

RATES	COST	VAT	TOTAL
<b>FULL COLOUR</b>			
Double Page Spread	R 47,000.00	R 6,580.00	R 53,580.00
Full Page	R 23,500.00	R 3,290.00	R 26,790.00
1/2 Double Page Spread	R 35,300.00	R 4,942.00	R 40,242.00
1/2 Hor/Ver	R 17,700.00	R 2,478.00	R 20,178.00
1/3 Hor/Ver	R 16,500.00	R 2,310.00	R 18,810.00
2/3 Hor/Ver	R 20,000.00	R 2,800.00	R 22,800.00
2/3 By 2 Col	R 18,800.00	R 2,632.00	R 21,432.00
2/3 Double Page Spread	R 40,000.00	R 5,600.00	R 45,600.00
Ch/Board	R 18,800.00	R 2,632.00	R 21,432.00
<b>SPECIAL RATES</b>			
Inside Front	R 29,500.00	R 4,130.00	R 33,630.00
Inside Back	R 27,100.00	R 3,794.00	R 30,894.00
Outside Back	R 28,300.00	R 3,962.00	R 32,262.00
1st Double Page Spread	R 51,800.00	R 7,252.00	R 59,052.00
2nd Double Page Spread	R 51,800.00	R 7,252.00	R 59,052.00
3rd Double Page Spread	R 51,800.00	R 7,252.00	R 59,052.00
Any Guaranteed Full Page	R 25,900.00	R 3,626.00	R 29,526.00
<b>ADVERTORIAL* RATES</b>			
Double Page Spread	R 54,200.00	R 7,588.00	R 61,788.00
Full Page Full Colour	R 27,100.00	R 3,794.00	R 30,894.00
Half Page	R 22,500.00	R 3,150.00	R 25,650.00
<b>BLACK &amp; WHITE</b>			
Double Page Spread	R 33,000.00	R 4,620.00	R 37,620.00
Full Page	R 16,500.00	R 2,310.00	R 18,810.00
1/2 Hor/Ver	R 9,900.00	R 1,386.00	R 11,286.00

## SMALL AD SIZES

Please contact our classified department on 011 293 6167 for all small colour or black and white ad sizes

- \* The advertorial rate covers normal photography, recipe development (if applicable), layout, design and production costs.
- \* However it excludes agency commission and the costs of any specialised photography, models, styling, hair and/or make up artists.

For terms and conditions refer to Caxton Magazines' general conditions.



## DEADLINES 2010

(all deadlines to be understood as 12 noon on each respective day)

ISSUE DATE	ADVERTORIAL BOOKING & MATERIAL DEADLINE DATE	ADVERTISEMENT BOOKING DEADLINE DATE	ADVERTISEMENT MATERIAL DEADLINE DATE	DELIVER ALL ADDED VALUE/INSERT	ON SALE DATE
<b>JANUARY</b>	29-Oct	11-Nov	19-Nov	26-Nov	14-Dec
<b>FEBRUARY</b>	26-Nov	30-Nov	10-Dec	17-Dec	18-Jan
<b>MARCH</b>	07-Jan	13-Jan	21-Jan	28-Jan	15-Feb
<b>APRIL</b>	28-Jan	10-Feb	18-Feb	25-Feb	15-Mar
<b>MAY</b>	04-Mar	17-Mar	25-Mar	01-Apr	19-Apr
<b>JUNE</b>	01-Apr	14-Apr	22-Apr	29-Apr	17-May
<b>JULY</b>	06-May	19-May	27-May	03-Jun	21-Jun
<b>AUGUST</b>	03-Jun	15-Jun	24-Jun	01-Jul	19-Jul
<b>SEPTEMBER</b>	08-Jul	21-Jul	29-Jul	05-Aug	23-Aug
<b>OCTOBER</b>	05-Aug	18-Aug	26-Aug	02-Sep	20-Sep
<b>NOVEMBER</b>	02-Sep	15-Sep	23-Sep	30-Sep	18-Oct
<b>DECEMBER</b>	07-Oct	20-Oct	28-Oct	04-Nov	22-Nov

### TECHNICAL SPECIFICATIONS

TRIM	276mm deep x 210mm wide
BLEED	286mm deep x 220mm wide
TYPE AREA	256mm deep x 190mm wide
MATERIAL	X1A PDF or PDF supplied on disk or FTP
SCREEN	150#

EFFECTIVE MARCH 2010 ISSUE

