



SOUTH AFRICA'S PREMIER EQUESTRIAN MAGAZINE

2020 MEDIA KIT





SOUTH AFRICA'S PREMIER EQUESTRIAN MAGAZINE

WHAT ARE WE ALL ABOUT?

HQ, South Africa's premier equestrian magazine, is aimed at those with a passion for horses and all things equestrian.

This monthly magazine is packed full of articles dedicated to equine health, behaviour, nutrition, training, care and welfare

Along with articles and advice from the top equestrian athletes and professionals.

Each issue also contains a comprehensive selection of advertisements and a dedicated section for readers and buyers alike. *HQ* is the trusted source for equine information and news in the equestrian community.



COVERS

INSIDE FRONT (IFC)	R15 700
INSIDE BACK (IBC)	R14 540
OUTSIDE BACK (OBC)	R16 280

MAIN BOOK

FULL PAGE	R11 630
DOUBLE PAGE	R20 570
HALF PAGE	R 7 250
DOUBLE HALF PAGE	R12 330
THIRD PAGE	R 5 730
SIXTH PAGE	R 3 230
EIGHTH PAGE	R 1 950

ADVERTORIAL

ADVERTORIAL / KNOWLEDGE PROFILE™

DOUBLE PAGE	R24 140
FULL PAGE	R13 420

* Advertorials include standard production

INSERTS

PRICE AVAILABLE ON REQUEST

* All rates exclude VAT

Terms and conditions

Please visit our website at www.panorama.co.za/termsandconditions

DIGITAL RATES

EDITORIAL	RATE/MONTH
WEBVERTORIAL	R900
CONTENT MARKETING	R650

* Articles require a blurb (maximum 20 words), body copy (this must be on brand with section page, maximum 500 words) and two to three pictures (one will be chosen by the editorial team).



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2020 ADVERTISING RATES

WEB SITE CREATIVE SIZES

BANNER SIZES	SIZE (PIXELS)	ROS/PER MONTH
LEADERBOARD	728 x 90	R400
MOBILE LEADERBOARD	320 x 50	
SKYSCRAPER	300 x 720	R380
WALLPAPER	1 585 x 1 500	R800
MEDIUM BLOCK	300 x 250	R320
SECTION SPONSORSHIP	Dependent on section traffic, please request a quote	
NEWSLETTER		
Advert in monthly newsletter, which includes a leaderboard (20k max).	640 x 480	R1 000
	728 x 90	R 600

MARKET PLACE/ STUD

PER INSERTION

FULL PAGE	R 6 290
DOUBLE PAGE	R10 490
HALF PAGE	R 4 020
THIRD PAGE HORIZONTAL	R 2 860
QUARTER PAGE	R 2 390
SIXTH PAGE (BLOCK)	R 1 500
EIGHTH PAGE	R 1 310
TWELFTH PAGE	R 870

RICH MEDIA

VIDEOS, EXPANDING ADS, ANIMATIONS, ETC.

An added charge of R600 to the monthly rate of the requested display advertising unit.

VIDEO AND HOMEPAGE TAKOVER MATERIAL

REQUIREMENTS (DIGITAL):

FORMAT: JPEG / PNG FILES • VIDEO: MP4

• YOUTUBE: URL

RESOLUTION: 72 DPI

NOTES:

No extension on Delivery of Inserts to mailing house can be considered.

All inserts to be delivered on deadline date to mailing house under cover of a delivery note clearly stating:

- Magazine Title
- Issue
- Number boxes being delivered, i.e. 1 of 10, 2 of 10, etc
- Number of inserts being delivered
- Boxes to be clearly marked with quantity of samples




MAILING HOUSE DETAILS:

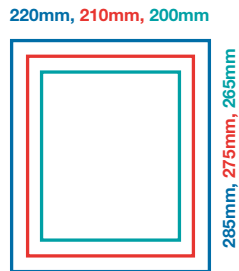
Will be confirmed upon receipt of samples and signed Booking Form.

ADVERTISING DEADLINES

ISSUE	BOOKING	ADVERTORIAL AD MAKE UP	AD MATERIAL	MAILING HOUSE	ON SALE
147 FEB/MAR 2020	28 NOV 2019	02 DEC 2019	11 DEC 2019	07 JAN 2020	20 JAN 2020
148 MAR/APR 2020	14 JAN 2020	16 JAN 2020	27 JAN 2020	18 FEB 2020	02 MAR 2020
149 APR/MAY 2020	24 FEB 2020	26 FEB 2020	06 MAR 2020	30 MAR 2020	13 APR 2020
150 JUN/JUL 2020	02 APR 2020	06 APR 2020	17 APR 2020	12 MAY 2020	25 MAY 2020
151 JUL/AUG 2020	19 MAY 2020	21 MAY 2020	01 JUN 2020	23 JUN 2020	06 JUL 2020
152 AUG/SEP 2020	29 JUN 2020	01 JUL 2020	10 JUL 2020	03 AUG 2020	17 AUG 2020
153 OCT/NOV 2020	07 AUG 2020	12 AUG 2020	21 AUG 2020	14 SEP 2020	28 SEP 2020
154 NOV/DEC 2020	07 SEP 2020	09 SEP 2020	18 SEP 2020	20 OCT 2020	02 NOV 2020
155 DEC/JAN 2021	27 OCT 2020	29 OCT 2020	09 NOV 2020	01 DEC 2020	14 DEC 2020
156 FEBRUARY 2021	20 NOV 2020	24 NOV 2020	03 DEC 2020	12 JAN 2021	25 JAN 2021



