

Demographics

AGE		RACE	
18 - 25	6%	White	52%
25 - 30	12%	Black	25%
30 - 40	31%	Coloured	8%
40 - 50	30%	Asian	6%
50+	21%	LANGUAGE	
GENDER		English	54%
Male	57%	Afrikaans	46%
Female	43%		
HOUSEHOLD INCOME		R20 000 - R40 000	

WHAT IS REALITY?

Reality is the lifestyle programme for Sanlam, Santam and Bestmed clients. The programme aims to empower members by giving them access to discounts and rewards through a wide range of partner benefits. A telephonic concierge service is available to assist members in sourcing any product or service they may require. The programme also aims to assist members in maintaining a healthier

lifestyle by providing access to health-related benefits including gym at discounted rates – the more you train, the less you pay.

Reality magazine is the primary communication vehicle for the programme and its health, leisure and lifestyle content aims to educate, inspire and entertain members. The magazine is distributed quarterly to all Reality members.

Reality webletter

Reach 84 000 members in their Inbox in our fortnightly, content rich, educational webletter.

Reality magazine

Reach 175 000+ members quarterly in our health, leisure and lifestyle magazine.

Reality promo-mailers

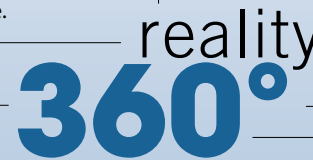
Reach 84 000 members in their Inbox with your exclusive product or service offering (limited to Reality partners only).

Reality digimag

Reach 12 000+ registered readers through our quarterly digital issue, rich in video, audio and picture content.

Reality website

Reach more than 8 500 Reality members online at www.reality.co.za where the latest specials, member benefits and daily blogs hold readers' attention and drive repeat visits.



Magazine advertising rates

	1-2 Insertions	3+ Insertions
DPS	R34 500	R29 325
Full page	R20 700	R17 600
1/2 page	R13 475	R11 450
1/3 page	R11 000	R9 350
Special positions	1-2 Insertions	3+ Insertions
Inside front cover	R24 400	R22 000
Inside back cover	R22 350	R20 100
Outside back cover	R26 400	R23 800
Advertorials	Placement	Production
Full page	R20 700	R3 000
DPS	R34 500	R5 000
Inserts	Placement	
R550 per 1000 inserts. This excludes the printing of inserts. * Maximum weight of inserts is 40 grams.		

Promo-mailer advertising rates

Promo-mailer	1-3 Insertions	4+ Insertions
E-mail	R13 500	R12 000

Website advertising rates

	Rate/Impression	Dimensions (Pixels)	Size
Double banner	25 cents	468x120	25k
Island advert	25 cents	220x220	25k

Webletter advertising rates

	Subscribers	Dimensions (Pixels)	Rate
Double banner	84 000	468x120	R5 500
Island advert	84 000	220x220	R5 500

Special positions

Guaranteed up-front positions carry a 20% loading. While every effort will be made to place adverts within the most relevant editorial position, preference will be given to regular advertisers. No cancellations after booking deadline. A 100% cancellation fee will be levied against such cancellations.

Advertorials

Advertorials provide a great opportunity to promote your product in a way that is interesting and informative to the reader. They are designed to look similar to magazine features and can form an integral part of the content of the magazine.

Deadline dates

Note: Half, third and quarter page adverts must be supplied two days in advance of complete material deadline to ensure correct positioning on editorial pages.

Issue	Space booking	Complete material	Insert delivery	Mailing date
Winter	11/05/11	13/05/11	16/05/11	13/06/11
Spring	02/08/11	04/08/11	05/08/11	05/09/11
Summer	02/11/11	04/11/11	07/11/11	06/12/11
Autumn	08/02/12	10/02/12	13/02/12	13/03/12

Sizes and specs

Dimensions		Width	Height
Full-page	trim size	210mm	275mm
	type area	185mm	250mm
	bleed	220mm	285mm
Double-page spread	trim size	420mm	275mm
	bleed	430mm	285mm
Half-page, horizontal	trim size	210mm	130mm
	type area	185mm	105mm
	bleed	220mm	140mm
Half-page, vertical	trim size	105mm	275mm
	type area	85mm	250mm
	bleed	115mm	285mm
One-third, horizontal	trim size	210mm	90mm
	type area	185mm	70mm
	bleed	220mm	100mm
One-third, vertical	trim size	72mm	275mm
	type area	55mm	250mm
	bleed	82mm	285mm
Quarter-page, square	trim size	100mm	132.5mm
	type area	80mm	112.5mm
	bleed	110mm	142.5mm

Material specifications

Printing: All sections of *Reality* are printed in CMYK at 150 screen ruling, using the Web process. No spot or Pantone colours will be accepted.

Digital: Press-optimised PDF files which have been pre-flighted and validated in order to comply with our print specifications. Transmission must be done via an accredited clearing house such as Quickcut (tel 011-729-4600) or Websend (tel 011-712-5700). Both 5mm bleed and trim marks must be provided.

Proofs: A 100% high-res colour proof generated from the PDF file must be dispatched simultaneously to the publisher for checking purposes.

Rate card 2011/12

reality

by Sanlam

Health and lifestyle

Content that inspires and entertains

74%
read every issue

360° opportunities

- Reach 84 000 members in our monthly webletter or in our promo-mailers
- Reach 8 500 unique users on our website

Membership = 175 000+

Reader Household Income
R20 000 to R40 000 per month

20%
responded directly
to advertisements



SPRING 2009



SUMMER 2010



AUTUMN/WINTER 2010



SPRING 2010



SUMMER 2011



Who to contact

Advertising

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www.reality.co.za

