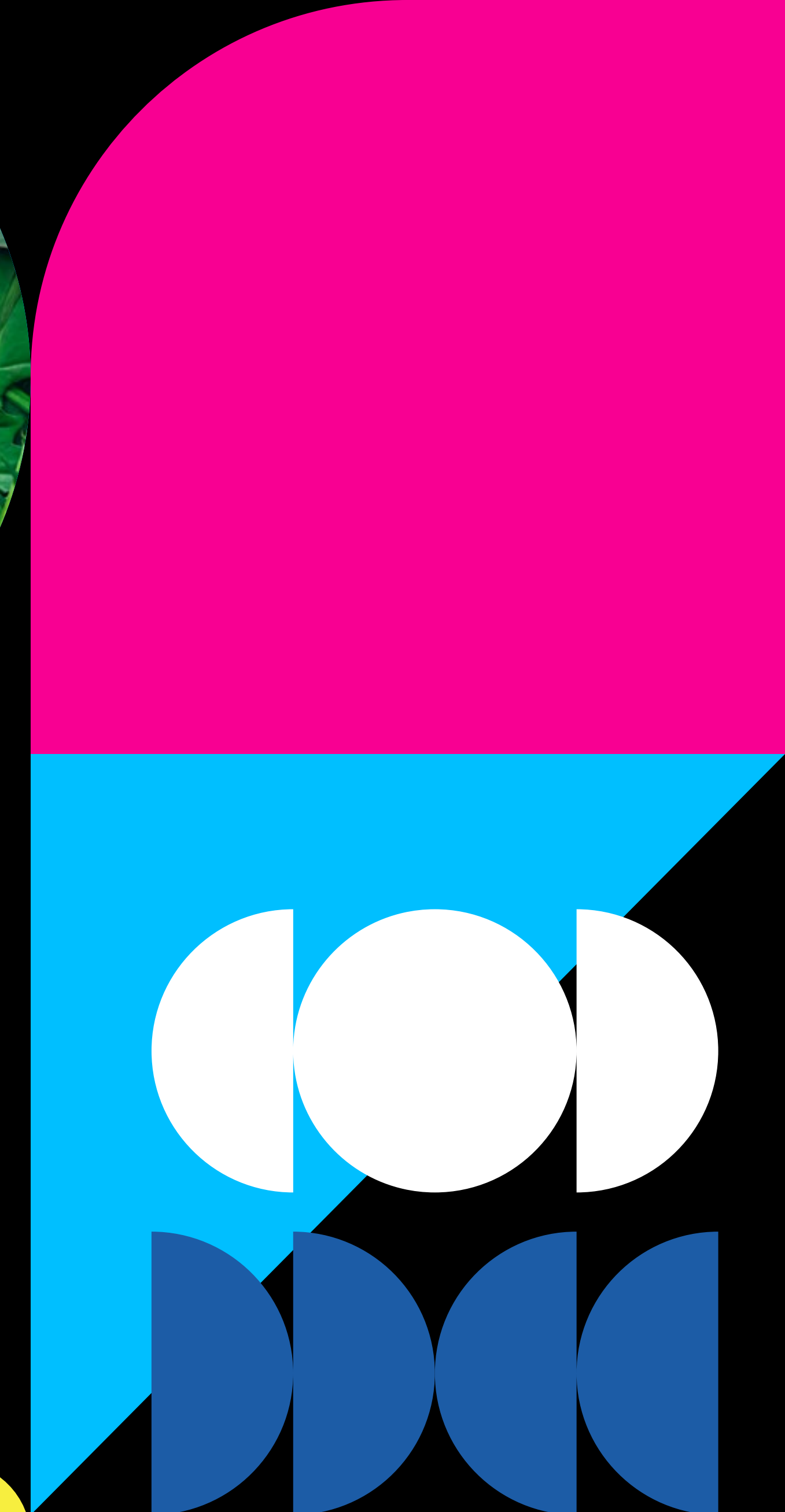
**FISCAL RATES & SCHEDULES
2026**

MEDIA24
ADVERTISING
& CONTENT
MARKETING



WEEKLIES MAGAZINES

FISCAL RATES & SCHEDULES
2026





ADVERTISEMENT RATES

· All advertising rates exclude VAT
· Advertorial rates include standard production and photographic costs

STANDARD POSITIONS		
	FULL COLOUR PER INSERTION	ADVERTORIAL PER INSERTION
DPS	R 223 965	R 242 155
FULL PAGE	R 111 975	R 121 080
1/2 PAGE	R 72 800	
1/4 PAGE	R 44 800	
2 COLUMNS	R 89 590	
2/3 x 3 COLUMNS	R 89 590	
1 COLUMNS	R 44 800	
1/3 x 3 COLUMNS	R 44 800	

GUARANTEED POSITIONS	
INSIDE FRONT COVER	R 128 805
INSIDE BACK COVER	R 123 180
OUTSIDE BACK COVER	R 139 985
FIRST DPS	R 246 355
SECOND DPS	R 246 355
THIRD DPS	R 246 355
ANY GUARANTEED FULL PAGE	R 123 180

COMBINATION RATES	
HUISGENOOT, YOU	R 174 985

COMBINATION RATES	
	FULL COLOUR PER INSERTION
DPS	R 210 550
FULL PAGE	R 105 275
ADVERTORIAL FULL PAGE	R 114 360
1/2 PAGE	R 68 430
1/4 PAGE	R 42 120
2 COLUMNS	R 84 235
2/3 x 3 COLUMNS	R 84 235
1 COLUMNS	R 42 120
1/3 x 3 COLUMNS	R 42 120

INSERT RATES

· All insert rates are for insertion costs only

LOOSE INSERTS rate excl vat per '000	
SINGLE PAGE	R 705
4 PAGES	R 965
6 - 8 PAGES	R 1 140
12 PAGES	R 1 280
16 - 20 PAGES	R 1 450
24 PAGES	R 1 655
32 PAGES	R 1 950
48 PAGES	R 2 325
52 PAGES	R 2 540

ACTION RATES	
*CARRYING FEE	R 705
MACHINE/HAND INSERTION (random)	R 475
MACHINE/HAND INSERTION (specific page)	R 625
*PASTE/GLUE-ON (specific page)	R 1 480
BAGGING (contribution)	R 410
BAGGING (with hand insertion)	R 1 495

* Carrying fee must be added to glueing/bagging costs

BOUND IN rate excl vat per '000	
SINGLE PAGE	R 850
4 PAGES	R 1 165
6 - 8 PAGES	R 1 370
12 PAGES	R 1 580
16 - 20 PAGES	R 1 745
SUBSCRIBERS subject to postage where applicable	R 4 110

TO ADVERTISE

Please contact **Ann du Bois**
Email: ann.dubois@media24.com
Call: 061 814 2403

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* Hierdie advertensietariewe geld vanaf 1 Januarie 2026 en vervang alle vorige weergawes van enige tariewe en/of tariefkaarte wat Media24 vrygestel en/of gepubliseer het.



ADVERTISEMENT RATES

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STANDARD POSITIONS		
	FULL COLOUR PER INSERTION	ADVERTORIAL PER INSERTION
DPS	R 148 295	R 164 610
FULL PAGE	R 74 160	R 83 240
1/2 PAGE	R 48 205	
1/4 PAGE	R 29 645	
2 COLUMNS	R 59 315	
2/3 x 3 COLUMNS	R 59 315	
1 COLUMNS	R 29 645	
1/3 x 3 COLUMNS	R 29 645	

GUARANTEED POSITIONS	
INSIDE FRONT COVER	R 85 285
INSIDE BACK COVER	R 81 540
OUTSIDE BACK COVER	R 92 680
FIRST DPS	R 163 105
SECOND DPS	R 163 105
THIRD DPS	R 163 105
ANY GUARANTEED FULL PAGE	R 81 540

COMBINATION RATES	
HUISGENOOT, YOU	R 174 985

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COMBINATION RATES	
	FULL COLOUR PER INSERTION
DPS	R 139 390
FULL PAGE	R 69 710
ADVERTORIAL FULL PAGE	R 78 785
1/2 PAGE	R 45 295
1/4 PAGE	R 27 865
2 COLUMNS	R 55 770
2/3 x 3 COLUMNS	R 55 770
1 COLUMNS	R 27 865
1/3 x 3 COLUMNS	R 27 865

INSERT RATES

• All insert rates are for insertion costs only

LOOSE INSERTS rate excl vat per '000	
SINGLE PAGE	R 705
4 PAGES	R 965
6 - 8 PAGES	R 1 140
12 PAGES	R 1 280
16 - 20 PAGES	R 1 450
24 PAGES	R 1 655
32 PAGES	R 1 950
48 PAGES	R 2 325
52 PAGES	R 2 540

ACTION RATES	
*CARRYING FEE	R 705
MACHINE/HAND INSERTION (random)	R 475
MACHINE/HAND INSERTION (specific page)	R 625
*PASTE/GLUE-ON (specific page)	R 1 480
BAGGING (contribution)	R 410
BAGGING (with hand insertion)	R 1 495

* Carrying fee must be added to glueing/bagging costs

BOUND IN rate excl vat per '000	
SINGLE PAGE	R 850
4 PAGES	R 1 165
6 - 8 PAGES	R 1 370
12 PAGES	R 1 580
16 - 20 PAGES	R 1 745
SUBSCRIBERS subject to postage where applicable	R 4 110



ADVERTISEMENTS

SIZE	TYPE (MM) HEIGHT X WIDTH	TRIM (MM) HEIGHT X WIDTH	BLEED (MM) HEIGHT X WIDTH
DPS	258 X 380	275 X 420	285 X 430
FULL PAGE	258 X 190	275 X 210	285 X 220
HALF PAGE HORIZONTAL	127 X 190	136 X 210	146 X 220
HALF PAGE VERTICAL	258 X 92	275 X 105	285 X 115
2 COLUMNS	258 X 124	275 X 135	285 X 145
1 COLUMN	258 X 59	275 X 70	285 X 80
2/3 X 3 COLUMNS	170 X 190	180 X 210	190 X 220
1/3 X 3 COLUMNS	84 X 190	94 X 210	104 X 220
QUARTER PAGE	127 X 92	136 X 105	146 X 115

