



# www.animaltalk.co.za animaltalk®

Your guide to responsible pet ownership

## ADVERTISING RATES 2018

All rates exclusive of VAT  
Valid from 01.01.2018

COMMERCIAL (Adverts placed amongst editorial content)		PET MALL (Adverts placed facing adverts)	
	RATE		RATE
Full Page	23,640	Full Page	14,540
Double Page	41,850	Half Page	7,750
Half Page	15,920	Quarter Page	4,210
Double Half Page	25,770	Eighth Page (Block)	2,360
Third Page	12,420		
Sixth Page	9,070	<b>ADVERTISER SUBSCRIPTION</b>	230
Eighth Page	8,100	<b>FREQUENCY DISCOUNT</b>	
<b>ADVERTORIAL / KNOWLEDGE PROFILE™</b>		Over a 12 month period are offered as follows:	
Double Page	47,100	3 Plus inserts	5%
Full Page	26,280	6 Plus inserts	8%
<b>COVERS</b>		10 Plus inserts	12%
Inside Front (IFC)	33,100	16 Plus inserts	20%
Inside Back (IBC)	29,550	Pre-Payment discount subject to approval	5%
Outside Back (OBC)	34,990		
<b>SPECIAL COVERS</b>		<b>DISTRIBUTION</b>	
Inside Front Cover Double Page	58,590	<i>Animaltalk</i> is on sale at all major retail outlets such as Woolworths, Pick 'n Pay, Spar Group, Checkers, CNA and Exclusive Books as well as all good news agents nationwide. Our plan this year is to establish a special distribution into pet supply stores and veterinary stores and practices.	
<b>REQUESTED PRODUCTS</b>		<b>Public place reading:</b> We also distribute 1,000 copies of <i>Animaltalk</i> monthly into doctors, dentists and pediatricians waiting rooms, as well as 350 hairdressers nationwide. This has proven to be a very positive initiative with good feedback from customers and advertisers. The lowest readership estimate is 18 readers per copy per day, which amounts to an additional 378,000 readers per month.	
Cover Mount			
Inside Front Cover Spread 4 Page Gatefold			
Inside Front or Inside Back 3 Page Gatefold Cover			
Special colour and varnish treatments			
<b>PREMIUM POSTIONS SURCHARGE</b>		<b>MAGAZINE DETAILS</b>	
1 <sup>ST</sup> Double Page	15%	<b>Launch Date</b>	1994
2 <sup>ND</sup> Double Page	13%	<b>Cover price</b>	R33.00
Opposite Content	7%	<b>Pagination</b>	96 plus covers
1 <sup>ST</sup> Right Hand Page	10%	<b>Print Run</b>	12,200
Guaranteed Position	10%	<b>Frequency</b>	Monthly
		<b>Format/Binding</b>	275 x 210, saddle stitched
		<b>Audited Circulation</b> 	10,391 (ABC Jan-Mar 2018)
		<b>Website</b>	<a href="http://www.animaltalk.co.za">www.animaltalk.co.za</a>
		<b>Digital Tablet version available in</b>	



For **TERMS & CONDITIONS** - Please visit our website at [www.panorama.co.za/termsandconditions](http://www.panorama.co.za/termsandconditions)

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