

'N LID VAN
A MEMBER OF

MEDIA 24



JAGTER

SUID-AFRIKAANSE • SOUTH AFRICAN

HUNTER



Media kit
2019



JAGTER HUNTER
SUID-AFRIKAANSE • SOUTH AFRICAN

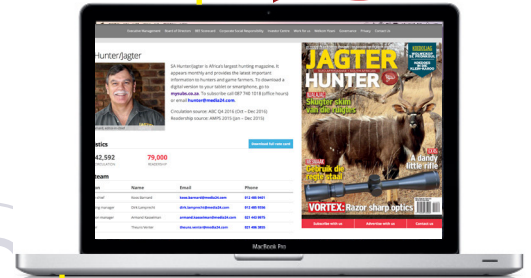
COMMUNITY

329 399
TOTAL AUDIENCE



CIRCULATION
48 184
abc Q2 2017
READERSHIP
77 000
Amp 2015

WEBSITE
UNIQUE BROWSERS
221 884
PAGE VIEWS
649 566



EVENTS AND PROJECTS
HuntEx

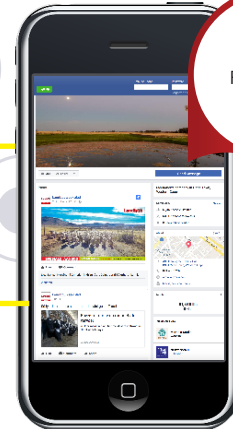


BRAND EXTENSION
BOS & KOMBUIS



abc Circ 12 642

f
FACEBOOK FANS
18 683



All proposals are negotiable. All material can be offered in both English and Afrikaans.

We offer the following sections/supplements in the SA Jagter/Hunter:

January – Calendar

April – HuntEx supplement

June – Hunting apparel section

December – Veld & Wiele supplement

We also have the following stand alone product:

- Bos & Kombuis

DEADLINES / SLUITINGSDATUMS

MAAND	Adverts Bookings/Editorial	Advert Material Deadline
Jan 2019	Wed 14 Nov 2018	Fri 23 Nov 2018
Feb 2019	Thu 13 Dec 2018	Thu 20 Dec 2018
Mar 2019	Wed 16 Jan 2019	Fri 25 Jan 2019
Apr 2019	Wed 13 Feb 2019	Fri 22 Feb 2019
May 2019	Mon 11 Mar 2019	Wed 20 Mar 2019
Jun 2019	Tue 09 Apr 2019	Thu 18 Apr 2019
Jul 2019	Wed 15 May 2019	Fri 24 May 2019
Aug 2019	Wed 12 Jun 2019	Fri 21 Jun 2019
Sep 2019	Wed 10 Jul 2019	Fri 19 Jul 2019
Oct 2019	Wed 14 Aug 2019	Fri 23 Aug 2019
Nov 2019	Wed 11 Sep 2019	Fri 20 Sep 2019
Dec 2019	Wed 16 Oct 2019	Fri 25 Oct 2019
Jan 2020	Wed 13 Nov 2019	Fri 22 Nov 2019
Feb 2020	Thu 12 Dec 2019	Thu 19 Dec 2019
Mar 2020	Wed 15 Jan 2020	Fri 24 Jan 2020



SA JAGTER/HUNTER RATES & SIZES

ADVERTENSIEGROOTTES / ADVERTISEMENT SIZES				
GROOTTES / SIZES Volkleur/Full colour	2018 Rate (excl VAT)	TYPE	TRIM	BLEED
		height x width	height x width	height x width
DPS	R 40,715	258mmx380mm	275mmx420mm	285mmx430mm
Volblad/Full page	R 20,360	249mmx186mm	275mmx210mm	285mmx220mm
Halfblad	R 12,795		122mmx186mm	
1/4 Blad/Page	R 7,705		122mmx91mm	
1/3 Blad/Page	R 9,480		253mmx59mm	
Credit Card Size	R 2,470		60mmx91mm	
AZ	R 1,195	55mmx44mm	55mmx44mm	

GROOTTES / SIZES	Rate (excl VAT)		TYPE	TRIM	BLEED
	Black & White	One Spot (+15%)	height width	height x width	height x width
DPS	R 27,490	R 31,615	258mmx380mm	275mmx420mm	285mmx430mm
Volblad/Full page	R 13,750	R 15,810	249mmx186mm	275mmx210mm	285mmx220mm
Halfblad	R 8,425	R 9,690		122mmx186mm	
1/4 Blad/Page	R 5,745	R 6,605		122mmx91mm	
1/3 Blad/Page	R 8,400	R 9,660		253mmx59mm	
Credit Card Size	R 1,740	R 2,000		60mmx91mm	

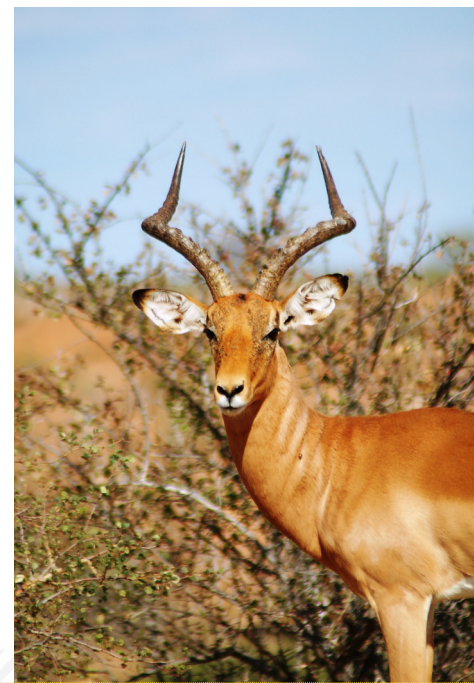
Guaranteed positions	Rate (excl VAT)
Inside front cover	R21,380
Inside back cover	R21,380
Outside back cover	R25,450

SA Jagter/Hunter is South Africa's biggest hunting magazine. Established 20 years ago, this magazine not only services the hunters, but also the game farmer, with related articles on shot placement, hunting licenses, species and tips on general hunting and game farming.

