

www.animaltalk.co.za

animaltalk[®]

Your guide to responsible pet ownership

2023
MEDIA KIT

panorama
media CORP
CONTENT | PASSION | KNOWLEDGE

WHAT ARE WE ALL ABOUT?

Animaltalk goes alternate monthly, giving you more bark for your buck. Each issue will have a strong theme and will remain on shelf for the full 2 month period. Animaltalk is aimed at all those who want to obtain information and learn more about their companion as well as wild animals. Animaltalk places a strong emphasis on pet health, training, behaviour and nutrition

and to the relationship between pets and their people.

The welfare of animals as well as responsible pet ownership, are core values, reflected in all Animaltalk's content. The objective is to provide your 'best friends' with the highest possible quality of life.

70 000 Animaltalk e-editions go out to Pick n Pay Pet club members on a monthly basis.



ANIMALTALK COVER PRICE: R45.90
FREQUENCY: EVER 2ND MONTH



COVERS

| | |
|--------------------|---------------|
| INSIDE FRONT (IFC) | R33 100 |
| INSIDE BACK (IBC) | R29 550 |
| OUTSIDE BACK (OBC) | NOT AVAILABLE |

COMMERICAL

| | |
|------------------|---------|
| 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 (DIRECTORY SECTION)

| | |
|---------------------|---------|
| 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 <https://www.panoramamedia.net/termsandconditions/>

ADVERTISING DEADLINES 2023

| ISSUE | BOOKING | ADVERTORIAL AD MAKE UP | AD MATERIAL |
|--------------|-----------|---------------------------|-------------|
| JUL/AUG 2023 | 04 MAY 23 | 16 MAY 23 | 16 MAY 23 |
| SEP/OCT 2023 | 30 JUN 23 | 13 JUL 23 | 17 JUL 23 |
| NOV/DEC 2023 | 01 SEP 23 | 14 SEP 23 | 18 SEP 23 |
| JAN/FEB 2024 | 27 OCT 23 | 09 NOV 23 | 14 NOV 23 |



DIGITAL RATE CARD 2023

DIGITORIAL

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.

DIGITAL RATES

| | MONTHLY RATE |
|------------|--------------|
| DIGITORIAL | R2 600 |
| VIDEO | R3 200 |

* 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.

Price on request

SIZES AND RATES

| BANNER | SIZES | ROS/MONTH |
|-------------------|--------------|-----------|
| LEADERBOARD | 728 X 90 PX | R1 600 |
| FOOTER | 728 X 90 PX | R1 200 |
| SKYSCRAPER | 300 X 600 PX | R1 520 |
| MEDIUM BLOCK | 300 X 250 PX | R1 280 |
| NEWSLETTER BANNER | 600 X 250 PX | R2 400 |

Please note all sizes are width x length and rates are per month

MATERIAL

REQUIREMENTS (DIGITAL):

FORMAT: JPEG / PNG FILES. • VIDEO: MP4

• YOUTUBE: URL

RESOLUTION: 72 DPI



5 693
REACH



Animaltalk.co.za
USERS 3 882
PAGEVIEWS 14 171



1 740
SUBSCRIBERS

SOURCE: GOOGLE ANALYTICS AUG 20, 2022 - SEP 18, 2022

animaltalk
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MATERIAL SPECIFICATIONS

ANIMALTALK 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 ½ 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.

Material can be sent via e-mail: gill@panorama.co.za or nora@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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PET MALL (DIRECTORY SECTION)

| | |
|------------------|---------------|
| FULL PAGE | 180mm X 245mm |
| HALF PAGE (VERT) | 88mm X 245mm |
| HALF PAGE (HORI) | 180mm X 121mm |
| QUARTER PAGE | 88mm X 121mm |
| EIGHTH PAGE | 88mm X 58mm |





CONTACT US

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CONTENT | PASSION | KNOWLEDGE

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