

DIGITAL RATE CARD 2018

DIGITAL RATES

EDITORIAL	RATE/MONTH
WEBVERTORIAL	R650
CONTENT MARKETING	R650

* Articles require a blurb (maximum 20 words), body copy (this must be on brand with section page, maximum 500 words) and two to three pictures (one will be chosen by the editorial team).

RICH MEDIA

VIDEOS, EXPANDING ADS, ANIMATIONS, ETC.

An added charge of R120 CPM to the monthly rate of the requested display advertising unit.

CREATIVE SIZES

BANNER SIZES	SIZE (PIXELS)	ROS/PER WEEK
LEADERBOARD	728 x 90	R400
MOBILE LEADERBOARD	320 x 50	
FOOTER BOARD	728 x 90	R300
SKYSCRAPER	300 x 600	R380
WALLPAPER	Spec on request	R800
MEDIUM BLOCK	300 x 250	R320
SECTION SPONSORSHIP	Dependent on section traffic, please request a quote	
NEWSLETTER	Sponsorship of monthly newsletter, which includes a leaderboard (728 x 90) (20k max). Rate per subscriber R1.50	

MATERIAL

REQUIREMENTS (DIGITAL):

FORMAT: JPEG / PNG FILES. • **VIDEO:** MP4 • **YOUTUBE:** URL
RESOLUTION: 72 DPI

CONTENT MARKETING

A genuine piece of content marketing would be created around – and feature – the client's product, but the nature of the content piece is such that it can run as an editorial piece authentically. It should be created the way an editorial story would be created. It should not feel like an advertisement to the consumer. The content should follow the advice and direction of the online editor. It would not be a hard sell but rather an interesting piece featuring the brand or product.

WEBVERTORIAL

This is not the equivalent of an above-the-line print ad, it is more along the lines of an online advertorial. It is an article in the Animaltalk tone that centres around one specific client product or brand message.

SPECIAL RATES ON REQUEST

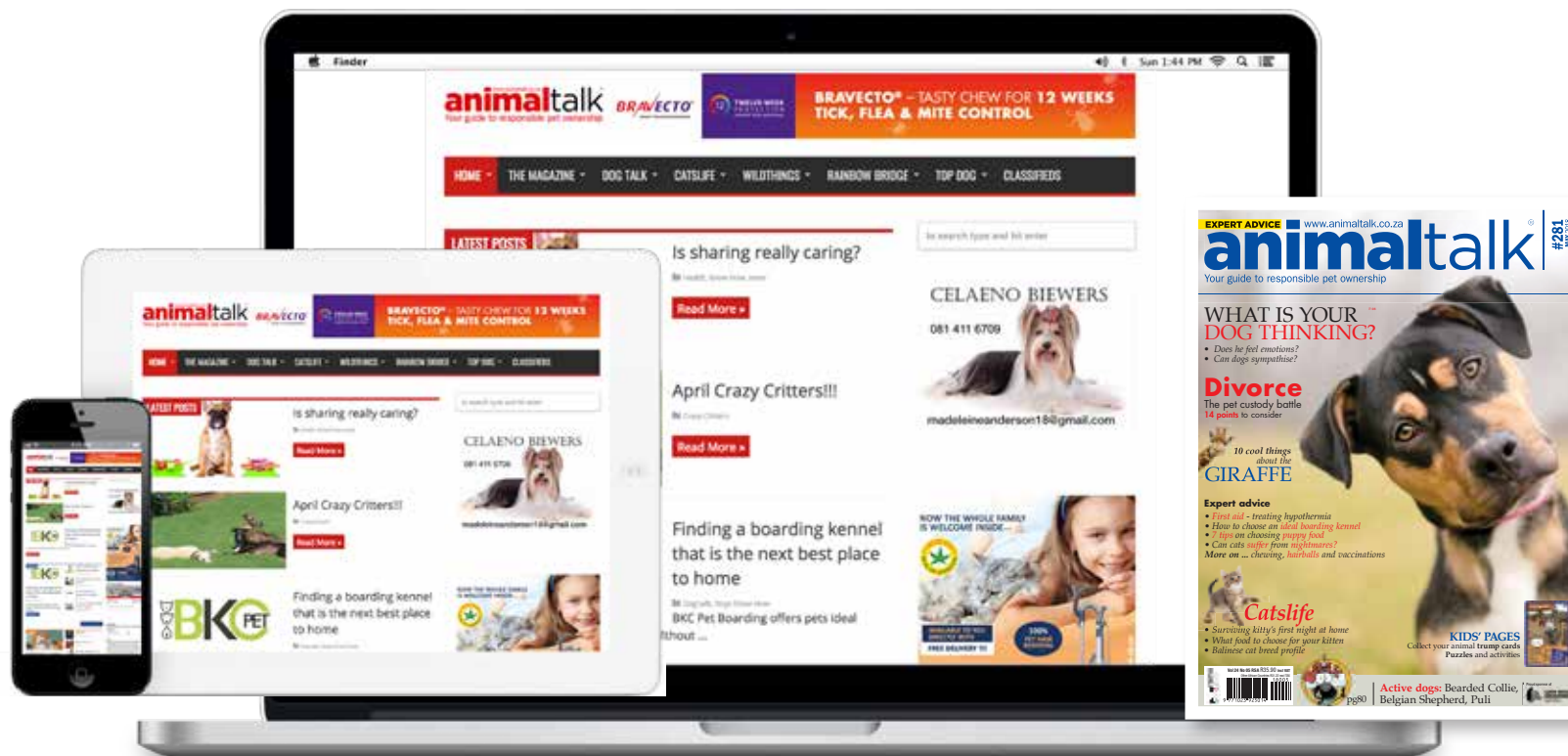
This includes section sponsorships, wallpaper banners, site take-overs, roadblock adverts, peel-back adverts, floating adverts, special rich media opportunities, web apps and web tools. Creative aspects of these elements are subject to the editor's approval.