-  **BLEED AREA:** Width 220mm x Height 285 mm
-  **TRIM AREA:** Width 210mm x Height 275 mm
-  **TYPE AREA:** Width 200mm x Height 265 mm



WHAT WE MEAN WHEN WE REFER TO:

BLEED: (To ensure that ink coverage goes to the edge of the page your artwork needs to extend 5mm beyond the final cut size to this line)

- Bleed is the industry term for any colour or image that goes right to the edge of the paper.
- What actually happens is that the picture or other graphic extends 5mm beyond the edge of the page and that excess image or colour is then cut off as a part of the finishing process.

TRIM: (this is the actual cut line/size of the magazine)

- In the example on the top right, the bleed area (represented by the red line).
- The magazine size is equal to the final trim size.

TYPE: (this is the text safety guide – no text should extend beyond this point)

- Text or images that are not meant to be trimmed off the edge of your final ad must be 5mm from the edge of your layout (also known as your safety area).
- Items placed outside the Type area are in danger of being cut off or showing inconsistent margins.

MATERIAL SPECIFICATIONS

All sizes are width x height in millimeters.

Bleed and Type are 5mm all round for all Commercial Adverts. For all DPS and 1/2 DPS, 10mm gutter area should be allowed.

Ensure that ink coverage is not greater than 240% for Rich Blacks.

<http://www.prepressure.com/design/basics/rich-black>

COMMERCIAL

Please supply material as per highlighted blocks below:

DPS (Double Page Spread) Trim 420 x 275 Bleed 430 x 285 Type 400 x 255	Full Page Trim 210 x 275 Bleed 220 x 285 Type 190 x 255
Half Page VERTICAL Trim 105 x 275 Bleed 115 x 285 Type 85 x 255	Half Page HORIZONTAL Trim 210 x 137 Bleed 220 x 147 Type 190 x 117
Third Page Vertical Trim 70 x 275 Bleed 80 x 285 Type 50 x 255	Third Page Horizontal Trim 210 x 92 Bleed 220 x 102 Type 190 x 72
Sixth Page Horizontal Trim 210 x 46 Bleed 220 x 56 Type 190 x 26	Eighth Page Horizontal Trim 210 x 34 Bleed 220 x 44 Type 190 x 14

PLEASE NOTE:

- All material supplied by clients or agency 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 cost.
- Advertising make up and studio facilities are available on request.

ADVERTISING MATERIAL WILL ONLY BE ACCEPTED IN THE FOLLOWING FORMATS:

- Adobe Acrobat PDF (X1a or version 1.3).
The PDF should be pre-flighted and verified before submission.
- Images must be supplied as JPG or TIFF at 300 dpi.
- Images must be supplied as CMYK.
- Body Copy/Text must be supplied as PLAIN BLACK and not full CMYK Black.
- Please supply a printed proof for reference.
- Supplied material may be supplied on CD-ROM or DVD.
- An actual size colour reference, IRIS/digital proof of the same PDF/X1a must be supplied for quality purposes.

Material can be sent via WEBSSEND, ADSEND, WETRANSFER or e-mail juanita@panorama.co.za

All images must be a minimum of 300 dpi (high resolution)



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panorama
mediaCORP

Physical address: 92 Campolino Road Kyalami, 1684
Postal Address: Private Bag X4, Kyalami, 1684 South Africa
Tel +27 (11) 468 2090 Fax: +27 (11) 468 2091
Email: sales@panorama.co.za Web: www.panorama.co.za

Johannesburg: GPS Co-ordinates: 26°6' 1" S, 28° 4' 9" E

DR LIZZIE HARRISON

EDITOR

+27 (11) 468 2090 • lizzie@panorama.co.za

ADVERTISING SALES & PROMOTIONS

GILL JOHNSTON

NATIONAL SALES MANAGER

+27 (11) 468 2090 • 083 455 2397 • gill@panorama.co.za

LOUISE BINGE

SALES EXECUTIVE

+27 (11) 468 2090 • louise@panorama.co.za

FRANCOIS JANSEN VAN RENSBURG

ACCOUNT MANAGER: CAPE TOWN
AND WESTERN CAPE

082 653 8580 • francois@panorama.co.za