STITCHED-IN INSERTS

SIZE	TYPE (MM) HEIGHT X WIDTH	TRIM (MM) HEIGHT X WIDTH	BLEED (MM) HEIGHT X WIDTH
DOUBLE PAGE SPREAD	258 X 380	275 X 420	285 X 430
FULL PAGE	258 X 190	275 X 210	285 X 220
HALF PAGE HORIZONTAL	127 X 190	136 X 210	146 X 220
HALF PAGE VERTICAL	258 X 92	275 X 105	285 X 115
2 COLUMNS	258 X 124	275 X 135	285 X 145
1 COLUMN	258 X 59	275 X 70	285 X 80
2/3 X 3 COLUMNS	170 X 190	180 X 210	190 X 220
1/3 X 3 COLUMNS	84 X 190	94 X 210	104 X 220

LOOSE SUPPLEMENTS

SIZE	TYPE (MM) HEIGHT X WIDTH	TRIM (MM) HEIGHT X WIDTH	BLEED (MM) HEIGHT X WIDTH
DPS	253 X 360	270 X 400	280 X 410
FULL PAGE	253 X 180	270 X 200	280 X 210
HALF PAGE HORIZONTAL	127 X 180	135 X 200	145 X 210
HALF PAGE VERTICAL	253 X 92	270 X 100	280 X 110

*Distribution of H & Y commences on a Friday in the following areas only:
· Gauteng CBD including Pretoria, Johannesburg, Roodepoort, Vereeniging and Benoni
· Cape Peninsula
Distribution in all other areas from Mondays onward

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SCHEDULE					
ISSUE DATE	ON SALE	BOOKING & MATERIAL DEADLINE	ADVERTORIAL BOOKING DEADLINE	LATE SECTION MATERIAL DEADLINE	PRE-PRINTED INSERTS DEADLINE
08 Jan 26	02 Jan 26	24 Nov 25	04 Nov 25	15 Dec 25	09 Dec 25
15 Jan 26	09 Jan 26	08 Dec 25	18 Nov 25	18 Dec 25	18 Dec 25
22 Jan 26	16 Jan 26	17 Dec 25	09 Dec 25	09 Jan 26	06 Jan 26
29 Jan 26	23 Jan 26	05 Jan 26	15 Dec 25	16 Jan 26	13 Jan 26
05 Feb 26	30 Jan 26	12 Jan 26	19 Dec 25	23 Jan 26	20 Jan 26
12 Feb 26	06 Feb 26	19 Jan 26	02 Jan 26	30 Jan 26	27 Jan 26
19 Feb 26	13 Feb 26	26 Jan 26	06 Jan 26	06 Feb 26	03 Feb 26
26 Feb 26	20 Feb 26	02 Feb 26	13 Jan 26	13 Feb 26	10 Feb 26
05 Mar 26	27 Feb 26	09 Feb 26	20 Jan 26	20 Feb 26	17 Feb 26
12 Mar 26	06 Mar 26	16 Feb 26	27 Jan 26	27 Feb 26	24 Feb 26
19 Mar 26	13 Mar 26	23 Feb 26	03 Feb 26	06 Mar 26	03 Mar 26
26 Mar 26	20 Mar 26	02 Mar 26	10 Feb 26	13 Mar 26	10 Mar 26
02 Apr 26	27 Mar 26	09 Mar 26	17 Feb 26	20 Mar 26	17 Mar 26
09 Apr 26	02 Apr 26	16 Mar 26	24 Feb 26	27 Mar 26	23 Mar 26
16 Apr 26	10 Apr 26	20 Mar 26	02 Mar 26	01 Apr 26	26 Mar 26
23 Apr 26	17 Apr 26	30 Mar 26	10 Mar 26	10 Apr 26	07 Apr 26
30 Apr 26	24 Apr 26	02 Apr 26	17 Mar 26	17 Apr 26	14 Apr 26
07 May 26	30 Apr 26	13 Apr 26	24 Mar 26	23 Apr 26	20 Apr 26
14 May 26	08 May 26	20 Apr 26	31 Mar 26	30 Apr 26	28 Apr 26
21 May 26	15 May 26	24 Apr 26	07 Apr 26	08 May 26	05 May 26
28 May 26	22 May 26	04 May 26	14 Apr 26	15 May 26	12 May 26
04 Jun 26	29 May 26	11 May 26	21 Apr 26	22 May 26	19 May 26
11 Jun 26	05 Jun 26	18 May 26	28 Apr 26	29 May 26	26 May 26
18 Jun 26	12 Jun 26	25 May 26	05 May 26	05 Jun 26	02 Jun 26
25 Jun 26	19 Jun 26	01 Jun 26	12 May 26	12 Jun 26	09 Jun 26
02 Jul 26	26 Jun 26	08 Jun 26	19 May 26	19 Jun 26	15 Jun 26

SCHEDULE					
ISSUE DATE	ON SALE	BOOKING & MATERIAL DEADLINE	ADVERTORIAL BOOKING DEADLINE	LATE SECTION MATERIAL DEADLINE	PRE-PRINTED INSERTS DEADLINE
09 Jul 26	03 Jul 26	15 Jun 26	26 May 26	26 Jun 26	23 Jun 26
16 Jul 26	10 Jul 26	22 Jun 26	02 Jun 26	03 Jul 26	30 Jun 26
23 Jul 26	17 Jul 26	29 Jun 26	09 Jun 26	10 Jul 26	07 Jul 26
30 Jul 26	24 Jul 26	06 Jul 26	15 Jun 26	17 Jul 26	14 Jul 26
06 Aug 26	31 Jul 26	13 Jul 26	23 Jun 26	24 Jul 26	21 Jul 26
13 Aug 26	07 Aug 26	20 Jul 26	30 Jun 26	31 Jul 26	28 Jul 26
20 Aug 26	14 Aug 26	27 Jul 26	07 Jul 26	07 Aug 26	04 Aug 26
27 Aug 26	21 Aug 26	03 Aug 26	14 Jul 26	14 Aug 26	11 Aug 26
03 Sep 26	28 Aug 26	07 Aug 26	21 Jul 26	21 Aug 26	18 Aug 26
10 Sep 26	04 Sep 26	17 Aug 26	28 Jul 26	28 Aug 26	25 Aug 26
17 Sep 26	11 Sep 26	24 Aug 26	04 Aug 26	04 Sep 26	01 Sep 26
24 Sep 26	18 Sep 26	31 Aug 26	11 Aug 26	11 Sep 26	08 Sep 26
01 Oct 26	25 Sep 26	07 Sep 26	18 Aug 26	18 Sep 26	15 Sep 26
08 Oct 26	02 Oct 26	14 Sep 26	25 Aug 26	25 Sep 26	22 Sep 26
15 Oct 26	09 Oct 26	21 Sep 26	01 Sep 26	02 Oct 26	29 Sep 26
22 Oct 26	16 Oct 26	28 Sep 26	08 Sep 26	09 Oct 26	06 Oct 26
29 Oct 26	23 Oct 26	05 Oct 26	15 Sep 26	16 Oct 26	13 Oct 26
05 Nov 26	30 Oct 26	12 Oct 26	22 Sep 26	23 Oct 26	20 Oct 26
12 Nov 26	06 Nov 26	19 Oct 26	29 Sep 26	30 Oct 26	27 Oct 26
19 Nov 26	13 Nov 26	26 Oct 26	06 Oct 26	06 Nov 26	03 Nov 26
26 Nov 26	20 Nov 26	02 Nov 26	13 Oct 26	13 Nov 26	10 Nov 26
03 Dec 26	26 Nov 26	09 Nov 26	20 Oct 26	19 Nov 26	16 Nov 26
10 Dec 26	04 Dec 26	16 Nov 26	27 Oct 26	27 Nov 26	24 Nov 26
17 Dec 26	11 Dec 26	23 Nov 26	03 Nov 26	04 Dec 26	01 Dec 26
24 Dec 26	18 Dec 26	30 Nov 26	10 Nov 26	11 Dec 26	08 Dec 26

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PRINT

RATES & SCHEDULES 2026



SCHEDULE				
ISSUE DATE	ON SALE	BOOKINGS DEADLINE (ADS & ADVERTORIALS)	MATERIAL DEADLINE	PRE-PRINTED INSERTS DEADLINE
29 Jan 26	23 Jan 26	19 Dec 25	09 Jan 26	09 Jan 26
12 Feb 26	06 Feb 26	12 Jan 26	23 Jan 26	23 Jan 26
26 Feb 26	20 Feb 26	26 Jan 26	06 Feb 26	06 Feb 26
12 Mar 26	06 Mar 26	09 Feb 26	20 Feb 26	20 Feb 26
26 Mar 26	20 Mar 26	23 Feb 26	06 Mar 26	06 Mar 26
09 Apr 26	02 Apr 26	09 Mar 26	19 Mar 26	19 Mar 26
23 Apr 26	17 Apr 26	23 Mar 26	02 Apr 26	02 Apr 26
07 May 26	30 Apr 26	02 Apr 26	16 Apr 26	16 Apr 26
21 May 26	15 May 26	20 Apr 26	30 Apr 26	30 Apr 26
04 Jun 26	29 May 26	04 May 26	15 May 26	15 May 26
18 Jun 26	12 Jun 26	18 May 26	29 May 26	29 May 26
02 Jul 26	26 Jun 26	01 Jun 26	12 Jun 26	12 Jun 26
16 Jul 26	10 Jul 26	15 Jun 26	26 Jun 26	26 Jun 26
30 Jul 26	24 Jul 26	29 Jun 26	10 Jul 26	10 Jul 26
13 Aug 26	07 Aug 26	13 Jul 26	24 Jul 26	24 Jul 26
27 Aug 26	21 Aug 26	27 Jul 26	07 Aug 26	07 Aug 26
10 Sep 26	04 Sep 26	11 Aug 26	21 Aug 26	21 Aug 26
24 Sep 26	18 Sep 26	24 Aug 26	04 Sep 26	04 Sep 26
08 Oct 26	02 Oct 26	07 Sep 26	18 Sep 26	18 Sep 26
22 Oct 26	16 Oct 26	21 Sep 26	02 Oct 26	02 Oct 26
05 Nov 26	30 Oct 26	05 Oct 26	16 Oct 26	16 Oct 26
19 Nov 26	13 Nov 26	19 Oct 26	30 Oct 26	30 Oct 26
03 Dec 26	26 Nov 26	02 Nov 26	12 Nov 26	12 Nov 26
31 Dec 26	25 Dec 26	30 Nov 26	11 Dec 26	11 Dec 26

ADVERTISEMENT RATES

- All advertising rates exclude VAT
- Advertorial rates include standard production and photographic costs

STANDARD POSITIONS		
	FULL COLOUR PER INSERTION	ADVERTORIAL PER INSERTION
DPS	R 83 435	R 105 610
FULL PAGE	R 41 740	R 52 805
1/2 PAGE	R 27 105	
1/3 PAGE	R 16 670	
1/4 PAGE	R 16 670	