LOOSE INSERT COST ONLY (cost per 1 000) (excl VAT)			
Single page	R 505	24 pages	R 1,210
4 pages	R 695	32 pages	R 1,330
6-8 pages	R 830	48 pages	R 1,715
12 pages	R 935	52 pages	R 1,860
16-20 pages	R 1,050		

BOUND-IN INSERT ONLY (cost per 1 000) (excl VAT)			
Single page	R 620	6-8 pages	R 1,005
4 pages	R 855	12 pages	R 1,170

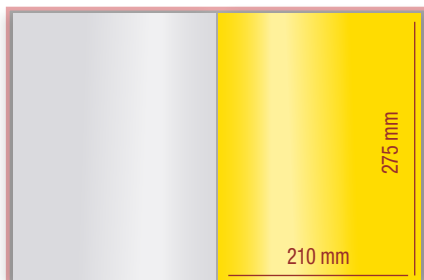
*Alle tariewe sluit BTW uit
*All Rates Excludes VAT



AD SIZES

Format: High resolution PDF, 300 dpi (CMYK)

Full page

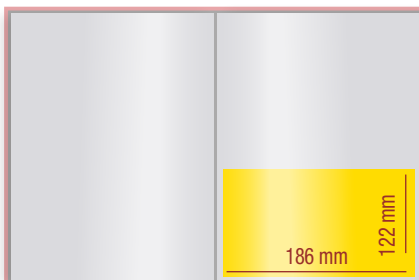


Type: (w) 186 x (h) 249 mm

Trim: (w) 210 x (h) 275 mm

Bleed: (w) 220 x (h) 285 mm

Half page horizontal



Type: (w) 186 x (h) 122 mm

1/4 Page (portrait)



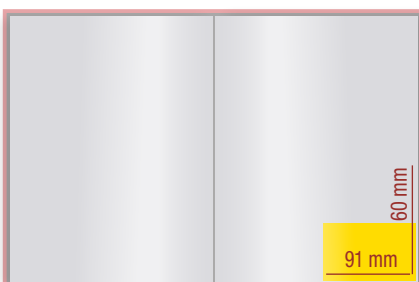
Type: (w) 91 x (h) 122 mm

1/3 Page vertical



Type: (w) 59 x (h) 253 mm

Credit Card Size



Type: (w) 91 x (h) 60 mm

AZ



Type: (w) 55 x (h) 44 mm

SA Jagter/Hunter is die markleier op sy gebied en bied maandeliks die jongste nuus aangaande die jagbedryf. As een van die invloedrykste jagtrydskifte in die land, streef die publikasie daarna om die winsgewendheid van die bedryf te help ontwikkel deur Suid-Afrikaanse jagters van nuttige, praktiese inligting te voorsien. Die tydskrif moedig interaksie met sy lesers aan in 'n poging om 'n sin van samehorigheid onder jagters te bou en in stand te hou.

A market leader in its field, SA Jagter/Hunter offers up to date news about the hunting sector on a monthly basis. As one of the most influential hunting magazines in the country, the publication aims to aid to the profitability of this sector by providing South African hunters with useful, practical information. The magazine encourages interaction with its readers, in order to build and maintain a sense of unity among hunters.

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Acceptance of an order shall only occur once Media24 Lifestyle has duly considered and approved the order, in writing. No contractual obligations shall arise merely as a result of the completion of an order form. The right is reserved to withhold publication of any advertisement and to cancel any advertisement order, which has been accepted without stating any reasons therefore. No liability is accepted for losses arising from omissions, failure to publish, publication of wrong 'copy', poor positioning or typographical or any other mistake or error. In case of such losses, the advertiser is not exempt from any contractual obligations. Late receipt of proof or non-receipt thereof by the applicant does not exempt him/her from contractual obligations. No advertisement order containing the condition that write-up space will be dedicated to the Advertiser, or any other conditions relating to positioning, will be accepted. The Advertiser will furnish copy for processing before the closing time and date. Media24 Lifestyle does not guarantee any results in respect of advertisements inserted in any of its magazines and/or supplements. Media24 reserves the right to increase the rates at any time. The Advertiser will be liable for all damages and costs that might arise from any legal action which might be instituted against Media24 Lifestyle as a result of the publication of an advertisement. All rates are strictly nett. Accounts will be rendered monthly and are payable within 30 days from the date of the statement. In the event of any payment not being made by the advertiser on or before the due date, the full balance outstanding will immediately become due, owing and payable. The Advertiser consents to the jurisdiction of the Magistrate's Court notwithstanding the possibility that any amount claimed could fall outside the jurisdiction of the Magistrate's Court, and further undertakes to pay all legal expenses incurred, including cost on attorney-client scale, collection charges and tracing fees, in the recovering of all amounts due to Media24 Lifestyle. The Advertiser undertakes to notify Media24 Lifestyle in writing within 7 (seven) days of any change of address. The Advertiser undertakes, notwithstanding any sale of business, and/or change of its members, to accept the liability of settling its debt to Media24 Lifestyle in full. These conditions are binding on the Advertiser's successors in title.

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