

Wine

WINE

FOOD

DINING

TRAVEL

PEOPLE



2011 RATE CARD

www.winemag.co.za

winemag.mobi

ADVERTISING RATES

INSERTIONS (full colour)		RATE
DPS	1 - 4	R36 400
	5 - 8	R34 600
	9+	R 32 800

FULL PAGE	1 - 4	R20 800
	5 - 8	R19 000
	9+	R18 200

HALF PAGE	1 - 4	R12 900
	5 - 8	R12 200
	9+	R11 600

THIRD PAGE	1 - 4	R10 200
	5 - 8	R9 700
	9+	R9 100

ADVERTORIAL DPS	1 - 4	R40 600
	5 - 8	R39 900
	9+	R37 200

ADVERTORIAL FULL PAGE	1 - 4	R21 600
	5 - 8	R20 800
	9+	R19 800

SPECIAL REPORTS		RATE
2 pages		R42 500
4 pages		R50 500
6 pages		R65 500

CLASSIFIEDS		RATE
PAGE 1/16	1 - 4	R750
	5 - 8	R700
	9+	R605

PAGE 1/8	1 - 4	R1 540
	5 - 8	R1 325
	9+	R1 220

PAGE 1/4	1 - 4	R3 020
	5 - 8	R2 810
	9+	R2 440

OFF THE RACK	1 - 4	R3 000
	5 - 8	R2 500
	9+	R2 000

COVERS		RATE
Inside Front Cover DPS		R43 800
Outside Back Cover		R27 500
Inside Back Cover		R24 300

SPECIAL POSITIONS*		RATE
2 nd DPS		R40 000
3 rd DPS		R38 000

*Guaranteed positions: fixed positions and positions opposite editorial can only be guaranteed at an extra charge of 20%. All rates exclude VAT.

EXAMPLES OF SINGLE PAGE ADVERTORIALS

LE CREUSET
Cooking with **Le Creuset**
Let Le Creuset add some colour to your kitchen and a sparkle to your cooking

LE CREUSET offers you the best of both worlds: a beautiful and functional kitchenware collection that is also a work of art. The Le Creuset collection is made of high quality cast iron, which is known for its durability and ability to retain heat. The Le Creuset collection is also known for its beautiful design, which is inspired by traditional French craftsmanship.

Handcrafted by experienced chefs, Le Creuset kitchenware is designed to last. The Le Creuset collection is made of high quality cast iron, which is known for its durability and ability to retain heat. The Le Creuset collection is also known for its beautiful design, which is inspired by traditional French craftsmanship.

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Creative blush
It's a little belly bender...
Pinot Noir

It's a little belly bender...
Pinot Noir

It's a little belly bender...
Pinot Noir

It's a little belly bender...
Pinot Noir

It's a little belly bender...
Pinot Noir

EXAMPLE OF DPS ADVERTORIAL

Checkers wine route
It's hard to beat a day out in the winelands, but if you can't get there, here is a suggested selection of wines from different local regions to be found at a purchase point closer to home.

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EXAMPLE OF 'OFF THE RACK' CLASSIFIEDS

Off the rack Leading winemakers tell you about their latest wines.

Beyerskloof Syngar 2006
Beyerskloof Syngar 2006

Blauwkaptein Blauwkaptein 2006
Blauwkaptein Blauwkaptein 2006

Morgenhof Estate 2004
Morgenhof Estate 2004

South Atlantic Sauvignon Blanc 2010
South Atlantic Sauvignon Blanc 2010

The Corner Expression 2007
The Corner Expression 2007

Hidden Secret 2007
Hidden Secret 2007

Epic Private Collection Chardonnay 2006
Epic Private Collection Chardonnay 2006

First Spitting First Spitting 2006
First Spitting First Spitting 2006

The High Road Classics 2007
The High Road Classics 2007

The Koornet 2007
The Koornet 2007

Hillier's Monro 2005
Hillier's Monro 2005

Zwetswacht Sauvignon Blanc 2010
Zwetswacht Sauvignon Blanc 2010

SPECIAL		RATE
BELLY BANDS Max height 50mm		R1 200 per 1 000
INSERTS: LOOSE		
1 - 4 pages		R700 per 1 000
5 - 8 pages		R900 per 1 000
9+ pages		R1 100 per 1 000
INSERTS: BOUND or STITCHED IN		
1 - 4 pages		R800 per 1 000
5 - 8 pages		R1 100 per 1 000
9+ pages		R1 300 per 1 000
DPS GATEFOLD		R62 000



DEADLINES

ISSUE	BOOKING DEADLINE	COMPLETE MATERIAL	ON SALE DATE
March 2011	24 Jan 2011	28 Jan 2011	21 Feb 2011
April 2011	21 Feb 2011	25 Feb 2011	21 Mar 2011
May 2011	22 Mar 2011	25 Mar 2011	18 Apr 2011
June 2011	26 Apr 2011	29 Apr 2011	23 May 2011
July 2011	23 May 2011	27 May 2011	20 June 2011
August 2011	27 June 2011	1 July 2011	25 July 2011
September 2011	25 July 2011	29 July 2011	22 Aug 2011
October 2011	22 Aug 2011	26 Aug 2011	19 Sept 2011
November 2011	26 Sept 2011	30 Sept 2011	24 Oct 2011
December 2011	24 Oct 2011	28 Oct 2011	21 Nov 2011
January 2012	21 Nov 2011	25 Nov 2011	19 Dec 2011
February 2012	12 Dec 2011	15 Dec 2011	23 Jan 2012

DESIGN RATES FOR MAKE-UP ADS	
Double Page Spread	R2 000
Full Page	R1 500
Half Page and smaller	R1 000



MOBILE

Winemag.mobi at your fingertips, anywhere. Over 10 000 unique users.

CREATIVE	RATE / IMPRESSION
Banner	25c

WWW.WINEMAG.CO.ZA

Winemag.co.za is South Africa's leading website on drinks, food, restaurants, wineland travel and more. The site attracts over 23 000 unique users every month, with page impressions of approximately 51 000 per month.



DIGITAL

WINE MAGAZINE'S WEEKLY WEBLETTER AND PROMO MAILER

Delivered weekly by email, Wine magazine's webletters and promo mailers provide highlights of the local wine and food scene.

SUBSCRIBERS:
Webletter - 20 000
Promo mailer - 14 000

CREATIVE	RATE / IMPRESSION
Banner	25c
Double Banner	30c



TYPE	RATE / IMPRESSION	PIXEL DIMENSIONS	DESCRIPTION
Banner	25c	468 x 60	Rectangular images that are placed within content.
Double banner	25c	468 x 120	
Skyscraper	30c	160 x 600	Skyscrapers are vertical images that run down the left-hand side of the page.
Islands	30c	300 x 250	Islands are images that appear on the right-hand side of the page.
Homepage button	12c	120 x 90	Buttons are small images found at the bottom of the page.
Homepage masthead	30c	980 x 60	Rectangular images that are placed at the top of the page.
Run of site masthead	25c	980 x 60	

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CANCELLATIONS

The publishers reserve the right to surcharge where contracts are not completed within the given period of time. Cancellations past booking deadline will carry a 50% cancellation fee.



ramsaymedia

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