SPECIAL POSITIONING	
	FULL COLOUR PER INSERTION
INSIDE FRONT COVER FP	R 47 970
OUTSIDE BACK COVER	R 52 175
INSIDE BACK COVER	R 45 890
1ST DPS (PG 4 -5)	R 91 800
ANY GUARANTEED FULL PAGE	R 45 890

INSERT RATES

- All insert rates are for insertion costs only

LOOSE INSERTS rate excl vat per '000			
SINGLE PAGE	R 705	24 PAGES	R 1 655
4 PAGES	R 965	32 PAGES	R 1 950
6 - 8 PAGES	R 1 140	48 PAGES	R 2 325
12 PAGES	R 1 280	52 PAGES	R 2 540
16 - 20 PAGES	R 1 450		

BOUND IN rate excl vat per '000	
SINGLE PAGE	R 850
4 PAGES	R 1 165
6 - 8 PAGES	R 1 370
12 PAGES	R 1 580
16 - 20 PAGES	R 1 745
SUBSCRIBERS subject to postage where applicable	R 4 110

ACTION RATES			
*CARRYING FEE	R 705	*PASTE/GLUE-ON (specific page)	R 1 480
MACHINE/HAND INSERTION (random)	R 475	BAGGING (contribution)	R 410
MACHINE/HAND INSERTION (specific page)	R 625	BAGGING (with hand insertion)	R 1 495

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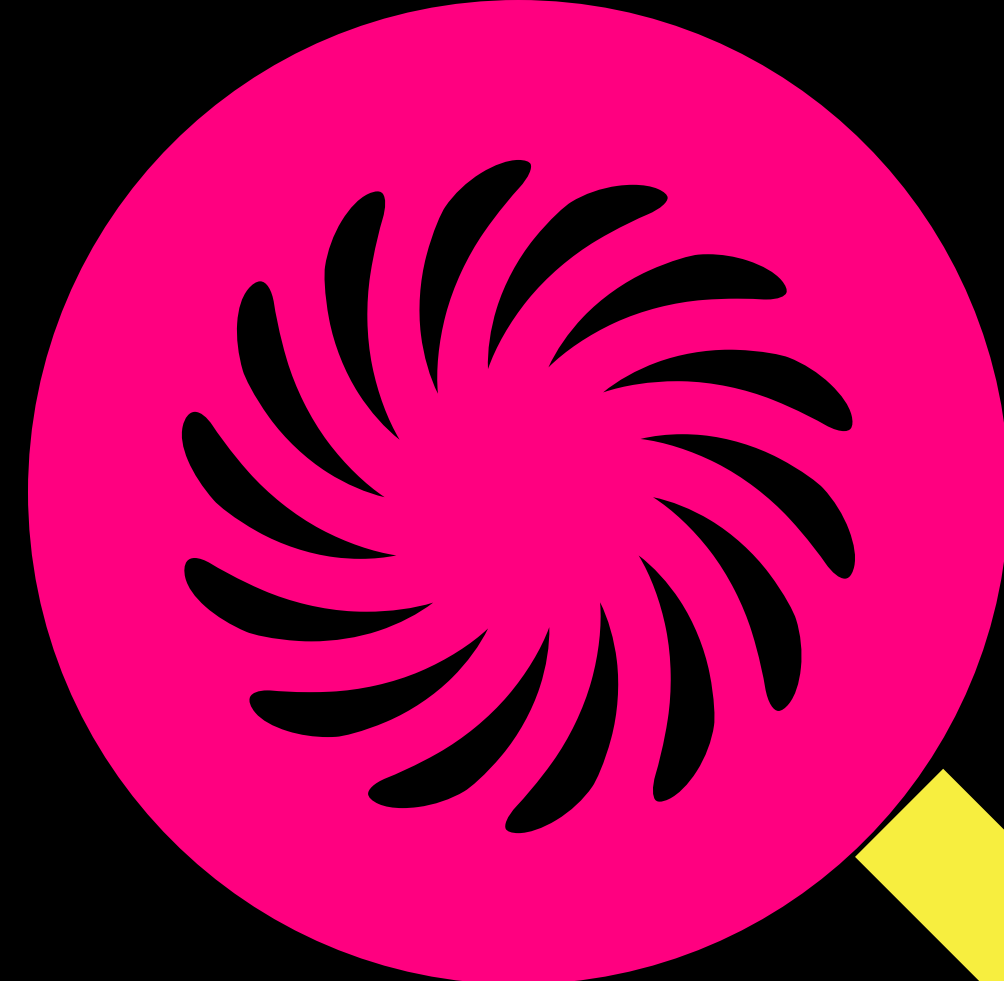
TO ADVERTISE

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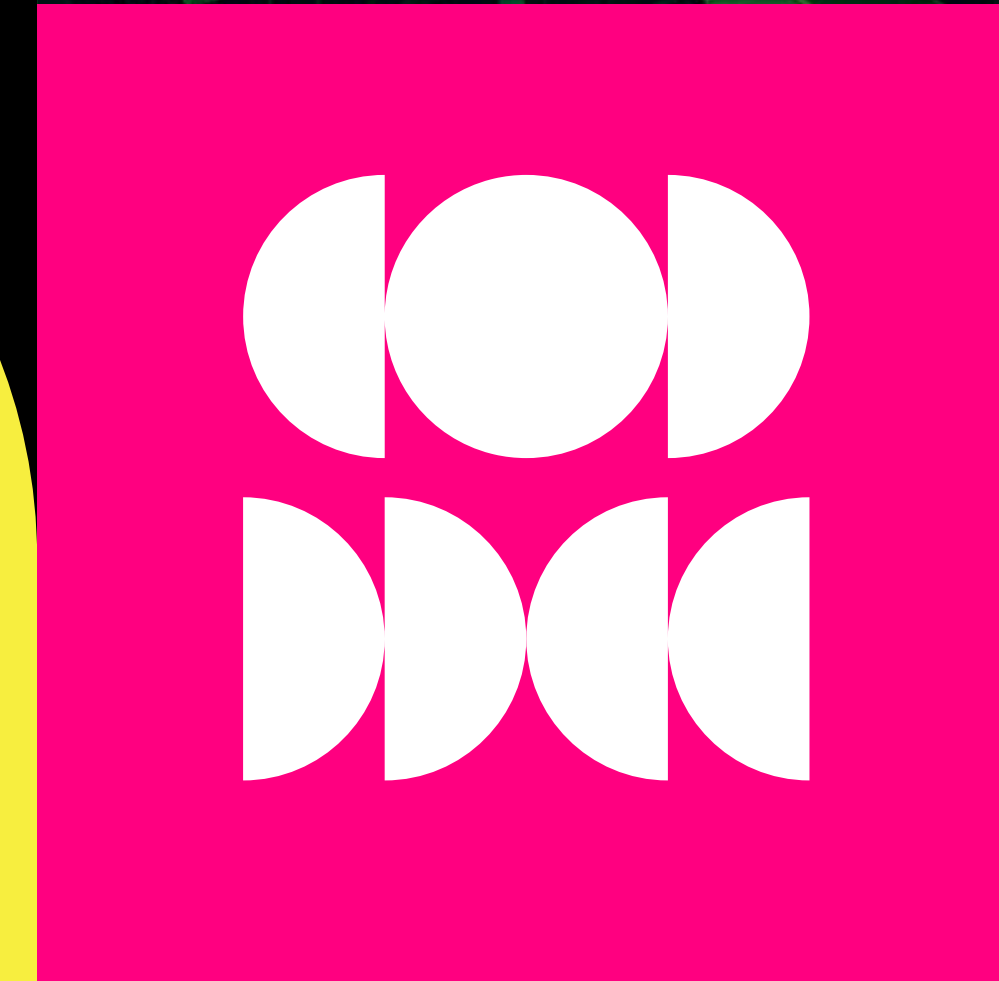
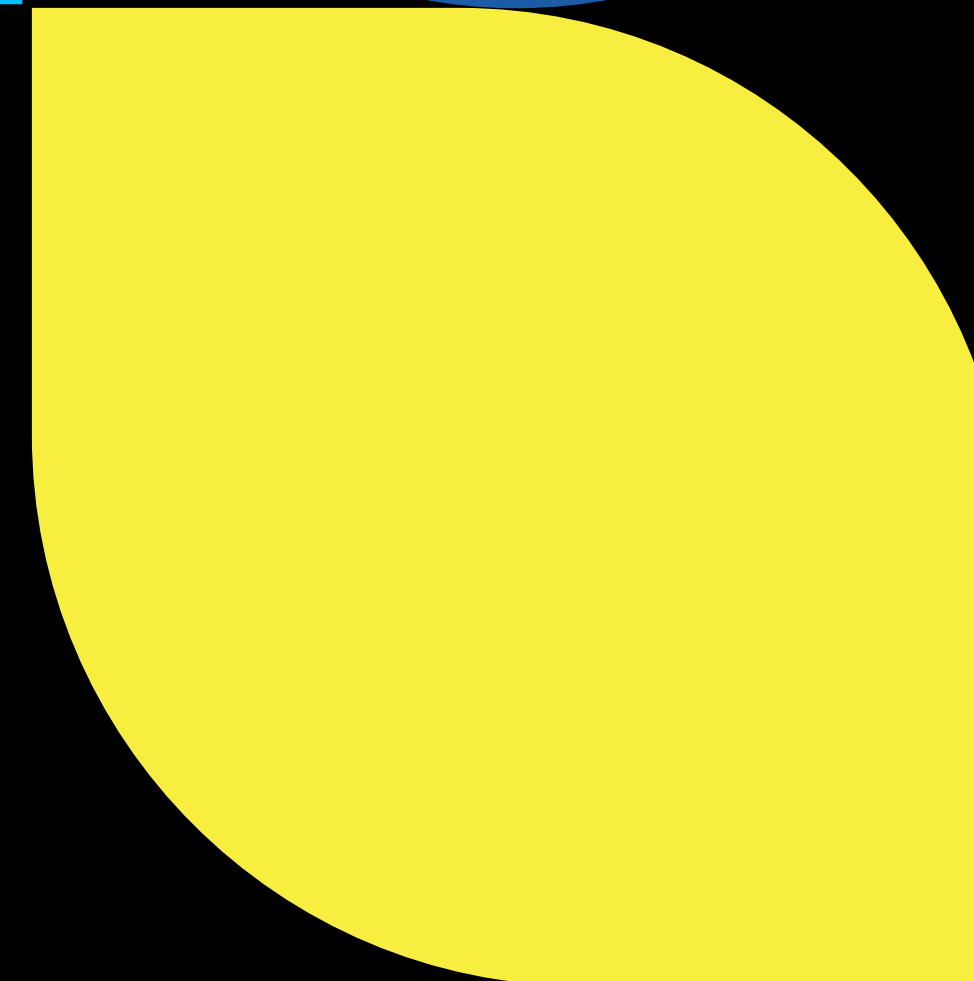
MATERIAL SPECIFICATIONS							
SIZE	TYPE (MM) HEIGHT X WIDTH	TRIM (MM) HEIGHT X WIDTH	BLEED (MM) HEIGHT X WIDTH	SIZE	TYPE (MM) HEIGHT X WIDTH	TRIM (MM) HEIGHT X WIDTH	BLEED (MM) HEIGHT X WIDTH
DPS	258 x 360	275 x 390	285 x 400	2 COLUMNS	258 x 114	275 x 125	285 x 135
FULL PAGE	258 x 175	275 x 195	285 x 205	1 COLUMN	258 x 54	275 x 65	285 x 75
1/2 VERTICAL	258 x 85	275 x 97	285 x 107	2/3 X 3 COLUMNS	170 x 175	180 x 195	190 x 205
1/2 HORIZONTAL	127 x 175	136 x 195	146 x 205	1/3 X 3 COLUMNS	84 x 175	94 x 195	104 x 205
				1/4 PAGE	127 x 85	136 x 97	146 x 107



