

HQ

SOUTH AFRICA'S PREMIER EQUESTRIAN MAGAZINE

ADVERTISING RATES 2017

All rates exclusive of VAT
Valid as from 01.01.17

COMMERCIAL (Advert placed amongst editorial content)

Inclusive of Agency Commission	RATE
	Per insertion
Full Page	11,630
Double Page	20,570
Half Page	7,250
Double Half Page	12,330
Third Page	5,730
Sixth Page	3,230
Eighth Page	1,950

ADVERTORIAL / KNOWLEDGE PROFILE™

Double Page	24,140
Full Page	13,420

COVERS

Inside Front (IFC)	15,700
Inside Back (IBC)	14,540
Outside Back (OBC)	16,280

SPECIAL COVERS

Inside Front Cover Gatefold	33,950
Inside Front Cover Double Page	27,770

REQUESTED PRODUCTS

Cover Mount	
Stud/Breed Profile	
Cover Photo	
Special colours and varnish treatments	

PREMIUM POSITIONS SURCHARGE

1 ST Double Page	15%
2 ND Double Page	10%
Opposite Content	7%
1 ST Right Hand Page	10%
Guaranteed Position	10%



MARKET PLACE/STUD (Advert placed facing adverts)

Exclusive of Agency Commission	RATE
	Per insertion
Full Page	6,290
Double Page	10,490
Half Page	4,020
Quarter Page	2,390
Sixth Page (Block)	1,500
Eighth Page (Block)	1,310
Twelfth Page (Block)	870

FREQUENCY DISCOUNT

Over a 12 month period are offered as follows:

3 Plus inserts	5%
6 Plus inserts	8%
10 Plus inserts	12%
14 Plus inserts	18%
20 Plus inserts	20%

5% discount with payment upon placement

CANCELLATION FEES

3 month prior to on sale date – No Fee
Less than 3 months prior to on sale date – 50% of standard rate
Cancellation after booking deadline – 100% of standard rate

MAGAZINE DETAILS

Launch Date	1999
Cover price	R50.00
Pagination	80 plus covers
Print Run	7,500
Frequency	Monthly
Format/Binding	219 x 285, saddle stitched
Audited Circulation	6,644 (ABC Oct-Dec 2016)
AMPS	80,000 June 2015
Digital	Tablet version available in
APP	Horse Quarterly magazine

For **TERMS & CONDITIONS** - Please visit our website at www.panorama.co.za/termsandconditions

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