

[www.animaltalk.co.za](http://www.animaltalk.co.za)

# animaltalk<sup>®</sup>

Your guide to responsible pet ownership



PRINT  
RATES  
2020



## WHAT ARE WE ALL ABOUT?

*Animaltalk* has been read by pet owners and pet lovers for over 25 years. *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.



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**animaltalk**<sup>®</sup>  
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### COVERS

INSIDE FRONT (IFC)	R23 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

\* Advertorials 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**

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# ADVERTISING DEADLINES 2020

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## 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 boxes being delivered, i.e. 1 of 10, 2 of 10, etc
- Number of inserts being delivered
- Boxes to be clearly marked with quantity of samples

## MAILING HOUSE DETAILS:

Will be confirmed upon receipt of samples and signed Booking Form.

ISSUE	BOOKING	ADVERTORIAL AD MAKE UP	AD MATERIAL	MAILING HOUSE	ON SALE
301 JANUARY 2020	01 NOV 2019	11 NOV 2019	13 NOV 2019	03 DEC 2019	16 DEC 2019
302 FEBRUARY 2020	02 DEC 2019	09 DEC 2019	11 DEC 2019	07 JAN 2020	20 JAN 2020
303 MARCH 2020	10 JAN 2020	20 JAN 2020	22 JAN 2020	11 FEB 2020	24 FEB 2020
304 APRIL 2020	07 FEB 2020	17 FEB 2020	19 FEB 2020	10 MAR 2020	23 MAR 2020
305 MAY 2020	05 MAR 2020	13 MAR 2020	17 MAR 2020	06 APR 2020	20 APR 2020
306 JUNE 2020	31 MAR 2020	07 APR 2020	09 APR 2020	05 MAY 2020	18 MAY 2020
307 JULY 2020 (BUMPER)	07 MAY 2020	15 MAY 2020	19 MAY 2020	08 JUN 2020	22 JUN 2020
308 AUGUST 2020	04 JUN 2020	12 JUN 2020	17 JUN 2020	07 JUL 2020	20 JUL 2020
309 SEPTEMBER 2020	13 JUL 2020	20 JUL 2020	22 JUL 2020	11 AUG 2020	24 AUG 2020
310 OCTOBER 2020	06 AUG 2020	17 AUG 2020	19 AUG 2020	08 SEP 2020	21 SEP 2020
311 NOVEMBER 2020	02 SEP 2020	10 SEP 2020	14 SEP 2020	06 OCT 2020	19 OCT 2020
312 DECEMBER 2020	01 OCT 2020	09 OCT 2020	13 OCT 2020	03 NOV 2020	16 NOV 2020
313 JANUARY 2021	03 NOV 2020	11 NOV 2020	13 NOV 2020	03 DEC 2020	21 DEC 2020
314 FEBRUARY 2021	24 NOV 2020	01 DEC 2020	04 DEC 2020	05 JAN 2021	18 JAN 2021
315 MARCH 2021	11 JAN 2021	19 JAN 2021	22 JAN 2021	11 FEB 2021	24 FEB 2021





# DIGITAL RATE CARD 2020

## 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.

25TH EDITION

# Dog

Your start-right puppy guide

# 2021



## directory

SOUTHERN AFRICA'S

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.



