

thislife magazine

advertising rate card 2016

thislife magazine is a contemporary, visually exciting lifestyle magazine which inspires its readership with stories of local people and celebrities who have found meaning in life. Its roots lie in local Cape Town churches, but its readership is broad and reaches much further, to Cape Town's southern suburbs and beyond. It is distributed in selected Spar and Pick n Pay supermarkets, as well as coffee shops, doctors' and dentists' waiting rooms, schools, shops, hospitals and a number of private homes.

demographics

Area: Southern suburbs and wider Cape Town
Age: 7 – 65 and beyond
LSM (Living Standards Measure) 7 +
Language: English

specifications

Size: 240mm (w) X 334mm (h)
Frequency: Twice a year
Cover Price: Free
Print Run: **11 000 copies are distributed and given out FREE** in and around the Southern suburbs of Cape Town and beyond. For a comprehensive distribution listing, see distribution section on website (www.thislife.org.za).
Pages: 32 - 40 Pages, including the cover

advertising single insertion rate

	Issue 14	Issue 15
Page Sponsor	R1 160	R1 160
Full Page	R7 400	R7 400
Half Page	R4 250	R4 250
Quarter Page (Portrait)	R2 450	R2 450
Business Card	R 740	R 740

special advertising rate deal: repetition is the key to achieving successful advertising outcomes. **We offer a 10% discount to advertisers who book and pay for advertising in three consecutive issues.** Do contact us if you have specific requirements or promotions that you want us to consider for placement.

prime position

Page Sponsor, Full, Half, Quarter Page and Business Card

Advertisers can request a specific page on which they would like their advert to appear. However, while every effort will be made to accommodate preferences, final decision on placement rests with **thislife** magazine. Business card size adverts are always located in the *marketplace* section at back of magazine.

2016 deadlines

	Booking & Payment	Material	Launch to public commences
Issue 14	6 April 2016	13 April 2016	5 June 2016
Issue 15	TBC	TBC	TBC

cancellations

- Cancellation deadline is the same as the booking deadline.
- Cancellation instructions must, in all cases, be confirmed in writing.
- After the booking deadline date, no bookings can be cancelled and a 100% cancellation fee will be levied against all such cancellations.

technical requirements

	Size	Bleed	Notes
Page Sponsor	185 mm (w) X 10mm (h) <i>(approximate measures)</i>	No bleed	The company/personal logo is featured on the bottom of the page with company contact details (covering 2 lines).
Full Page	208mm (w) X 280mm (h)	3mm bleed all around	If standard full page advert is supplied, the converted size in thislife magazine will be 198mm (w) X 280mm (h)
Half Page	208mm (w) X 135mm (h)	3mm bleed all around	If standard half page advert is supplied, the converted size in thislife magazine will be 190mm (w) X 135mm (h)
Quarter Page	100mm (w) X 135mm (h)	3mm bleed all around	Only 'portrait' style (not 'landscape') quarter page adverts can be accepted
Business Card	90mm (w) X 50mm (h)	No bleed	All Business card adverts are featured in our 'MARKETPLACE' classified section at the back of the magazine

material specifications

- **Make-up of Business Cards:** **thislife** magazine will make up your business cards if you do not have ready artwork. *One hour's free design time is included in our business card rate.*
- **Proofing:** While **thislife** takes great care to ensure that advertisers details are correct in make-up, advertisers must check their adverts for accuracy and return the proof via e-mail or fax with signed acceptance of the material. If not sent back with approval from advertiser, then we will assume acceptance. **Only 2 layout proofs** will be provided. Should further changes or corrections be made, these will be charged for at a cost of R100 per proof.
- **Full, Half and Quarter Page advertisers** are to provide completed artwork. We are able to refer you to a few freelance designers.
- **Adverts (electronic)**
 - Technical queries and finalised artwork are to be e-mailed to tonyavh@gmail.com
 - Material should be supplied in a press-optimised PDF format or high resolution JPEG—colours converted to CMYK (no RGB images to be embedded).
 - All fonts converted to paths.
 - Sorry, Microsoft Office documents (e.g. Excel, Word or Powerpoint), CoralDraw and Freehand will not be accepted.
- **Picture Quality**
 - Formats required: PDF or JPEG without compression. No Bitmap or Gif files can be accepted.
 - All images must be supplied at 300 dpi at actual size.

terms & conditions

Advertisements are only accepted for publication in thislife magazine subject to the following terms and conditions:

1. **thislife** magazine reserves the right to edit, revise, or withdraw any advertisement, artwork and content that, in the sole opinion of the management of **thislife** magazine, is considered inappropriate or contrary to the ethos and principles of **thislife** magazine, regardless of whether a booking has been accepted or not. In these instances, **thislife** magazine will refund the advertiser in full, provided that the materials have been received on or before the Material Deadline.
2. A booking is not considered final until a written booking instruction and full payment are received. Telephonic instructions must, in all cases, be confirmed in writing.
3. The advertiser is liable for full payment of all invoices arising from placement of advertising in **thislife** magazine. Should the advertiser use the services of a third party for design, artwork and placement, the advertiser is responsible for all third party fees.
4. Every precaution is taken to ensure the correct printing and insertion of all advertisements, but no liability can be accepted for failure to publish, or for publication on dates other than those stipulated, or the failure to publish an advertisement on a specific date or page, or for any typographical, or other errors of any kind, or for loss or damage as a consequence of any cause whatsoever.
5. The advertiser will indemnify **thislife** magazine against any damage and/or expense which **thislife** magazine may incur as a direct or indirect consequence of the advertiser's advertisement.
6. It is the client's responsibility to supply material that meets the required specifications by **thislife** magazine's material deadlines. If copy is not forthcoming by the deadline, **thislife** magazine has the right to make up copy for space booked. Furthermore, the cost of making up the material will be debited to the advertiser.
7. **thislife** magazine accepts no responsibility for incorrect material supplied. All material supplied is assumed to be correctly sized and marked.
8. No changes to advertisements will be accepted once production of **thislife** magazine has commenced.
9. While our intention is fully to publish the number of magazines on our rate card, **thislife** magazine reserves the right to suspend issues on any day and to increase or decrease usual numbers of editions without notice. **thislife** magazine does not guarantee any given level of circulation or readership for an advertisement or insert.

contact details

thislife magazine
16 Summerley Road, Kenilworth, 7800
tel: +27 21 797 6332 / 072 802 7022 / 074 672 7369
email: sales.thislifemag@gmail.com / www.thislife.org.za

banking details

St John's Parish, Wynberg
Standard Bank – Constantia
Account no: 071758569 / **Branch code:** 025309
Reference: thislifeADV (plus your name)