MEDIA24
ADVERTISING
& CONTENT
MARKETING



GLOSSIES MAGAZINES



FISCAL RATES & SCHEDULES
2026





SCHEDULE					
ISSUE DATE	ON SALE	INSERT DEADLINE	PROMO/ADVERTORIAL BOOKING DEADLINE	ADVERTISING BOOKING DEADLINE	ADVERTISING MATERIAL DEADLINE
Jan-Feb 2026	02 Jan 26	10 Dec 25	05 Nov 25	21 Nov 25	28 Nov 25
Mar-Apr 2026	27 Feb 26	11 Feb 26	07 Jan 26	23 Jan 26	30 Jan 26
May-June 2026	30 Apr 26	07 Apr 26	03 Mar 26	19 Mar 26	26 Mar 26
SARIE KREATIEF*	05 Jun 26	13 May 26	16 Apr 26	02 May 26	09 May 26
July-Aug 2026	26 Jun 26	10 Jun 26	06 May 26	22 May 26	29 May 26
Sep-Oct 2025	28 Aug 26	12 Aug 26	08 Jul 26	24 Jul 26	31 Jul 26
SARIE WOON/DÉCOR*	18 Sep 26	26 Aug 26	22 Jul 26	07 Aug 26	14 Aug 26
SARIE BLOKRAAI*	23 Oct 26	30 Sep 26	26 Aug 26	11 Sep 26	18 Sep 26
Nov-Dec 2025	30 Oct 26	21 Oct 26	16 Sep 26	02 Oct 26	09 Oct 26
Jan-Feb 2027	31 Dec 26	08 Dec 26	03 Nov 26	19 Nov 26	26 Nov 26
Mar-Apr 2027	26 Feb 27	10 Feb 27	06 Jan 27	22 Jan 27	29 Jan 27

*Rates and specifications available on request

MATERIAL SPECIFICATIONS			
SIZE	TYPE (MM) HEIGHT X WIDTH	TRIM (MM) HEIGHT X WIDTH	BLEED (MM) HEIGHT X WIDTH
DPS	258 X 380	275 X 420	285 X 430
FULL PAGE	258 X 190	275 X 210	285 X 220
1/2 PAGE VERTICAL	258 X 92	275 X 105	285 X 115
1/2 PAGE HORIZONTAL	127 X 190	136 X 210	146 X 220
1/3 PAGE VERTICAL	258 X 59	275 X 70	285 X 80
1/3 PAGE HORIZONTAL	84 X 190	94 X 210	104 X 220

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ADVERTISEMENT RATES

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STANDARD POSITIONS		
	FULL COLOUR PER INSERTION	ADVERTORIAL PER INSERTION
DPS	R 123 720	R 148 195
FULL PAGE	R 61 670	R 74 105
1/2 PAGE	R 46 400	
1/3 PAGE	R 43 375	

INSERT RATES

- All insert rates are for insertion costs only

LOOSE INSERTS rate excl vat per '000			
SINGLE PAGE	R 705	24 PAGES	R 1 655
4 PAGES	R 965	32 PAGES	R 1 950
6 - 8 PAGES	R 1 140	48 PAGES	R 2 325
12 PAGES	R 1 280	52 PAGES	R 2 540
16 - 20 PAGES	R 1 450		

ACTION RATES

*CARRYING FEE	R 705
MACHINE/HAND INSERTION (random)	R 475
MACHINE/HAND INSERTION (specific page)	R 625
*PASTE/GLUE-ON (specific page)	R 1 480
BAGGING (contribution)	R 410
BAGGING (with hand insertion)	R 1 495

* Carrying fee must be added to glueing/bagging costs

SPECIAL POSITIONING	
	FULL COLOUR PER INSERTION
INSIDE FRONT COVER DPS	R 148 470
SECOND DPS	R 142 280
OUTSIDE BACK COVER	R 77 090
INSIDE BACK COVER	R 68 070
1ST 15% OF MAGAZINE	R 74 010

BOUND IN rate excl vat per '000	
SINGLE PAGE	R 850
4 PAGES	R 1 165
6 - 8 PAGES	R 1 370
12 PAGES	R 1 580
16 - 20 PAGES	R 1 745
SUBSCRIBERS subject to postage where applicable	R 4 110

PRINT

RATES & SCHEDULES 2026



SCHEDULE					
ISSUE DATE	ON SALE	INSERT DEADLINE	PROMO/ ADVERTORIAL BOOKING DEADLINE	ADVERTISING BOOKING DEADLINE	ADVERTISING MATERIAL DEADLINE
SARIE KOS Herfs/Winter	27 Mar 26	16 Mar 26	11 Feb 26	27 Feb 26	06 Mar 26
SARIE KOS Lente/Somer	25 Sep 26	14 Sep 26	12 Aug 26	28 Aug 26	04 Sep 26

MATERIAL SPECIFICATIONS			
SIZE	TYPE (MM) HEIGHT X WIDTH	TRIM (MM) HEIGHT X WIDTH	BLEED (MM) HEIGHT X WIDTH
DPS	258 X 380	275 X 420	285 X 430
FULL PAGE	258 X 190	275 X 210	285 X 220
1/2 PAGE VERTICAL	258 X 92	275 X 105	285 X 115
1/2 PAGE HORIZONTAL	127 X 190	136 X 210	146 X 220
1/3 PAGE VERTICAL	258 X 59	275 X 70	285 X 80
1/3 PAGE HORIZONTAL	84 X 190	94 X 210	104 X 220

ADVERTISEMENT RATES

- All advertising rates exclude VAT
- Advertorial rates include standard production and photographic costs

STANDARD POSITIONS		
	FULL COLOUR PER INSERTION	ADVERTORIAL PER INSERTION
DPS	R 84 500	R 101 185
FULL PAGE	R 42 245	R 50 595
1/2 PAGE	R 34 650	
1/3 PAGE	R 29 570	

SPECIAL POSITIONING	
	FULL COLOUR PER INSERTION
INSIDE FRONT COVER DPS	R 101 395
SECOND DPS	R 97 160
OUTSIDE BACK COVER	R 52 805
INSIDE BACK COVER	R 46 475
1ST 15% OF MAGAZINE	R 50 695
1ST 30% OF MAGAZINE	R 48 590

INSERT RATES

- All insert rates are for insertion costs only

LOOSE INSERTS rate excl vat per '000			
SINGLE PAGE	R 705	24 PAGES	R 1 655
4 PAGES	R 965	32 PAGES	R 1 950
6 - 8 PAGES	R 1 140	48 PAGES	R 2 325
12 PAGES	R 1 280	52 PAGES	R 2 540
16 - 20 PAGES	R 1 450		

BOUND IN rate excl vat per '000	
SINGLE PAGE	R 850
4 PAGES	R 1 165
6 - 8 PAGES	R 1 370
12 PAGES	R 1 580
16 - 20 PAGES	R 1 745
SUBSCRIBERS subject to postage where applicable	R 4 110

ACTION RATES	
*CARRYING FEE	R 705
MACHINE/HAND INSERTION (random)	R 475
MACHINE/HAND INSERTION (specific page)	R 625
*PASTE/GLUE-ON (specific page)	R 1 480
BAGGING (contribution)	R 410
BAGGING (with hand insertion)	R 1 495

* Carrying fee must be added to glueing/bagging costs

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SCHEDULE					
ISSUE DATE	ON SALE	INSERT DEADLINE	PROMO/ADVERTORIAL BOOKING DEADLINE	ADVERTISING BOOKING DEADLINE	ADVERTISING MATERIAL DEADLINE
Mar-Apr 26	27 Feb 26	18 Feb 26	31 Dec 25	29 Jan 26	05 Feb 26
HOT Guide to Menopause*	27 Mar 26	11 Mar 26	27 Jan 26	19 Feb 26	26 Feb 26
May-Jun 26	30 Apr 26	20 Apr 26	09 Mar 26	31 Mar 26	07 Apr 26
Jul-Aug 26	26 Jun 26	17 Jun 26	05 May 26	28 May 26	04 Jun 26
Sep-Oct 26	28 Aug 26	19 Aug 26	07 Jul 26	30 Jul 26	06 Aug 26
HOT Guide to Menopause*	25 Sep 26	09 Sep 26	28 Jul 26	20 Aug 26	27 Aug 26
Nov-Dec 26	30 Oct 26	22 Oct 26	07 Sep 26	01 Oct 26	08 Oct 26
Jan-Feb 27	31 Dec 26	09 Dec 26	27 Oct 26	19 Nov 26	26 Nov 26
Mar-Apr 27	25 Feb 27	16 Feb 27	04 Jan 27	27 Jan 27	03 Feb 27
HOT Guide to Menopause*	26 Mar 27	10 Mar 27	26 Jan 27	18 Feb 27	25 Feb 27

• Rates and specifications available on request

MATERIAL SPECIFICATIONS			
SIZE	TYPE (MM) HEIGHT X WIDTH	TRIM (MM) HEIGHT X WIDTH	BLEED (MM) HEIGHT X WIDTH
DPS	258 X 380	275 X 420	285 X 430
FULL PAGE	258 X 190	275 X 210	285 X 220
1/2 VERTICAL	258 X 92	275 X 105	285 X 115
1/2 HORIZONTAL	127 X 190	136 X 210	146 X 220
1/3 VERTICAL	258 X 59	275 X 70	285 X 80
1/3 HORIZONTAL	84 X 190	94 X 210	104 X 220

