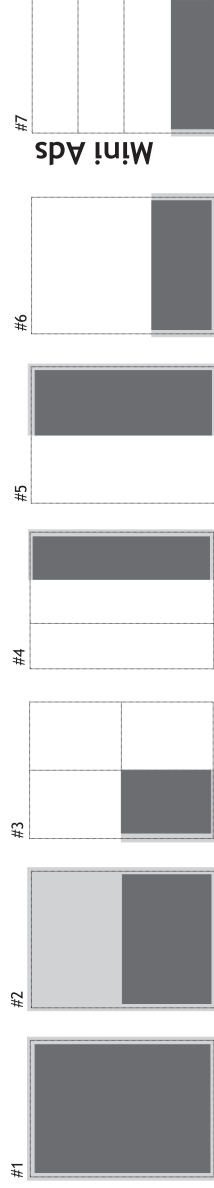


Average distribution: 20 000 copies per issue | ABC audited



**Page 2 - Advert Spec Layout**

**NEW SIZES From April 2009**

**Advertising Rates 2009**

RF#	SIZE	TRIM	BLEED	TEXT AREA	RATE excl. VAT
1	Double spread	210 x 297 mm (x2)	216 x 303 mm (x2)	190 x 262 mm (x2)	16 060
1	Full page full colour	210 x 297 mm	216 x 303 mm	190 x 262 mm	9 680
2	½ Page full colour	210 x 148.5 mm	216 x 154.5 mm	190 x 118 mm	5 060
3	1/4 page full colour	105 x 148.5 mm	111 x 154.5 mm	85 x 118 mm	2 695
1	Inside front cover	210 x 297 mm	216 x 303 mm	190 x 262 mm	10 285
1	Inside back cover				10 285
1	Outside back cover				11 495
4	Vertical 1/3 page	70 x 297 mm	76 x 303 mm	50 x 262 mm	3 300
5	Vertical ½ page	105 x 297 mm	111 x 303 mm	85 x 262 mm	5 060
6	Horizontal 1/3 page	210 x 99 mm	216 x 105 mm	190 x 80 mm	3 300

**Mini Ads (Black text only)**

7	Horizontal 1/4 page	210 x 74 mm	216 x 80 mm	190 x 54 mm	1 925
8	Branding Banners	210 x 65 mm	216 x 71 mm	190 x 50 mm	3000

**Pre-Printed Inserts (Loose only)**  
**RATE PER 1 000 (excl. VAT) (Minimum: 5000)**

11	2 Pages (Single Leaf)				276
12	4 Pages (2 Leaf)				345
13	6-8 Pages (3-4 Leaf)				375
14	10-12 Pages (5-6 Leaf)				423
15	16 Pages (8 Leaf)				465
16	20 Pages (10 Leaf)				495
17	24 Pages (12 Leaf)				529

Bagging price on request

Please supply material in electronic format. Files incorrectly supplied will be subject to a conversion charge. Files must be supplied in one of the following formats:

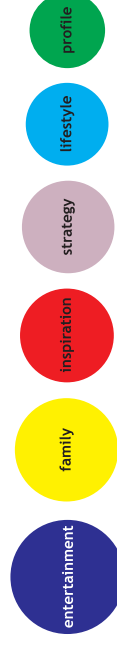
- 1.1 Tiff - 300 dpi | CMYK
- 1.2 PDF - 300 dpi | CMYK
- 1.3 Jpeg - 300 dpi | CMYK

All ads to be supplied with 3mm bleed all around. Please do not place ANY text or important graphics outside of the text area. Information placed outside the text area is subject to being cut off during the printing process. For more information regarding material formats please contact our graphics department: [graphics@visionmagazine.co.za](mailto:graphics@visionmagazine.co.za) A 100% cancellation fee will be charged in the case of advert cancellation.

