

# 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
<b>ADVERTORIAL / KNOWLEDGE PROFILE™</b>	
Double Page	24,140
Full Page	13,420
<b>COVERS</b>	
Inside Front (IFC)	15,700
Inside Back (IBC)	14,540
Outside Back (OBC)	16,280
<b>SPECIAL COVERS</b>	
Inside Front Cover Gatefold	33,950
Inside Front Cover Double Page	27,770
<b>REQUESTED PRODUCTS</b>	
Cover Mount	
Stud/Breed Profile	
Cover Photo	
Special colours and varnish treatments	
<b>PREMIUM POSTIONS SURCHARGE</b>	
1 <sup>ST</sup> Double Page	15%
2 <sup>ND</sup> Double Page	10%
Opposite Content	7%
1 <sup>ST</sup> 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
Third Page Horizontal	2,860
Quarter Page	2,390
Sixth Page (Block)	1,500
Eighth Page (Block)	1,310
Twelfth Page (Block)	870
<b>CLASSIFIEDS</b>	
Six Modules	1,600
Four Modules	1,040
Three Modules	810
Two Modules	560
One Module	290
<b>FREQUENCY DISCOUNT</b>	
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%

### Upfront settlement of contract

### 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	Available on the App Store
APP	Horse Quarterly magazine

For **TERMS & CONDITIONS** - Please visit our website at [www.panorama.co.za/termsandconditions](http://www.panorama.co.za/termsandconditions)

For more information contact  
Lalique Lemberger [lalique@panorama.co.za](mailto:lalique@panorama.co.za)

Tel (011) 468 2090 [Sales@panorama.co.za](mailto:Sales@panorama.co.za)

[www.facebook.com/HQmagazine](http://www.facebook.com/HQmagazine)



UD080317