TO ADVERTISE

Please contact **Ann du Bois**
Email: ann.dubois@media24.com
Call: 061 814 2403

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ADVERTISEMENT RATES

- All advertising rates exclude VAT
- Advertorial rates include standard production and photographic costs

STANDARD POSITIONS			SPECIAL POSITIONING	
	FULL COLOUR PER INSERTION	ADVERTORIAL PER INSERTION		FULL COLOUR PER INSERTION
DPS	R 133 570	R 159 950	INSIDE FRONT COVER DPS	R 160 285
FULL PAGE	R 66 785	R 79 975	SECOND DPS	R 153 605
1/2 PAGE	R 50 085		OUTSIDE BACK COVER	R 83 480
1/3 PAGE	R 46 745		INSIDE BACK COVER	R 73 460
			1ST 15% OF MAGAZINE	R 80 140
			1ST 30% OF MAGAZINE	R 76 800

INSERT RATES

- All insert rates are for insertion costs only

LOOSE INSERTS rate excl vat per '000				BOUND IN rate excl vat per '000	
SINGLE PAGE	R 705	24 PAGES	R 1 655	SINGLE PAGE	R 850
4 PAGES	R 965	32 PAGES	R 1 950	4 PAGES	R 1 165
6 - 8 PAGES	R 1 140	48 PAGES	R 2 325	6 - 8 PAGES	R 1 370
12 PAGES	R 1 280	52 PAGES	R 2 540	12 PAGES	R 1 580
16 - 20 PAGES	R 1 450			16 - 20 PAGES	R 1 745
				SUBSCRIBERS subject to postage where applicable	R 4 110

ACTION RATES				
*CARRYING FEE	R 705		*PASTE/GLUE-ON (specific page)	R 1 480
MACHINE/HAND INSERTION (random)	R 475		BAGGING (contribution)	R 410
MACHINE/HAND INSERTION (specific page)	R 625		BAGGING (with hand insertion)	R 1 495

* Carrying fee must be added to glueing/bagging costs

SCHEDULE					
ISSUE DATE	ON SALE	INSERT DEADLINE	PROMO/ADVERTORIAL BOOKING DEADLINE	ADVERTISING BOOKING DEADLINE	ADVERTISING MATERIAL DEADLINE
Apr-Jun 26	24 Apr 26	07 Apr 26	10 Mar 26	19 Mar 26	25 Mar 26
July-Sep 26	24 Jul 26	08 Jul 26	10 Jun 26	19 Jun 26	25 Jun 26
Oct-Dec 26	23 Oct 26	07 Oct 26	08 Sep 26	17 Sep 26	23 Sep 26
Jan-Mar 27	22 Jan 27	16 Dec 26	18 Nov 26	27 Nov 26	03 Dec 26

MATERIAL SPECIFICATIONS			
SIZE	TYPE (MM) HEIGHT X WIDTH	TRIM (MM) HEIGHT X WIDTH	BLEED (MM) HEIGHT X WIDTH
DPS	258 X 380	275 X 420	285 X 430
FULL PAGE	258 X 190	275 X 210	285 X 220
1/2 VERTICAL	258 X 92	275 X 105	285 X 115
1/2 HORIZONTAL	127 X 190	136 X 210	146 X 220
1/3 VERTICAL	258 X 59	275 X 70	285 X 80
1/3 HORIZONTAL	84 X 190	94 X 210	104 X 220

ADVERTISEMENT RATES

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- Advertorial rates include standard production and photographic costs

STANDARD POSITIONS		
	FULL COLOUR PER INSERTION	ADVERTORIAL PER INSERTION
DPS	R 158 665	R 190 020
FULL PAGE	R 79 350	R 95 010
1/2 PAGE	R 59 515	
1/3 PAGE	R 55 540	

SPECIAL POSITIONING	
	FULL COLOUR PER INSERTION
INSIDE FRONT COVER DPS	R 182 470
SECOND DPS	R 174 525
OUTSIDE BACK COVER	R 99 180
INSIDE BACK COVER	R 87 270
1ST 30% OF MAGAZINE	R 99 180
1ST 50% OF MAGAZINE	R 91 235

INSERT RATES

- All insert rates are for insertion costs only

LOOSE INSERTS rate excl vat per '000			
SINGLE PAGE	R 705	24 PAGES	R 1 655
4 PAGES	R 965	32 PAGES	R 1 950
6 - 8 PAGES	R 1 140	48 PAGES	R 2 325
12 PAGES	R 1 280	52 PAGES	R 2 540
16 - 20 PAGES	R 1 450		

BOUND IN rate excl vat per '000	
SINGLE PAGE	R 850
4 PAGES	R 1 165
6 - 8 PAGES	R 1 370
12 PAGES	R 1 580
16 - 20 PAGES	R 1 745
SUBSCRIBERS subject to postage where applicable	R 4 110

ACTION RATES			
*CARRYING FEE	R 705	*PASTE/GLUE-ON (specific page)	R 1 480
MACHINE/HAND INSERTION (random)	R 475	BAGGING (contribution)	R 410
MACHINE/HAND INSERTION (specific page)	R 625	BAGGING (with hand insertion)	R 1 495

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TO ADVERTISE

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Call: 061 814 2403

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SCHEDULE					
ISSUE DATE	ON SALE	INSERT DEADLINE	PROMO/ADVERTORIAL BOOKING DEADLINE	ADVERTISING BOOKING DEADLINE	ADVERTISING MATERIAL DEADLINE
Feb 26	16 Jan 26	17 Dec 25	29 Oct 25	03 Dec 25	09 Dec 25
Mar-Apr 26	27 Feb 26	11 Feb 26	24 Dec 25	28 Jan 26	03 Feb 26
May 26	10 Apr 26	25 Mar 26	04 Feb 26	11 Mar 26	17 Mar 26
Jun-July 26	22 May 26	05 May 26	17 Mar 26	21 Apr 26	27 Apr 26
Aug 26	17 Jul 26	01 Jul 26	12 May 26	16 Jun 26	22 Jun 26
Sep-Oct 26	28 Aug 26	12 Aug 26	24 Jun 26	29 Jul 26	04 Aug 26
Nov 26	09 Oct 26	23 Sep 26	05 Aug 26	09 Sep 26	15 Sep 26
Dec - Jan 26	20 Nov 26	04 Nov 26	16 Sep 26	21 Oct 26	27 Oct 26
Feb 27	15 Jan 27	16 Dec 26	28 Oct 26	02 Dec 26	08 Dec 26

BRAND EXTENSIONS SCHEDULE					
ISSUE	ON SALE	INSERT DEADLINE	PROMO/ADVERTORIAL BOOKING DEADLINE	ADVERTISING BOOKING DEADLINE	ADVERTISING MATERIAL DEADLINE
WERF / YARD	14 Aug 26	31 Jul 26	17 Jun 26	22 Jul 26	28 Jul 26
OPKNAP/RENO	30 Oct 26	16 Oct 26	02 Sep 26	07 Oct 26	13 Oct 26

MATERIAL SPECIFICATIONS			
SIZE	TYPE (MM) HEIGHT X WIDTH	TRIM (MM) HEIGHT X WIDTH	BLEED (MM) HEIGHT X WIDTH
DPS	255 X 400	275 X 420	285 X 430
FULL PAGE	255 X 190	275 X 210	285 X 220
1/2 VERTICAL	255 X 95	275 X 105	285 X 115
1/2 HORIZONTAL	127 X 190	136 X 210	146 X 220
1/3 VERTICAL	255 X 60	275 X 70	285 X 80
1/3 HORIZONTAL	84 X 190	94 X 210	104 X 220

STANDARD POSITIONS				SPECIAL POSITIONING			
	FULL COLOUR PER INSERTION	ADVERTORIAL PER INSERTION	ADVERTORIAL IMAGES SUPPLIED	FULL COLOUR PER INSERTION			
DPS	R 137 190	R 163 095	R 144 105	INSIDE FRONT COVER DPS	R 159 360	INSIDE BACK COVER	R 75 455
FULL PAGE	R 68 600	R 81 560	R 72 065	INSIDE FRONT COVER FP	R 79 680	1ST 15% OF MAGAZINE	R 82 315
1/2 PAGE	R 49 880			SECOND DPS	R 143 695	1ST 30% OF MAGAZINE	R 78 885
1/3 PAGE	R 34 640			OUTSIDE BACK COVER	R 85 915		

TUIS/HOME SPECIAL EDITIONS		
	FULL COLOUR PER INSERTION	ADVERTORIAL PER INSERTION
DPS	R 60 330	R 73 580
FULL PAGE	R 30 165	R 36 790
1ST 15% OF MAGAZINE	R 36 200	
1ST 30% OF MAGAZINE	R 34 695	

INSERT RATES · All insert rates are for insertion costs only

LOOSE INSERTS rate excl vat per '000				BOUND IN rate excl vat per '000	
SINGLE PAGE	R 705	24 PAGES	R 1 655	SINGLE PAGE	R 850
4 PAGES	R 965	32 PAGES	R 1 950	4 PAGES	R 1 165
6 - 8 PAGES	R 1 140	48 PAGES	R 2 325	6 - 8 PAGES	R 1 370
12 PAGES	R 1 280	52 PAGES	R 2 540	12 PAGES	R 1 580
16 - 20 PAGES	R 1 450			16 - 20 PAGES	R 1 745
				SUBSCRIBERS subject to postage where applicable	R 4 110

ACTION RATES			
*CARRYING FEE	R 705	*PASTE/GLUE-ON (specific page)	R 1 480
MACHINE/HAND INSERTION (random)	R 475	BAGGING (contribution)	R 410
MACHINE/HAND INSERTION (specific page)	R 625	BAGGING (with hand insertion)	R 1 495

