



Equestrian

LIFE

equestrianlife.co.za

2019

RATE CARD

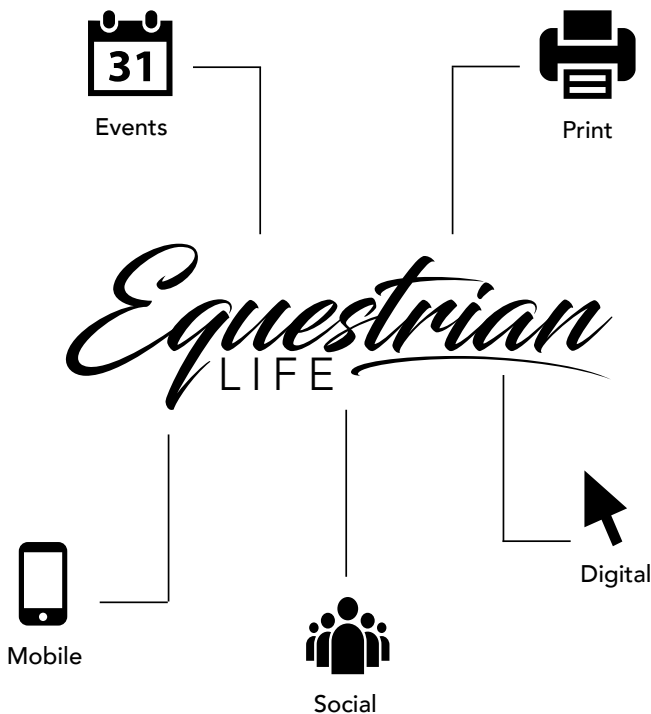
About us

A new addition to the Spinnercom Media stable dedicated to the who, what & how of Equestrian Life.

Equestrian Life magazine seeks to inspire and inform South African stakeholders across all equestrian disciplines by providing relevant, useful information on all horse and rider related topics. Equestrian Life, is a 360° multimedia platform that includes the Equestrian Life magazine, website, social media platforms and events.



Multiple platforms



DISTRIBUTION

Equestrian Life Magazine is distributed quarterly across Gauteng, Western Cape and Kwa-Zulu Natal through strategic equestrian related outlets, such as:



- Tack shops
- Feed stores & farms
- Shows & events
- Phumelela racecourses
- Breeding farms
- Auction houses
- Residential estates
- Riding schools
- Vet practices
- Equestrian pharmacies
- Airport lounges
- Restaurants
- Offices for disciplines & regional bodies
- Outdoor adventure centres



LSM 8 - 10

average household income of R 420 000 per annum



47% between the ages of 25 - 50

Fast Facts

FREQUENCY: Quarterly

CIRCULATION: 10 000 copies per quarter

COVER PRICE: R 49.00

Marketing Packages

MOST POPULAR

	BRONZE	SILVER	GOLD
Print & Digital Magazine			
Equestrian Life Magazine Advert Size	QUARTER PAGE	HALF PAGE	FULL PAGE
Equestrian Life Magazine Annual Editorial Coverage	1 FULL PAGE	1 FULL PAGE	2 FULL PAGES
Equestrianlife.co.za			
Equestrianlife.co.za Digtorial	1	2	3
Equestrianlife.co.za Event Listings	1	2	4
Equestrianlife.co.za Competitions	N/A	1	2
Social Media			
Facebook Post (per 12 months)	6	8	12
Twitter Posts (per 12 months)	8	10	12
Equestrian Life Newsletter			
Newsletter insert (per 12 months)	4	6	8
Upfront Annual Payment (10% savings)	R 11 340	R 17 820	R 28 260
Quarterly Payment	R3 150	R 4 950	R 7 850

DEADLINES

ISSUE	JAN-MAR ISSUE	APR-JUN ISSUE	JULY-SEPT ISSUE	OCT-DEC ISSUE
BOOKING DEADLINE	30 Nov 2018	15 Mar 2019	14 Jun 2019	13 Sept 2019
MATERIAL DEADLINE	30 Nov 2018	22 Mar 2019	21 Jun 2019	20 Sept 2019
PUBLICATION DEADLINE	14 Dec 2018	1 Apr 2019	1 July 2019	1 Oct 2019

PRINT ADVERT SPECS

DPS 420mm x 275mm

FULL PAGE 210mm x 275mm

HALF PAGE Vertical 90mm x 248mm

HALF PAGE Horizontal 184mm x 124mm

QUARTER PAGE 90mm x 124mm

EIGHTH PAGE 90mm x 62mm

* [Width x Height]

* Only high resolution PDF or JPEG files are accepted.

* Images must be embedded in files and must be 300dpi and CMYK colour mode.

* 5mm bleed all around and crop marks. **(For full page adverts ONLY)**

PRINT RATES

ADVERT SIZE	RATE (Excl)	VAT	TOTAL (Incl)
Double Page Spread	9 000	1 350.00	10 350.00
Full Page	5 200	780.00	5 980.00
Half Page	3 300	495.00	3 795.00
Quarter Page	2 000	300.00	2 300.00
One Eighth Page	11 000	165.00	1 265.00

PRIME POSITIONS

POSITION	RATE (Excl)	VAT	TOTAL (Incl)
Inside Front Cover DPS	9 700	1 455.00	11 155.00
Centre Spread DPS	9 200	1 380.00	10 580.00
Outside Back Cover	5 900	885.00	6 785.00
Inside Back Cover	5 500	825.00	6 325.00

Contact us

JUSTYN SPINNER

Publisher

011 788 1516
justyn@spinnercom.com

SHEVAUN McCREEDY

Editor

011 788 1516
shevaun@equestrianlife.co.za

TYRONE MALETSKY

Sales Manager

011 788 1516
tyrone@spinnercom.com

TELEPHONE

011 788 1516

WEBSITES

www.spinnercom.com
www.gohello.co.za
www.hellojoburg.co.za

ADDRESS

63 Dorset Road , Greenside East
PO Box 842 , Northlands , 2116

SPINNERCOM
MEDIA

TERMS AND CONDITIONS

* 2 revisions allowed per booking, thereafter R250 + VAT per revision. * We retain full editorial integrity of newsletter content. * Must have a digital booked for the month to qualify for a newsletter feature. * 300 - 500 words copy. 5 - 10 high res images and relevant URLs to be supplied by client. * Prices exclude creative costs if content involves production such as a photoshoot or video production. * Added value: All digital and newsletter features include one Facebook post, one Tweet and one Instagram post to promote the newsletter, with mentions.

