

Our Resource Directory offers targeted exposure to people, nationwide, who need what's listed.

The book will be used for a long time after publication because the content is simply too useful to discard.

- ◆ *Advertorial and advertising rates are the same.*
- ◆ *Special NPO discounts on advertising and advertorials: 20% off advertised placement rates.*
- ◆ *Talk to us if you need professional help to brainstorm, research, write, photograph or design your ad or advertorial to showcase your products, services or CSI initiatives.*
- ◆ **Take note:** *We are not yet VAT registered.*
- ◆ *Resource Directory frequency: Annual.*
- ◆ **Deadlines for the first edition of the Annual Resource Directory:**
 - ◆ *Listings: Bookings for listings in the first edition of the South African Conversations Resource Directory are closed. Subsequent bookings will be included in the next edition of the directory.*
 - ◆ **Advertising space bookings:** *Call to check.*
- ◆ *First edition distribution: early 2022.*

MATERIAL SPECIFICATIONS

Magazine & Resource Directory: 275 x 210 mm

Size	Trim (mm) Actual ad size Height x width	Bleed (mm) Height x width
Double Page Spread	275 x 420	285 x 430
Full page	275 x 210	285 x 220
1/2 Vertical (in text)	227 x 114	285 x 115
1/2 Horizontal	105 x 275	115 x 285
1/3 Vertical (in text)	227 x 55	285 x 80
Page sponsorship	40 x 210	50 x 220

ADVERTISING RATES

Our monthly magazine is on hold until the Coronavirus pandemic subsides.

PRINTED RESOURCE DIRECTORY

Size/Position	Price per insertion
Double Page Spread	R68 000
Full page	R34 000
1/2 Page - horizontal	R20 000
1/2 Page - vertical, in category text	R18 000
1/3 Page - vertical, in category text	R12 000
Guaranteed inside front cover	R39 000
Guaranteed inside back cover	R37 000
Guaranteed outside back cover	R42 000
Any other full page position guaranteed	R37 000
Exclusive page sponsorship	R10 000 per page
Listing: Government & Corporate	R500 / listing R2 500 / logo
Listing: NPO, CBO & PBO	R130 / listing R100 / logo

All rates include postal delivery of one publication per instance

Pay for your ad before we go to print and get 20% off the advertised ad-rates

Download an Advertising Booking Form for the **Resource Directory** [here](#)

Or talk.to.us@southafricanconversations.co.za

Or call us on
0860 333 034

