

HQ

SOUTH AFRICA'S PREMIER EQUESTRIAN MAGAZINE

ADVERTISING RATES 2018

All rates exclusive of VAT
Valid as from 01.01.18

COMMERCIAL (Adverts placed amongst editorial content)

	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	
Special colours and varnish treatments	
PREMIUM POSTIONS SURCHARGE	
1 ST Double Page	15%
2 ND Double Page	13%
Opposite Content	7%
1 ST Right Hand Page	10%
Guaranteed Position	10%
FREQUENCY DISCOUNT	
Over a 12 month period are offered as follows:	
3 Plus inserts	5%
6 Plus inserts	8%
10 Plus inserts	12%
16 Plus inserts	20%
Pre-Payment discount subject to approval	5%



MARKET PLACE/STUD (Adverts placed facing adverts)

	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
CLASSIFIEDS	
Six Modules	1,600
Four Modules	1,040
Three Modules	810
Two Modules	560
One Module	290

DISTRIBUTION

HQ is on sale at all major retail outlets such as Woolworths, Pick 'n Pay, Spar Group, Checkers, CNA and Exclusive Books as well as all good news agents nationwide. We have a special distribution into Equine and Pet supply stores and veterinary stores and practices.

Public place reading: We also distribute 1,000 copies of HQ monthly into doctors, dentists and pediatricians waiting rooms, as well as 350 hairdressers nationwide. This has proven to be a very positive initiative with good feedback from customers and advertisers. The lowest readership estimate is 18 readers per copy per day, which amounts to an additional 378,000 readers per month.

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	6,578 (ABC Jan-Mar 2018)
Digital Tablet version available in	Available on the App Store

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

For more information contact

Lalique Lemberger lalique@panorama.co.za
Joanne Pursey joanne@panorama.co.za
Tel (011) 468 2090 Sales@panorama.co.za

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