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TO ADVERTISE

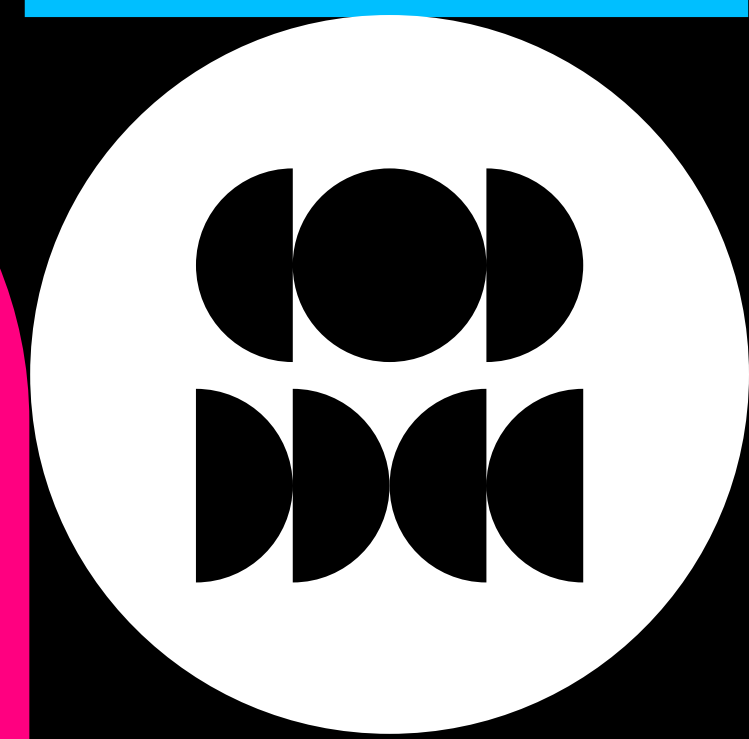
Please contact **Ann du Bois**
Email: ann.dubois@media24.com
Call: 061 814 2403

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MEDIA24
ADVERTISING
& CONTENT
MARKETING

TRAVEL MAGAZINES

FISCAL RATES & SCHEDULES
2026



SCHEDULE							
ISSUE	ON SALE	ADVERTORIAL BOOKING DEADLINE	ADVERTORIAL MATERIAL DEADLINE	CLASSIFIEDS BOOKING DEADLINE	MAINBODY ADVERT BOOKING DEADLINE	MAINBODY ADVERT MATERIAL DEADLINE	INSERT DEADLINE
FEB-MAR 26	23 Jan 26	05 Nov 25	12 Nov 25	28 Nov 25	03 Dec 25	05 Dec 25	12 Dec 25
APR-MAY 26	20 Mar 26	21 Jan 26	28 Jan 26	13 Feb 26	18 Feb 26	20 Feb 26	27 Feb 26
NAMIBIË GIDS / NAMIBIA GUIDE*	10 Apr 26	04 Feb 26	18 Feb 26	06 Mar 26	13 Mar 26	18 Mar 26	-
JUN-JUL 26	22 May 26	18 Mar 26	25 Mar 26	10 Apr 26	15 Apr 26	17 Apr 26	24 Apr 26
WESKUS, NAMAQUALAND REISGIDS / WEST COAST NAMAQUALAND TRAVEL GUIDE*	05 Jun 26	30 Mar 26	13 Apr 26	30 Apr 26	08 May 26	13 May 26	-
GARDEN ROUTE / TUINROETE*	03 Jul 26	29 Apr 26	13 May 26	29 May 26	05 Jun 26	10 Jun 26	-
AUG-SEP 26	31 Jul 26	10 Jun 26	17 Jun 26	03 Jul 26	08 Jul 26	10 Jul 26	17 Jul 26
KAROO GIDS / KAROO GUIDE*	28 Aug 26	24 Jun 26	08 Jul 26	24 Jul 26	31 Jul 26	05 Aug 26	-
OCT-NOV 26	25 Sep 26	05 Aug 26	12 Aug 26	28 Aug 26	02 Sep 26	04 Sep 26	11 Sep 26
BOTSWANA*	23 Oct 26	19 Aug 26	02 Sep 26	18 Sep 26	25 Sep 26	30 Sep 26	-
DEC-JAN 26	20 Nov 26	30 Sep 26	07 Oct 26	23 Oct 26	28 Oct 26	30 Oct 26	06 Nov 26
FEB-MAR 27	22 Jan 27	04 Nov 26	11 Nov 26	27 Nov 26	02 Dec 26	04 Dec 26	11 Dec 26

*Rate and Specifications available on request

TO ADVERTISE

Please contact **Danie Nell**
Email: Danie.Nell@media24.com
Call: 082 859 0542

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MATERIAL SPECIFICATIONS			
SIZE	TYPE (MM) HEIGHT X WIDTH	TRIM (MM) HEIGHT X WIDTH	BLEED (MM) HEIGHT X WIDTH
DPS	255 X 400	275 X 420	285 X 430
FULL PAGE	255 X 190	275 X 210	285 X 220
1/2 VERTICAL	255 X 85	275 X 105	285 X 115
1/2 HORIZONTAL	117 X 190	137 X 210	147 X 220
1/3 VERTICAL	255 X 50	275 X 70	285 X 80
1/3 HORIZONTAL	72 X 190	92 X 210	102 X 220
1/4 VERTICAL	255 X 33	275 X 53	285 X 63
1/4 HORIZONTAL	49 X 190	69 X 210	79 X 220

CLASSIFIEDS - RY & BLY GIDS/GO&STAY GUIDE (ACCOMMODATION)			
SIZE	1-3 ADS Rate per ad	4-6 ADS Rate per ad	SPECS (MM) HEIGHT X WIDTH
1/8 BLOCK	R 1 850	R 1 500	56 x 92
QUARTER PAGE	R 3 750	R 3 000	116 x 92
1/2 PAGE (Vertical)	R 7 500	R 6 000	236 x 92
1/2 PAGE (Horizontal)	R 7 500	R 6 000	116 x 186
FULL PAGE	R 15 000	R 12 000	236 x 186

SHOPWINDOW - OUTDOOR ACCESSORIES AND CAMPING GEAR				
SIZE	FULL COLOUR PER INSERTION	VERTICAL (MM) HEIGHT X WIDTH	HORIZONTAL (MM) HEIGHT X WIDTH	QUADRANGLE (MM) HEIGHT X WIDTH
1/12	R 1 950			56 X 57
2/12	R 3 895	117 X 57	56 X 118	
3/12	R 5 835	178 X 57	56 X 180	
4/12	R 7 780	238 X 57		117,5 X 118
6/12	R 16 130	178 X 118	117 X 180	
FULL PAGE	R 23 335			238 X 180

TO ADVERTISE

Please contact **Danie Nell**
Email: Danie.Nell@media24.com
Call: 082 859 0542

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ADVERTISEMENT RATES

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· Advertorial rates include standard production and photographic costs

STANDARD POSITIONS		
	FULL COLOUR PER INSERTION	ADVERTORIAL PER INSERTION
DPS	R 137 935	R 152 215
FULL PAGE	R 68 965	R 76 100
1/2 PAGE	R 51 725	
1/4 PAGE	R 41 375	
2 COLUMNS	R 58 610	
1 COLUMN	R 48 270	

SPECIAL POSITIONING	
	FULL COLOUR PER INSERTION
INSIDE FRONT COVER DPS	R 172 410
INSIDE FRONT COVER FP	R 82 810
OUTSIDE BACK COVER	R 82 810
INSIDE BACK COVER	R 75 855
SPECIFIC POSITION	R 75 855

INSERT RATES

· All insert rates are for insertion costs only

LOOSE INSERTS rate excl vat per '000			
SINGLE PAGE	R 705	24 PAGES	R 1 655
4 PAGES	R 965	32 PAGES	R 1 950
6 - 8 PAGES	R 1 140	48 PAGES	R 2 325
12 PAGES	R 1 280	52 PAGES	R 2 540
16 - 20 PAGES	R 1 450		

BOUND IN rate excl vat per '000	
SINGLE PAGE	R 850
4 PAGES	R 1 165
6 - 8 PAGES	R 1 370
12 PAGES	R 1 580
16 - 20 PAGES	R 1 745
SUBSCRIBERS subject to postage where applicable	R 4 110

ACTION RATES			
*CARRYING FEE	R 705	*PASTE/GLUE-ON (specific page)	R 1 480
MACHINE/HAND INSERTION (random)	R 475	BAGGING (contribution)	R 410
MACHINE/HAND INSERTION (specific page)	R 625	BAGGING (with hand insertion)	R 1 495

* Carrying fee must be added to glueing/bagging costs

SCHEDULE						
ISSUE	ON SALE DATE	ADVERTORIAL BOOKING DEADLINE	ADVERTORIAL MATERIAL DEADLINE	ADVERT BOOKING DEADLINE	ADVERT MATERIAL DEADLINE	INSERT DEADLINE
PLATTELAND Herfs 2026	20 Feb 26	19 Dec 25	07 Jan 26	16 Jan 26	23 Jan 26	30 Jan 26
PLATTELAND Winter 2026	22 May 26	01 Apr 26	08 Apr 26	16 Apr 26	24 Apr 26	30 Apr 26
PLATTELAND Lente 2026	21 Aug 26	08 Jul 26	15 Jul 26	24 Jul 26	31 Jul 26	07 Aug 26
PLATTELAND Somer 2026/27	20 Nov 26	30 Sep 26	07 Oct 26	16 Oct 26	23 Oct 26	30 Oct 26
PLATTELAND Herfs 2027	19 Feb 27	18 Dec 26	06 Jan 27	15 Jan 27	22 Jan 27	29 Jan 27

ADVERTISEMENT RATES

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- Advertorial rates include standard production and photographic costs

INSERT RATES

- All insert rates are for insertion costs only

*Rate and Specifications available on request

MATERIAL SPECIFICATIONS				
SIZE	FULL COLOUR PER INSERTION	TYPE (MM) HEIGHT X WIDTH	TRIM (MM) HEIGHT X WIDTH	BLEED (MM) HEIGHT X WIDTH
DPS	R 75 195	258 X 380	275 X 400	285 X 410
FULL PAGE	R 37 600	258 X 180	275 X 200	285 X 210
1/2 PAGE VERTICAL	R 24 435	258 X 80	275 X 100	285 X 110
1/2 PAGE HORIZONTAL	R 24 435	116 X 180	136 X 200	146 X 210
1/3 PAGE VERTICAL	R 20 680	258 X 47	275 X 67	285 X 77
1/3 PAGE HORIZONTAL	R 20 680	72 X 180	92 X 200	102 X 210
1/4 PAGE VERTICAL	R 15 040	255 X 30	275 X 50	285 X 60
1/4 PAGE HORIZONTAL	R 15 040	49 X 180	69 X 200	79 X 210
1/4 PAGE BLOCK	R 15 040	116 X 80	136 X 100	146 X 110
DPS ADVERTORIAL	R 82 840	258 X 380	275 X 400	285 X 410
FULL PAGE ADVERTORIAL	R 47 000	258 X 180	275 X 200	285 X 210

