



www.animaltalk.co.za

animaltalk[®]

Your guide to responsible pet ownership

abc

UNPRECEDENTED
CIRCULATION
GROWTH

63 201

JUL-SEP 2020

ADVERTISING
RATES
2021

panorama
media CORP
CONTENT | PASSION | KNOWLEDGE

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.



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

* 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

A minimum of 50% of the current print order must be booked with a full page ad

* All rates exclude VAT and agency commission

Terms and conditions

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WHAT DOES THIS MEAN FOR THE ADVERTISER?

- Audit Bureau of Circulations SA is a registered company whose primary function is the certification of accurate and comparable circulation figures.
- ABC audited figures are the imprint of integrity, the mark of trust and adds credibility to the title.
- It is the ultimate measurement which should be referred to when comparing different titles competing in the same or similar mark.



ADVERTISING DEADLINES 2021

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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	INSERTS TO MAILING HOUSE	ON SALE
303 APRIL 2020	07 FEB 2020	17 FEB 2020	19 FEB 2020	10 MAR 2020	23 MAR 2020
304 MAY 2020	05 MAR 2020	13 MAR 2020	17 MAR 2020	06 APR 2020	20 APR 2020
305 JUNE 2020	31 MAR 2020	07 APR 2020	09 APR 2020	05 MAY 2020	18 MAY 2020
306 JULY 2020	07 MAY 2020	15 MAY 2020	19 MAY 2020	29 MAY 2020	19 JUN 2020
307 AUGUST 2020	04 JUN 2020	12 JUN 2020	17 JUN 2020	29 JUN 2020	17 JUL 2020
308 SEPTEMBER 2020	13 JUL 2020	20 JUL 2020	22 JUL 2020	03 AUG 2020	21 AUG 2020
309 OCTOBER 2020	06 AUG 2020	17 AUG 2020	19 AUG 2020	31 AUG 2020	18 SEP 2020
310 NOVEMBER 2020	10 SEP 2020	18 SEP 2020	22 SEP 2020	05 OCT 2020	23 OCT 2020
311 DECEMBER 2020	08 OCT 2020	16 OCT 2020	20 OCT 2020	30 OCT 2020	20 NOV 2020
312 JANUARY 2021	10 NOV 2020	18 NOV 2020	20 NOV 2020	02 DEC 2020	18 DEC 2020
313 FEBRUARY 2021	25 NOV 2020	03 DEC 2020	07 DEC 2020	04 JAN 2021	22 JAN 2021
314 MARCH 2021	08 JAN 2021	18 JAN 2021	20 JAN 2021	01 FEB 2021	19 FEB 2021
315 APR 2021	05 FEB 2021	15 FEB 2021	17 FEB 2021	01 MAR 2021	19 MAR 2021
316 MAY 2021	26 FEB 2021	08 MAR 2021	10 MAR 2021	23 MAR 2021	16 APR 2021
317 JUN 2021	07 APR 2021	15 APR 2021	20 APR 2021	03 MAY 2021	21 MAY 2021



DIGITAL RATE CARD 2021

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.

MATERIAL SPECIFICATIONS

COMMERCIAL

DPS (DOUBLE PAGE SPREAD)

TRIM	420mm X 275mm
BLEED	430mm X 285mm
TYPE	400mm X 255mm

FULL PAGE

TRIM	210mm X 275mm
BLEED	220mm X 285mm
TYPE	190mm X 255mm

HALF PAGE VERTICAL

TRIM	105mm X 92mm
BLEED	115mm X 285mm
TYPE	85mm X 255mm

HALF PAGE HORIZONTAL

TRIM	210mm X 137mm
BLEED	220mm X 147mm
TYPE	190mm X 117mm

THIRD PAGE VERTICAL

TRIM	70mm X 275mm
BLEED	80mm X 285mm
TYPE	50mm X 255mm

THIRD PAGE HORIZONTAL

TRIM	210mm X 92mm
BLEED	220mm X 102mm
TYPE	190mm X 72mm

All sizes are width x height in millimeters.

Bleed and Type are 5mm all round for all Commercial Adverts. For all DPS and 1/2 DPS, 10mm gutter area should be allowed.

Ensure that ink coverage is not greater than 240% for Rich Blacks.
<http://www.prepressure.com/design/basics/rich-black>

PLEASE NOTE:

- All material supplied by clients or agency will be accepted as FINAL and SIGNED OFF.
- Contract bookings will automatically repeat material unless supplied with new material or instructed otherwise in writing by material deadline.
- Panorama Media Corp will check the provided material, but will not accept responsibility for omissions, losses or errors on any supplied material.
- Ad-rates exclude any material make-up cost.
- Advertising make up and studio facilities are available on request.

ADVERTISING MATERIAL WILL ONLY BE ACCEPTED IN THE FOLLOWING FORMATS:

- Adobe Acrobat PDF (X1a or version 1.3).
The PDF should be pre-flighted and verified before submission.
- Images must be supplied as JPG or TIFF at 300 dpi.
- Images must be supplied as CMYK.
- Body Copy/Text must be supplied as PLAIN BLACK and not full CMYK Black.
- Please supply a printed proof for reference.
- Supplied material may be supplied on CD-ROM or DVD.
- An actual size colour reference, IRIS/digital proof of the same PDF/ X1a must be supplied for quality purposes.

