

www.animaltalk.co.za

# animaltalk®

Your guide to responsible pet ownership



abc  
UNPRECEDENTED  
CIRCULATION  
GROWTH  
**63 282**  
JAN-MAR 2021

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 27 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.



www.animaltalk.co.za  
**animaltalk**<sup>®</sup>  
Your guide to responsible pet ownership

### 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

Please visit our website at [www.panorama.co.za/termsandconditions](http://www.panorama.co.za/termsandconditions)



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CIRCULATION GROWTH**

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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 markets



# 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
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
318 JULY 2021	07 MAY 2021	15 MAY 2021	19 MAY 2021	29 MAY 2021	19 JUN 2021
319 AUGUST 2021	04 JUN 2021	11 JUN 2021	17 JUN 2021	29 JUN 2021	16 JUL 2021
320 SEPTEMBER 2021	13 JUL 2021	20 JUL 2021	22 JUL 2021	03 AUG 2021	20 AUG 2021
321 OCTOBER 2021	06 AUG 2021	17 AUG 2021	19 AUG 2021	31 AUG 2021	17 SEP 2021
322 NOVEMBER 2021	10 SEP 2021	18 SEP 2021	22 SEP 2021	05 OCT 2021	22 OCT 2021
323 DECEMBER 2021	08 OCT 2021	15 OCT 2021	20 OCT 2021	29 OCT 2021	19 NOV 2021
324 JANUARY 2022	10 NOV 2021	18 NOV 2021	20 NOV 2021	02 DEC 2021	18 DEC 2021
325 FEBRUARY 2022	25 NOV 2021	03 DEC 2021	07 DEC 2021	04 JAN 2022	21 JAN 2022
326 MARCH 2022	07 JAN 2022	18 JAN 2022	20 JAN 2022	01 FEB 2022	18 FEB 2022



# 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 [gill@panorama.co.za](mailto:gill@panorama.co.za)

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

\* All rates exclude VAT and agency commission

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25TH EDITION

# Dog

Your start-right puppy guide

# 2022

SOUTHERN AFRICA'S

# directory

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

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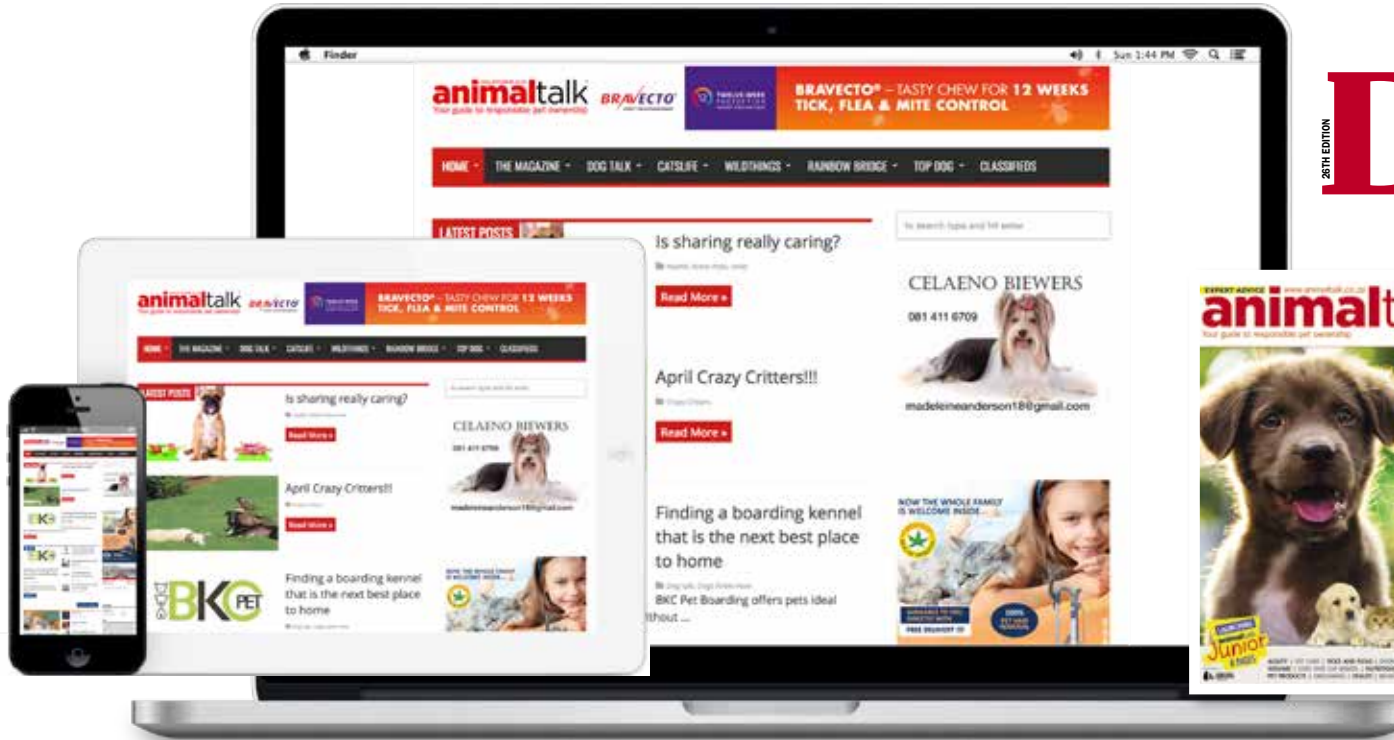
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SOUTH AFRICA'S  
**Dog** directory  
 20TH EDITION 2021/2022



**ANIMALTALK COVER PRICE: R38.90**  
**FREQUENCY: MONTHLY**

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

**ANIMALTALK CIRCULATION ABC: 63 282**  
**JAN-MARCH 2021**

**DOG DIRECTORY CIRCULATION ABC: 8 038**  
**JAN-DEC 2019**

**EVENTS**

**CANINE ACADEMY AWARDS**



6 328  
 REACH



5 289



Animaltalk.co.za  
 USERS 7 656  
 PAGEVIEWS 28 411



1 614  
 SUBSCRIBERS

SOURCE: GOOGLE ANALYTICS JAN 18, 2021 – FEB 8, 2021







# CONTACT US

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CONTENT | PASSION | KNOWLEDGE

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