Artwork must be supplied with booking form. If full payment of advert is not received a week before print the advert will be withdrawn and client will still be responsible for full payment as invoiced by Executive Sales and Investment Trust for that advert.



2009 ISSUES	ON SHELF	MATERIAL DEADLINE
April 2009	30/03/2009	2 March 2008
May 2009	29/04/2009	25 March 2008
June 2009	29/05/2009	17 April 2009
July 2009	25/06/2009	13 May 2009



no text here

## Full Page Advert:

210x297

216x303 (with bleed)

Text Area: 190x262

**R9680**

TEXT

AREA

no text here

no text here

no text here

## 1/2 Page Advert:

210x148.5

216x154.5 (with bleed)

Text Area: 190x118

**R5060**

no text here

no text here

TEXT  
AREA

no text here

no text here

no text here

no text here

TEXT  
AREA

no text here

no text here

## 1/4 Page Advert:

105x148.5

111x154.5 (with bleed)

Text Area:85x118

**R2695**

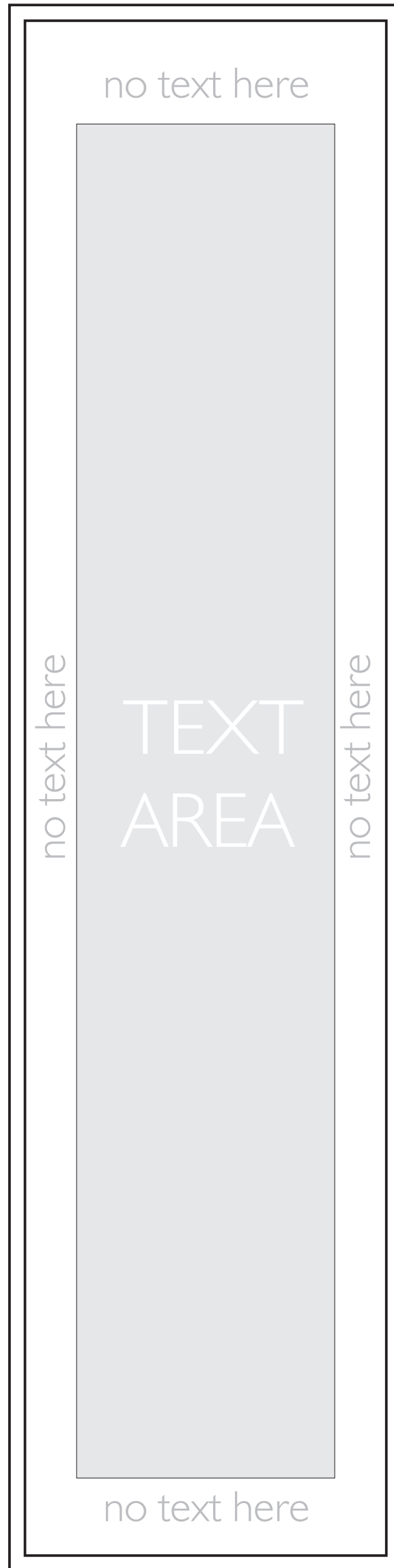
# Vertical 1/3 Page Advert:

70x297

76x303 (with bleed)

Text Area:50x262

**R3300**



# Vertical 1/2 Page Advert:

105x297

111x303 (with bleed)

Text Area:85x262

**R5060**

no text here

no text here

TEXT  
AREA

no text here

no text here

## Horizontal 1/3 Page Advert:

210x99

216x105 (with bleed)

Text Area: 190x70

**R3300**

no text here

TEXT  
AREA

no text here

no text here

no text here

# Horizontal 1/4 Page Advert:

210x74

216x80 (with bleed)

Text Area: 190x45

**RI925**

no text here

TEXT  
AREA

no text here

no text here

no text here

# Branding Banners

210x65

216x71 (with bleed)

Text Area: 190x35

**R3000**

no text here

TEXT  
AREA

no text here

no text here

no text here