Material can be sent via WEBSSEND, ADSEND, WETRANSFER or e-mail juanita@panorama.co.za

All images must be a minimum of 300 dpi (high resolution)

* All rates exclude VAT and agency commission

Terms and conditions

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25TH EDITION

Dog

Your start-right puppy guide

2022



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

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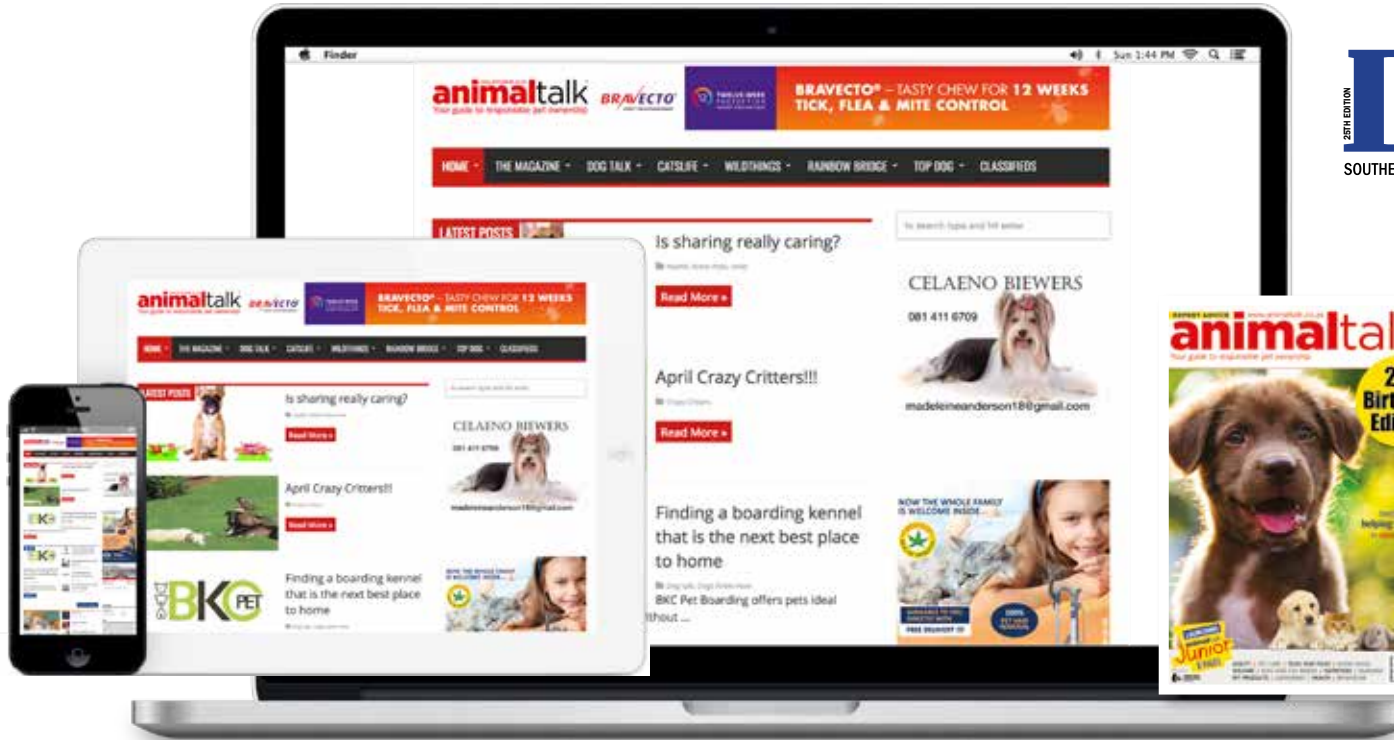
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25th EDITION
Dog 2021 ^{Your start-right puppy guide}
 SOUTHERN AFRICA'S **directory**



ANIMALTALK COVER PRICE: R38.90
FREQUENCY: MONTHLY

DOG DIRECTORY COVER PRICE: R119.00
FREQUENCY: ANNUAL

ANIMALTALK CIRCULATION ABC: 63 201
 JUL-SEP 2020

DOG DIRECTORY CIRCULATION ABC: 8 038
 JAN-DEC 2019

EVENTS

CANINE ACADEMY AWARDS



10 559
 REACH



5 290



Animaltalk.co.za
 USERS 2 403
 PAGEVIEWS 10 638



1 663
 SUBSCRIBERS

SOURCE: GOOGLE ANALYTICS AUG 8, 2020 – SEPTEMBER 6, 2020





CONTACT US

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**MIENTJIE
KLEINHANS**

EDITOR

011 468 2090 • mientjie@panorama.co.za

**GILL
JOHNSTON**

NATIONAL SALES MANAGER

011 468 2090 • gill@panorama.co.za

**NORA
DE VRIES**

SALES EXECUTIVE

011 468 2090 • nora@panorama.co.za

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Physical address: 92 Campolino Road Kyalami, 1684
Postal Address: Private Bag X4, Kyalami, 1684 South Africa
Tel +27 (11) 468 2090 Fax: +27 (11) 468 2091
Email: sales@panorama.co.za Web: www.panorama.co.za

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