LOOSE INSERTS rate excl vat per '000			
SINGLE PAGE	R 705	24 PAGES	R 1 655
4 PAGES	R 965	32 PAGES	R 1 950
6 - 8 PAGES	R 1 140	48 PAGES	R 2 325
12 PAGES	R 1 280	52 PAGES	R 2 540
16 - 20 PAGES	R 1 450		

BOUND IN rate excl vat per '000	
SINGLE PAGE	R 850
4 PAGES	R 1 165
6 - 8 PAGES	R 1 370
12 PAGES	R 1 580
16 - 20 PAGES	R 1 745
SUBSCRIBERS subject to postage where applicable	R 4 110

ACTION RATES			
*CARRYING FEE	R 705	*PASTE/GLUE-ON (specific page)	R 1 480
MACHINE/HAND INSERTION (random)	R 475	BAGGING (contribution)	R 410
MACHINE/HAND INSERTION (specific page)	R 625	BAGGING (with hand insertion)	R 1 495

* Carrying fee must be added to glueing/bagging costs

SPECIAL POSITIONING			
INSIDE FRONT COVER DPS	R 86 475	OUTSIDE BACK COVER	R 45 125
INSIDE FRONT COVER FP	R 43 245	INSIDE BACK COVER	R 41 360

TO ADVERTISE

Please contact **Danie Nell**
Email: Danie.Nell@media24.com
Call: 082 859 0542

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SCHEDULE							
ISSUE	ON SALE DATE	ADVERTORIAL BOOKING DEADLINE	ADVERTORIAL MATERIAL DEADLINE	CLASSIFIEDS BOOKING DEADLINE	MAINBODY ADVERT BOOKING DEADLINE	MAINBODY ADVERT MATERIAL DEADLINE	INSERT DEADLINE
FEB-MAR 26	23 Jan 26	03 Dec 25	10 Dec 25	01 Dec 25	18 Dec 25	02 Jan 26	13 Jan 26
APR-MAY 26	20 Mar 26	16 Feb 26	23 Feb 26	19 Feb 26	23 Feb 26	26 Feb 26	10 Mar 26
JUN-JUL 26	22 May 26	17 Apr 26	24 Apr 26	20 Apr 26	24 Apr 26	30 Apr 26	12 May 26
AUG-SEP 26	24 Jul 26	22 Jun 26	29 Jun 26	25 Jun 26	29 Jun 26	02 Jul 26	14 Jul 26
BUYERS' GUIDE / KOOPGIDS	07 Aug 26	18 Jun 26	25 Jun 26	07 Jul 26	09 Jul 26	16 Jul 26	-
OCT-NOV 26	25 Sep 26	24 Aug 26	31 Aug 26	27 Aug 26	31 Aug 26	03 Sep 26	15 Sep 26
DEC-JAN 26	20 Nov 26	19 Oct 26	26 Oct 26	22 Oct 26	26 Oct 26	29 Oct 26	10 Nov 26
RESORT GUIDE/OORDGIDS	27 Nov 26	08 Oct 26	15 Oct 26	26 Oct 26	29 Oct 26	05 Nov 26	-
FEB-MAR 27	22 Jan 27	11 Nov 26	30 Nov 26	20 Nov 26	07 Dec 26	22 Dec 26	12 Jan 27

*Rate and Specifications available on request

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PRINT

RATES & SCHEDULES 2026



MATERIAL SPECIFICATIONS			
SIZE	TYPE (MM) HEIGHT X WIDTH	TRIM (MM) HEIGHT X WIDTH	BLEED (MM) HEIGHT X WIDTH
DPS	255 X 400	275 X 420	285 X 430
FULL PAGE	255 X 190	275 X 210	285 X 220
1/2 VERTICAL	255 X 85	275 X 105	285 X 115
1/2 HORIZONTAL	117 X 190	137 X 210	147 X 220
1/3 VERTICAL	255 X 50	275 X 70	285 X 80
1/3 HORIZONTAL	72 X 190	92 X 210	102 X 220
1/4 VERTICAL	255 X 33	275 X 53	285 X 63
1/4 HORIZONTAL	49 X 190	69 X 210	79 X 220
1/4 BLOCK	117 X 85	137 X 105	147 X 115

CLASSIFIEDS - RY & BLY GIDS/GO&STAY GUIDE (ACCOMMODATION)			
SIZE	1-3 ADS Rate per ad	4-6 ADS Rate per ad	SPECS (MM) HEIGHT X WIDTH
1/8 BLOCK	R 1 850	R 1 500	56 x 92
QUARTER PAGE	R 3 750	R 3 000	116 x 92
1/2 PAGE (Vertical)	R 7 500	R 6 000	236 x 92
1/2 PAGE (Horizontal)	R 7 500	R 6 000	116 x 186
FULL PAGE	R 15 000	R 12 000	236 x 186

SHOPWINDOW - OUTDOOR ACCESSORIES AND CAMPING GEAR				
SIZE	FULL COLOUR PER INSERTION	VERTICAL (MM) HEIGHT X WIDTH	HORIZONTAL (MM) HEIGHT X WIDTH	QUADRANGLE (MM) HEIGHT X WIDTH
1/12	R 1 950			56 X 57
2/12	R 3 895	117 X 57	56 X 118	
3/12	R 5 835	178 X 57	56 X 180	
4/12	R 7 780	238 X 57		117,5 X 118
6/12	R 16 130	178 X 118	117 X 180	
FULL PAGE	R 23 335			238 X 180

ADVERTISEMENT RATES

- All advertising rates exclude VAT
- Advertorial rates include standard production and photographic costs

STANDARD POSITIONS		
	FULL COLOUR PER INSERTION	ADVERTORIAL PER INSERTION
DPS	R 70 475	R 84 925
FULL PAGE	R 35 240	R 42 465
1/2 PAGE	R 26 295	
1/4 PAGE	R 21 160	
2 COLUMNS	R 29 970	
1 COLUMN	R 24 670	

SPECIAL POSITIONING	
	FULL COLOUR PER INSERTION
INSIDE FRONT COVER DPS	R 84 570
INSIDE FRONT COVER FP	R 42 290
OUTSIDE BACK COVER	R 42 290
INSIDE BACK COVER	R 38 765
SPECIFIC POSITION	R 38 765

INSERT RATES

- All insert rates are for insertion costs only

LOOSE INSERTS rate excl vat per '000			
SINGLE PAGE	R 705	24 PAGES	R 1 655
4 PAGES	R 965	32 PAGES	R 1 950
6 - 8 PAGES	R 1 140	48 PAGES	R 2 325
12 PAGES	R 1 280	52 PAGES	R 2 540
16 - 20 PAGES	R 1 450		

BOUND IN rate excl vat per '000	
SINGLE PAGE	R 850
4 PAGES	R 1 165
6 - 8 PAGES	R 1 370
12 PAGES	R 1 580
16 - 20 PAGES	R 1 745
SUBSCRIBERS subject to postage where applicable	R 4 110

ACTION RATES

*CARRYING FEE	R 705	*PASTE/GLUE-ON (specific page)	R 1 480
MACHINE/HAND INSERTION (random)	R 475	BAGGING (contribution)	R 410
MACHINE/HAND INSERTION (specific page)	R 625	BAGGING (with hand insertion)	R 1 495

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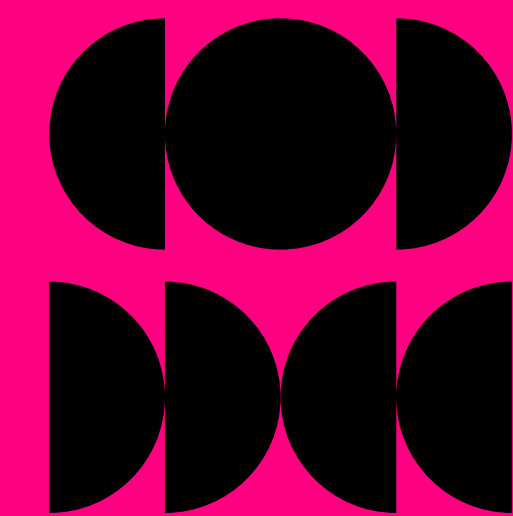
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MEDIA24
ADVERTISING
& CONTENT
MARKETING



GENERAL INFORMATION

FISCAL RATES & SCHEDULES
2026

IMPORTANT NOTICE

Media24 utilises Woodwing Software for efficient cross-media publishing.
Please ensure that material requirements are strictly adhered to.

OFFICIAL MEDIA24 LIFESTYLE ACCREDITED GATEKEEPER:

ADSEND

010 594 5147 | www.adsend.co.za | zasupport@adsend.com

THE FOLLOWING WILL NOT BE ACCEPTED:

- Low resolution images (less than 300 dpi)
- Files containing RGB and/or transparency elements

DOCUMENT SETUP:

In order to supply the correctly sized advert material, please adhere to the following:

- That your document is configured to the trim specified
- That your document bleed is added during setup and not after setup
- That your document final size does not exceed the bleed specified
- When preparing the advert, ensure the type parameter is respected

PLEASE NOTE:

- All PDF's are required to be in pdf/x-1a format
- It is critical that both the PDF document, as well as the advert contained within the PDF document, should meet the requirements stipulated in this rate card
- It is not sufficient for the advert alone to meet the requirements, while the overall document does not
- Full technical requirements available on request
- Media24 will not be held responsible for complete material supplied by the advertiser which is not in accordance with our specifications

GENERAL

RATES & SCHEDULES 2026

INSERT DELIVERIES TO:

NOVUS PRINT
10 FREEDOM WAY,
MILNERTON, 7441

TEL: 021 550 2500

NOVUS PRINT

DELIVERY TIMES:

Monday to Thursday 08:00 to 15:00 **Friday** 08:00 to 12:00

NB: No deliveries can be accepted outside these hours or at weekends unless special arrangements have been made and confirmed in writing.

DELIVERY INSTRUCTIONS:

- Inserts must be delivered to Novus Print and for the attention of the insert store.
- Inserts must be delivered in boxes on sturdy pallets and clearly marked with; the name of the insert, number of inserts per box, weight per box, name and issue date of the publication concerned.
- Inserts will only be accepted for automated offloading i.e. No hand labour.
- 3% shrinkage should be allowed for all printed inserts and 5% for all value-added items. This will allow for spoilage.
- Inserts cannot be physically counted on delivery. Quantity checks are carried out for correctness on arrival. It remains the suppliers' responsibility to ensure that the correct quantity is delivered.
- All inserts to be delivered seven working days prior to the specified bindery date and not any earlier than 14 days. Novus Print does not accept any responsibility for incorrect quantities or shortages for late deliveries.
- In the event of Novus Print not being able to handle an insert due to incorrect specifications or poor packaging, no liability shall be accepted for losses arising from omission of the insert.
- All overs must be collected within 14 days after dispatching. Any overs not collected within seven days after notification will be disposed of.

