

PRINT RATES 2019

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

ADVERTISING DEADLINES 2019

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

NOTES:

No extension on delivery of inserts to Mailing House can be considered.

All inserts to be delivered on deadline date to Mailing House under cover of a delivery note clearly stating:

- Magazine title
- Issue
- Number of inserts being delivered

MAILING HOUSE DETAILS:

will be confirmed upon receipt of samples and signed booking forms.

	BOOKING	ADVERTORIAL MAKE UP	COMPLETE AD MATERIAL	INSERTS TO MAILING HOUSE	ON SALE
ISSUE 289 JAN 2019	02 NOV 2018	12 NOV 2018	14 NOV 2018	04 DEC 2018	17 DEC 2018
ISSUE 290 FEB 2019	27 NOV 2018	05 DEC 2018	07 DEC 2018	08 JAN 2019	21 JAN 2019
ISSUE 291 MAR 2019	04 JAN 2019	14 JAN 2019	16 JAN 2019	05 FEB 2019	18 FEB 2019
ISSUE 292 APR 2019	01 FEB 2019	11 FEB 2019	13 FEB 2019	05 MAR 2019	18 MAR 2019
ISSUE 293 MAY 2019	06 MAR 2019	13 MAR 2019	15 MAR 2019	09 APR 2019	22 APR 2019
ISSUE 294 JUN 2019	04 APR 2019	11 APR 2019	15 APR 2019	07 MAY 2019	20 MAY DEC
ISSUE 295 JUL 2019	03 MAY 2019	13 MAY 2019	15 MAY 2019	04 JUN 2019	17 JUN 2019
ISSUE 296 AUG 2019	06 JUN 2019	14 JUN 2019	19 JUN 2019	09 JUL 2019	22 JUL 2019
ISSUE 297 SEP 2019	05 JUL 2019	12 JUL 2019	16 JUL 2019	05 AUG 2019	19 AUG 2019
ISSUE 298 OCT 2019	01 AUG 2019	12 AUG 2019	14 AUG 2019	03 SEP 2019	16 SEP 2019
ISSUE 299 NOV 2019	04 SEP 2019	12 SEP 2019	16 SEP 2019	08 OCT 2019	21 OCT 2019
ISSUE 300 DEC 2019	04 OCT 2019	14 OCT 2019	16 OCT 2019	05 NOV 2019	18 NOV 2019
ISSUE 301 JAN 2020	01 NOV 2019	11 NOV 2019	13 NOV 2019	03 DEC 2019	16 DEC 2019
ISSUE 302 FEB 2020	27 NOV 2019	04 DEC 2019	06 DEC 2019	07 JAN 2020	20 JAN 2020
ISSUE 303 MAR 2020	10 JAN 2020	20 JAN 2020	22 JAN 2020	11 FEB 2020	24 FEB 2020



DIGITAL RATE CARD 2019

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 2020

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.

24TH EDITION
Dog 2019 
SOUTHERN AFRICA'S **directory**

Your start-right puppy guide



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

INSERTS

PRICE AVAILABLE ON REQUEST

* All rates exclude VAT

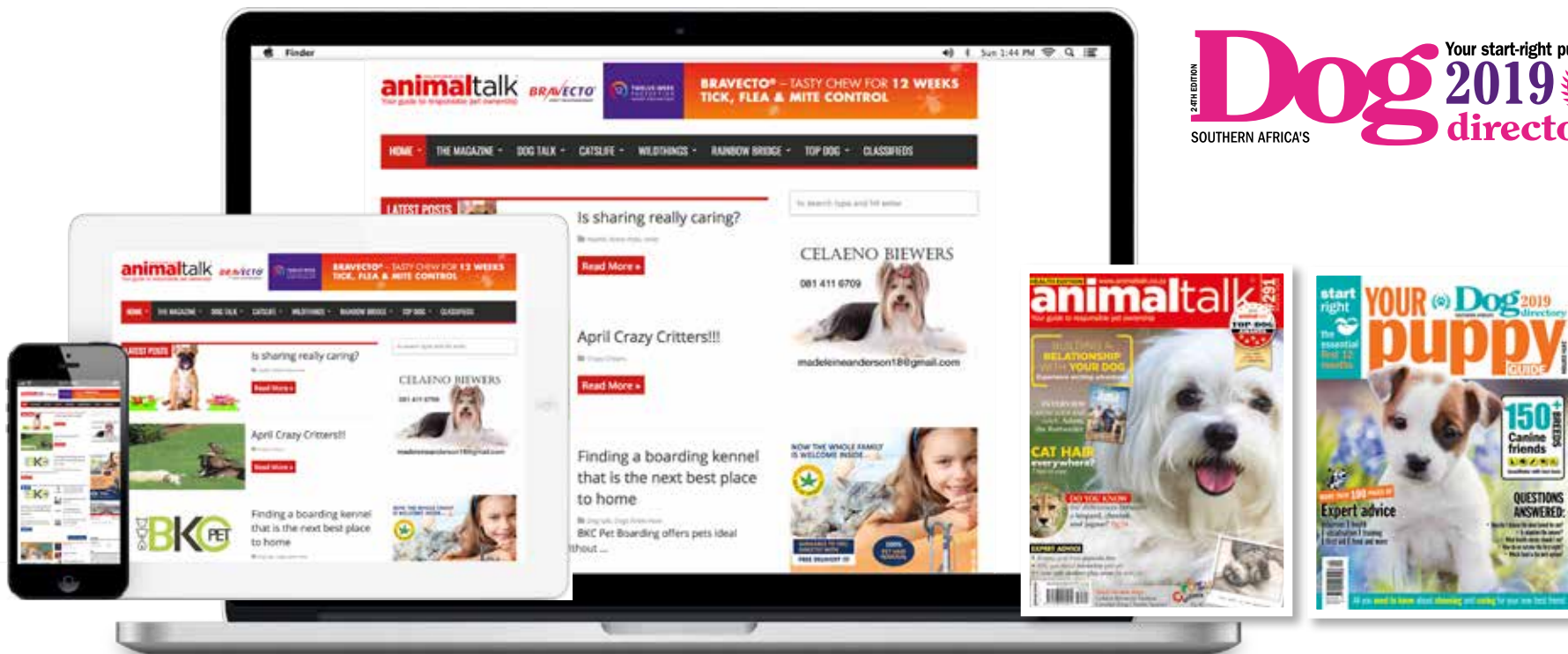
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TOTAL AUDIENCE **210 000**

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2019 EDITION
Dog 2019
Your start-right puppy guide
SOUTHERN AFRICA'S **directory**



ANIMALTALK READERSHIP: 136 000
ANIMALTALK CIRCULATION ABC: 10 201
JAN-MAR 2010

ANIMALTALK COVER PRICE: R35.90
FREQUENCY: MONTHLY

DOG DIRECTORY READERSHIP: 521 030
DOG DIRECTORY CIRCULATION ABC: 8 517
JAN-DEC 2018

DOG DIRECTORY COVER PRICE: R119.00
FREQUENCY: ANNUAL



46 627
REACH



4 940



Animaltalk.co.za
USERS 2 537
PAGEVIEWS 12 307



2 535
SUBSCRIBERS

EVENTS

**ANIMALTALK TOP
DOG AWARDS**



CONTACT US

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Your guide to responsible pet ownership



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