

PRINT RATES 2018

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

PET MALL

FULL PAGE	R14 540
HALF PAGE	R 7 750
QUARTER PAGE	R 4 210
EIGHTH PAGE (BLOCK)	R 2 360

INSERTS

PRICE AVAILABLE ON REQUEST

* All rates exclude VAT

Terms and conditions

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

DIGITAL RATE CARD 2018

DIGITAL RATES

EDITORIAL	RATE/WEEK
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, 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

PRINT RATES 2019

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

PET MALL

FULL PAGE	R12 380
HALF PAGE	R 7 200
QUARTER PAGE	R 4 160
EIGHTH PAGE (BLOCK)	R 2 370

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

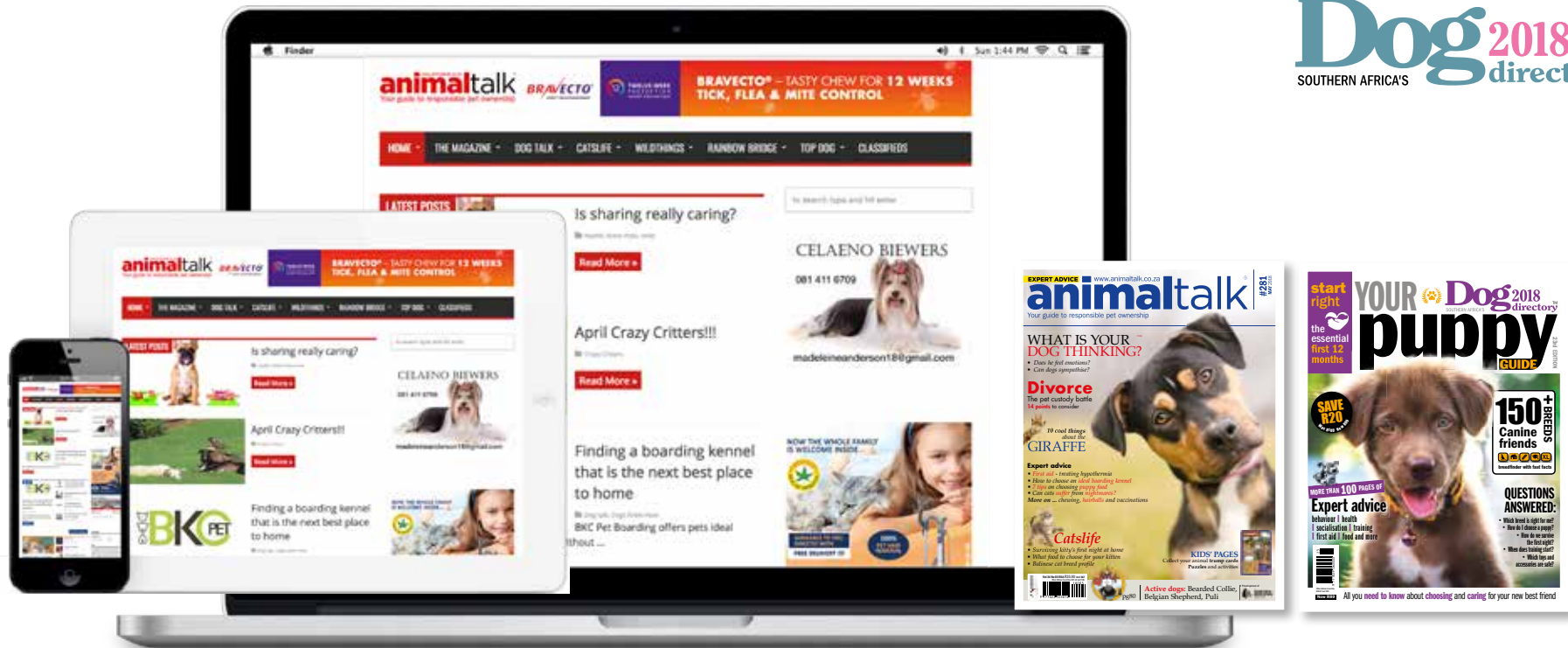
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TOTAL AUDIENCE **210 000**

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

Dog 2018 
SOUTHERN AFRICA'S **directory**



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

DOG DIRECTORY READERSHIP: 521 030
DOG DIRECTORY CIRCULATION ABC: 8 481
JAN-DEC 2017

ANIMALTALK COVER PRICE: R35.90
FREQUENCY: MONTHLY

DOG DIRECTORY COVER PRICE: R89.00
FREQUENCY: ANNUAL

EVENTS

**ANIMALTALK TOP
DOG AWARDS**



46 627
REACH



4 940



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