INSERT SPECIFICATIONS

- All insert rates are for insertion costs only and exclude printing costs
- All insert rates are net and exclude VAT

Minimum: 150 mm deep x 120 mm wide

Minimum paperweight for a single sheet: 100 gsm

Maximum: 270 mm deep x 200 mm wide

Minimum paperweight for 4 pages or more: 80 gsm

(Please confirm final specifications for the specific title with Business Development Manager, before booking.)

Please ensure the following:

1. Supplements or inserts are firmly packed on pallets, not exceeding 1.2 meters.
2. Individual stacks should be uniformly packed and face the same direction. (minimum of 20 copies per turn and maximum of 60 copies per stack). The heights per bundle must be identical.
3. The heights per bundle must be identical (Height per bundle: 8cm - 10cm, counter-stacked once only.)
4. Please make sure that the following information appears on the pallets or boxes:
 - Quantity and weight – to be indicated on each pallet and box.
 - Inserts must be packed in a manner that can be counted and handled by Novus Print.

- Full description of the insert – stating whether loose or bind-in insert.
- Full description of the magazine and month or date in case of weekly publications that it is being inserted/bound into.
- Boxes containing inserts must be delivered face up.
- Pallets must contain the same insert for a particular magazine – no mixing of inserts for different magazines on the same pallet.

INSERT RESTRICTIONS

- Machine inserts are limited to 4 maximum per magazine.
- Bind-ins limited to 4 maximum per magazine for square back and 2 for saddle stitch.
- Additional inserts will be inserted by hand and charged accordingly.
- The orientation of loose inserts cannot be guaranteed. (i.e. inserts may appear back to front or upside down)
- Loose sheets are not permitted within multiple page inserts.
- All inserts must be given a square and same size trim and there should be no evidence of inserts sticking together due to blunt knives.
- For any stitch-in insert of four or more pages, the same size as the magazine, a binding lap of 10 mm should be added to the fore-edge trim. The wider portion of the insert should be on the high folio (back half) of the insert.
- When designing inserts to maximum acceptable sizes, please ensure that type or any live material is kept at least 15 mm away from spine or trim edges.
- Any inserts of an unusual nature, dimension or fold will require a dummy sample or the product to be viewed by the inserts manager prior to acceptance. Should this not be adhered to it could result in the use of cartons that will incur additional costs. Further to this it might change the volumetric, weight ratio of the product and could increase transport costs.
- Inserts containing metal or sharp objects such as razor blades or keys etc. will not be accepted.
- No bind-in containing any metal, including stitching staples, will be accepted.
- For testing of any unusual products, a minimum of 50 samples will be required.
- Inserts containing liquid, e.g. sachets, canisters, bottles, etc. must be sent to Novus Print for pressure testing and approval before booking can be accepted. Although the inserts are put through severe testing conditions, approval by Novus Print does not necessarily mean accepting responsibility for the quality of the full quantity of a particular insert and therefore cannot be held liable for any possible damages caused as a result of contents leaking.

NOVUS PRINT CONDITIONS

- All inserts are subject to the approval of Novus Print who reserves the right to refuse any material considered unsuitable for publication.
- Novus Print reserves the right to abort insertion of products under specification if it disrupts production.
- While every effort will be made to process inserts as ordered, no liability can be accepted for misplacement or omission.
- Novus Print will not guarantee the level or response associated with an insert.
- Advertising agents and advertisers accept responsibility for the contents of their inserts and agree to indemnify Novus Print against any claims or proceedings arising from publication of such inserts.

GENERAL

RATES & SCHEDULES 2026

INSERT DELIVERIES TO:

NOVUS PRINT
10 FREEDOM WAY,
MILNERTON, 7441

TEL: 021 550 2500

DELIVERY TIMES:

Monday to Thursday 08h00 to 15h00. **Friday** 08h00 to 12h00.

NB: No deliveries can be accepted outside these hours or at weekends unless special arrangements have been made and confirmed in writing.

DELIVERY INSTRUCTIONS:

1. Inserts must be delivered to Novus Print and for the attention of the insert store.
2. Inserts must be delivered in boxes on sturdy pallets and clearly marked with; the name of the insert, number of inserts per box, weight per box, name and issue date of the publication concerned.
3. Inserts will only be accepted for automated offloading i.e. No hand labour.
4. 3% shrinkage should be allowed for all printed inserts and 5% for all value added items. This will allow for spoilage.
5. Inserts cannot be physically counted on delivery. Quantity checks are carried out for correctness on arrival. It remains the suppliers' responsibility to ensure that the correct quantity is delivered.
6. All inserts to be delivered seven working days prior to the specified bindery date and not any earlier than 14 days. Novus Print does not accept any responsibility for incorrect quantities or shortages for late deliveries.
7. In the event of Novus Print not being able to handle an insert due to incorrect specifications or poor packaging, no liability shall be accepted for losses arising from omission of the insert.
8. All overs must be collected within 14 days after dispatching. Any overs not collected within seven days after notification will be disposed of.

INSERT SPECIFICATIONS:

- All insert rates are for insertion costs only and exclude printing costs
- All insert rates are net and exclude VAT

Minimum: 150 mm deep x 120 mm wide

Minimum paperweight for a single sheet: 100 gsm

Maximum: 270 mm deep x 200 mm wide

Minimum paperweight for 4 pages or more: 80 gsm

Please ensure the following:

1. Supplements or inserts are firmly packed on pallets, not exceeding 1.2 meters
2. Individual stacks should be uniformly packed and face the same direction (minimum of 20 copies per turn and maximum of 60 copies per stack). The heights per bundle must be identical.
3. Please make sure that the following information appears on the pallets or boxes:
 - **Quantity and weight** - to be indicated on each pallet and box.
 - **Description** - full description of the insert, stating whether it is a loose or a bind-in insert.
 - **Publication** - full description of the magazine and issue date in case of weekly publications that it's being inserted / bound into.
4. Boxes containing inserts must be delivered face up.

5. Pallets must contain the same insert for a particular magazine and issue no mixing of inserts for different magazines on the same pallet.
6. Insert instructions to be done via print order.

INSERT RESTRICTIONS

1. Bind-ins are limited to four (maximum) per magazine for square back and two for saddle stitch.
2. Additional inserts will be inserted by hand and charged accordingly.
3. The orientation of loose inserts cannot be guaranteed (i.e. inserts may appear back to front or upside down).
4. Loose sheets are not permitted within multiple page inserts
5. All inserts must be given a square and same size trim and there should be no evidence of inserts sticking together due to blunt knives.
6. For any "stitch-in" insert that is four or more pages and the same size as the magazine, a binding lap of 10 mm should be added to the foreedge trim. The wider portion of the insert should be on the high folio (back half) of the insert.
7. When designing inserts to the maximum acceptable size, please ensure that the design or any material is kept at least 15 mm away from spine or trim edges.
8. Any inserts or bind-ins of an unusual nature, dimension or fold will require a dummy sample or the product to be viewed by the Insert Manager prior to acceptance. Should this not be adhered to, it could result in the use of cartons that will incur additional costs. Further to this, it might change the volumetric, weight ratio of the product and could increase transport costs.
9. Inserts containing metal or sharp objects such as razor blades or keys etc. will not be accepted.
10. No bind-in containing any metal, including stitching staples, will be accepted
11. For testing of any unusual products a minimum of 200 samples will be required
12. Inserts containing liquid, e.g. sachets, canisters, bottles, etc. must be sent to Novus Print for pressure testing and approval before a booking can be accepted. Although the inserts are put through severe testing conditions, approval by Novus Print does not accept the responsibility for the quality of the full quantity of a particular insert and therefore cannot be held liable for any possible damages caused as a result of contents leaking.

NOVUS PRINT CONDITIONS

- All inserts are subject to the approval of Novus Print who reserves the right to refuse any material considered unsuitable for publication.
- Novus Print reserves the right to abort insertion of products under specification if it disrupts production.
- While every effort will be made to process inserts as ordered, no liability can be accepted for misplacement or omission.
- Novus Print will not guarantee the level or response associated with an insert.
- Advertising agents and advertisers accept responsibility for the contents of their inserts and agree to indemnify Novus Print against any claims or proceedings arising from publication of such inserts.

GENERAL CONDITIONS

Acceptance of an order shall only occur once Media24 has duly considered and approved the order, in writing. No contractual obligations shall arise merely as a result of the completion of an order form. The right is reserved to withhold publication of any advertisement and to cancel any advertisement order, which has been accepted without stating any reasons therefore. No liability is accepted for losses arising from omissions, failure to publish, publication of wrong 'copy', poor positioning or typographical or any other mistake or error. In case of such losses, the advertiser is not exempt from any contractual obligations. Late receipt of proof or non-receipt thereof by the applicant does not exempt him/her from contractual obligations. No advertisement order containing the condition that write-up space will be dedicated to the Advertiser, or any other conditions relating to positioning, will be accepted. The Advertiser will furnish copy for processing before the closing time and date. Media24 does not guarantee any results in respect of advertisements inserted in any of its magazines and/or supplements. Media24 reserves the right to increase the rates at any time. The Advertiser will be liable for all damages and costs that might arise from any legal action which might be instituted against Media24 as a result of the publication of an advertisement. All rates are strictly nett. Accounts will be rendered monthly and are payable within 30 days from the date of the statement. In the event of any payment not being made by the advertiser on or before the due date, the full balance outstanding will immediately become due, owing and payable. The Advertiser consents to the jurisdiction of the Magistrate's Court notwithstanding the possibility that any amount claimed could fall outside the jurisdiction of the Magistrate's Court, and further undertakes to pay all legal expenses incurred, including cost on attorney-client scale, collection charges and tracing fees, in the recovering of all amounts due to Media24. The Advertiser undertakes to notify Media24 in writing within 7 (seven) days of any change of address. The Advertiser undertakes, notwithstanding any sale of business, and/or change of its members, to accept the liability of settling its debt to Media24 in full. These conditions are binding on the Advertiser's successors in title.

DISCLAIMER

Indemnity: As supplier of the goods/services, you, the Advertiser warrant that you are familiar with and will comply with the provisions of the Consumer Protection Act, Act 68 of 2008 ('CPA') in all transactions between us. Among other, the CPA provides for some consumer rights regarding delivery, returns, disclosure of information and product quality and safety. You accordingly indemnify Media24 Ltd against any damages that we or any other party may suffer as a result of your non-compliance with the CPA or as a result of any damages suffered by any party due to defective or unsafe goods/services supplied by you.