# PRINT RATES

## 2021

### 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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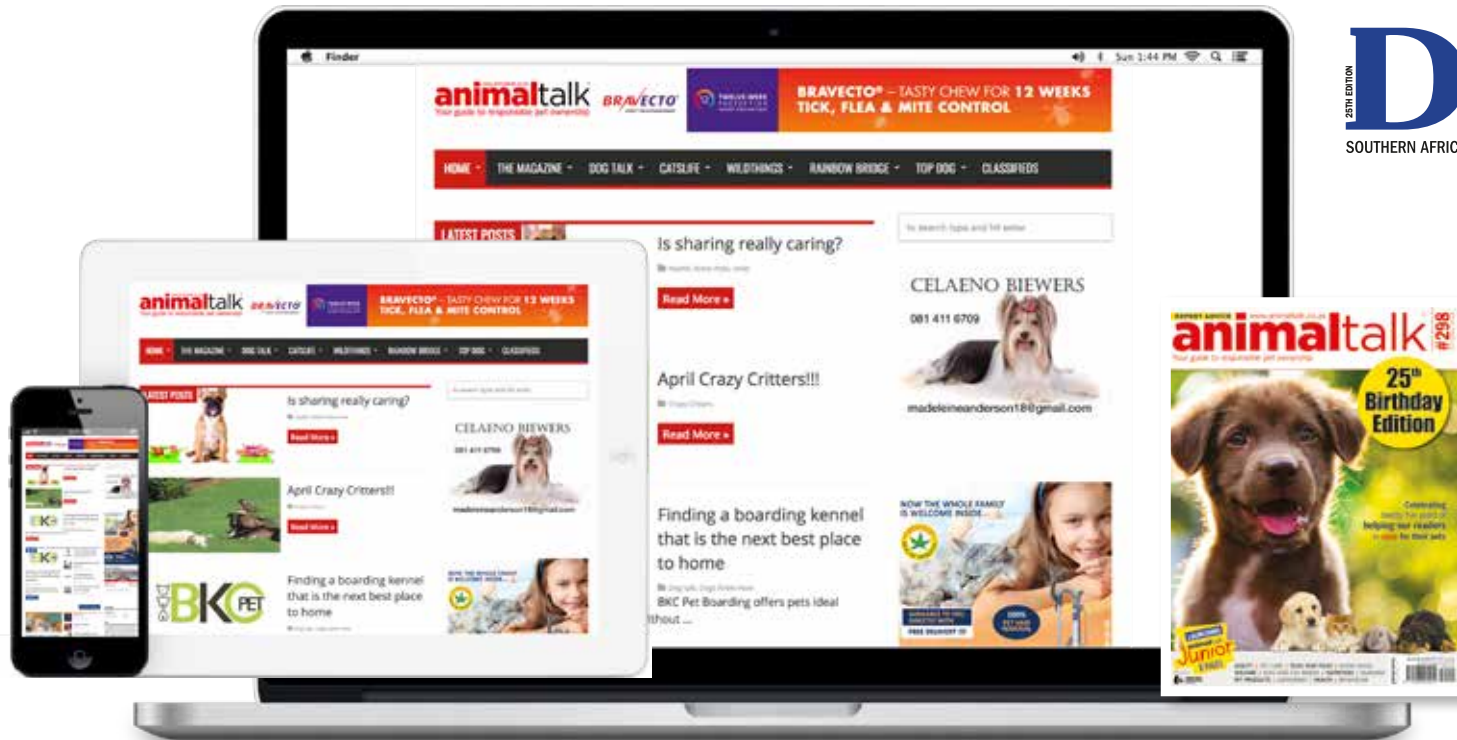
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TOTAL AUDIENCE **210 000**

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Your start-right puppy guide  
**Dog 2021**   
SOUTHERN AFRICA'S **directory**



**ANIMALTALK READERSHIP: 136 000**  
**ANIMALTALK CIRCULATION ABC: 9 853**  
JUL-SEP 2019

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

**ANIMALTALK COVER PRICE: R37.90**  
**FREQUENCY: MONTHLY**

**DOG DIRECTORY COVER PRICE: R119.00**  
**FREQUENCY: ANNUAL**

**PARTNERS**

**ANIMALTALK** is a proud partner with



Currently **90 000** members



18 198  
REACH



5 290



Animaltalk.co.za  
USERS 1 498  
PAGEVIEWS 9 284



1 671  
SUBSCRIBERS

**EVENTS**

**CANINE ACADEMY AWARDS**





# CONTACT US

www.animaltalk.co.za

## animaltalk<sup>®</sup>

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Johannesburg: GPS Co-ordinates: 26°6' 1" S, 28° 4' 9" E