

MEDIA KIT 2025

In response to evolving economic pressures and the demand for instant gratification driven by digital platforms, Animaltalk is making a strategic pivot to better serve our market. We're investing significantly in enhancing our website and social media presence, focusing on SEO and other development opportunities to improve our online engagement.

Each issue will have a strong theme giving your message maximum exposure with a 3 month shelf life. Core values are the welfare of pets as well as responsible pet ownership and this is reflected in the content.

WHAT IS A BOOKAZINE?

A "bookazine" is a hybrid publication that combines elements of both books and magazines. It typically has the look and feel of a magazine but is often longer and more in-depth, resembling a book in terms of content quality and layout.

Bookazines focus on a specific topic or theme and are published as standalone issues, without being part of a regular subscription cycle.

ANIMALTALK COVER RATES

| | |
|--------------------|---------|
| Inside Front Cover | R36 410 |
| Inside Back Cover | R32 450 |
| Outside Back Cover | R38 410 |

MATERIAL

Trim 210mm x 275mm

Bleed 115mm x 285mm

Type 85mm x 255mm

All rates excl. VAT and Agency Commission

MATERIAL SPECIFICATIONS

All sizes are width x height in millimetres.

Bleed and Type are 5mm all around for all commercial adverts



SPECIFICATIONS FOR AD MATERIAL

- All material supplied by clients or agencies 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 costs.

ADVERTISING MATERIAL WILL ONLY BE ACCEPTED IN THE FOLLOWING FORMATS:

- Adobe Acrobat PDF or JPG.
- Artwork should be pre flighted before submission.
- Images must be supplied as **CMYK**. No RGB, Pantone or Spot colours.
- Body Copy / Text must be supplied as **PLAIN BLACK** and not full CMYK Black.
- All images must be a minimum of **300 dpi** (high resolution)

PLEASE NOTE:

Advertising material make up and studio facilities available at R2 900. Contact your Sales Executive for further information.

WHAT IS A DIGITORIAL?

A “digitorial” is a blend of the words “digital” and “editorial.” It refers to a form of digital content that combines elements of both editorial articles and interactive digital media. Essentially, a digitorial is a piece of content, that includes engaging visuals, interactive features, or multimedia elements (like videos, slideshows, infographics, or hyperlinks), alongside the traditional editorial content like text and images.

The idea is to create a more immersive and engaging user experience compared to a standard article or blog post. Digitorials are often used in advertising or sponsored content, where the lines between editorial storytelling and branded content blur, providing readers with useful or entertaining information while subtly promoting products or services.

DIGITAL RATES

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

18 410 Active Users and 19 884 Views – Source: Google

SIZES AND RATES

| BANNER | SIZE | PER MONTH |
|--------------------|---------------|-----------|
| BILLBOARD | 728px x 90px | R1 600 |
| MEDIUM BLOCK | 300px x 250px | R1 280 |
| CLASSIFIED LISTING | | R 294 |
| CLASSIFIED | 325px x 244px | R 507 |

MATERIAL REQUIREMENTS (DIGITAL)

Format: JPEG / PNG Files | Resolution: 72 dpi
All rates excl. VAT and Agency Commission



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