www.animaltalk.co.za
animaltalk
 Your guide to responsible pet ownership

TOTAL AUDIENCE **200 000**

www.animaltalk.co.za
animaltalk[®]
Your guide to responsible pet ownership



READERSHIP: 136 000
CIRCULATION ABC: 10 391
JAN-MAR 2018

COVER PRICE: R35.90
FREQUENCY: MONTHLY

EVENTS

ANIMALTALK TOP
DOG AWARDS



46 627
REACH



4 940



animaltalk.co.za
USERS 2 537
PAGEVIEWS 12 307



1 735
SUBSCRIBERS

PRINT RATES

Animaltalk is for anyone who wants to know more about their pets and responsible pet ownership. This monthly publication features articles dedicated to pet health, training, behaviour and nutrition, and to the relationship between pets and their owners.

It provides useful information on the care and feeding of companion animals, as well as advice on products that can make the lives of our best friends more enjoyable. Animaltalk also contains a special learning section for children, accompanied by posters for the younger readers.

COVERS

INSIDE FRONT (IFC)	R33 100
INSIDE BACK (IBC)	R29 550
OUTSIDE BACK (OBC)	R34 990

MAIN BOOK

FULL PAGE	R23 640
DOUBLE PAGE	R41 850
HALF PAGE	R15 920
DOUBLE HALF PAGE	R25 770
THIRD PAGE	R12 420

ADVERTORIAL

ADVERTORIAL / KNOWLEDGE PROFILE™

DOUBLE PAGE	R47 100
FULL PAGE	R26 280

* Advertisorials include standard production

PREMIUM POSITIONS SURCHARGE

1 ST DOUBLE PAGE	15%
2 ND DOUBLE PAGE	13%
OPPOSITE CONTENT	7%
1 ST RIGHT HAND PAGE	10%
GUARANTEED POSITION	10%

INSERTS

PRICE AVAILABLE ON REQUEST

* All rates exclude VAT

Terms and conditions

Please visit our website at www.panorama.co.za/termsandconditions

CONTACT US

www.animaltalk.co.za
animaltalk[®]

Your guide to responsible pet ownership



**MIENTJIE
KLEINHANS**

EDITOR

(011) 468 2090 • mientjie@panorama.co.za

**JACKIE
BROWNING**

ACCOUNT MANAGER

(011) 468 2090 • 082 955 3162

• jackie@panorama.co.za

**NORA
DE VRIES**

SALES EXECUTIVE

(011) 468 2090 • nora@panorama.co.za

PRINT RATES

The Dog Directory is for anyone who wants to know more about their pets and responsible pet ownership. This annual publication is the complete guide to responsible dog ownership. Southern Africa's Dog Directory is published by Animaltalk as an invaluable source of information on ownership of pedigreed dogs. It features over 100 breeds in full colour, articles on choosing a puppy, socialising, health topics and nutrition, training and breeding.

Dog Directory is, for many, the first step to an introduction into owning a dog. It also serves as a reference manual with contact details for registered dog breeders, dog clubs and associations, boarding kennels, grooming parlours, veterinarians, rescue schemes and product information. The Dog Directory is a comprehensive publication to be referred to over and over again.

Your start-right puppy guide
Dog 2018 
SOUTHERN AFRICA'S **directory**



COVERS

INSIDE FRONT (IFC)	R32 620
INSIDE BACK (IBC)	R30 200
OUTSIDE BACK (OBC)	R33 830

MAIN BOOK

FULL PAGE	R24 160
DOUBLE PAGE	R42 970
HALF PAGE	R15 900
DOUBLE HALF PAGE	R27 040
THIRD PAGE	R12 280

ADVERTORIAL

ADVERTORIAL / KNOWLEDGE PROFILE™	
DOUBLE PAGE	R47 910
FULL PAGE	R26 640

* Advertorials include standard production

PREMIUM POSITIONS SURCHARGE

1 ST DOUBLE PAGE	15%
2 ND DOUBLE PAGE	13%
OPPOSITE CONTENT	7%
1 ST RIGHT HAND PAGE	10%
GUARANTEED POSITION	10%

MAGAZINE DETAILS

COVER PRICE: R89.00

FREQUENCY: ANNUAL

AUDITED CIRCULATION (ABC): 8 481

* (ABC JAN - DEC 2017)

INSERTS

PRICE AVAILABLE ON REQUEST

* All rates exclude VAT

Terms and conditions

Please visit our website at www.panorama.co.za/termsandconditions