

LEADING ARCHITECTURE & DESIGN

RATE CARD 2018

Leading Architecture & Design magazine speaks directly to South Africa's architects, interior designers, engineers, construction companies and property developers. Our magazine comes out every two months, and features the country's leading architectural and design projects. We also offer our readers a showcase of the latest innovations, products and developments in the field of architecture and its related industries. The print edition of *Leading Architecture & Design* is complemented by a vibrant website, fortnightly newsletter and social media platforms.



Cape Town Head Office: New Media House, 19 Bree Street, Cape Town, 8001 • Tel: +27 (0)21 417 1111 • Fax: 086 249 0111
 Johannesburg Office: Ground Floor, Media Park, 69 Kingsway Avenue, Auckland Park, 2092 • Tel: +27 (0)11 877 6111 • Fax: +27 (0)11 713 9024
 New Media Publishing (PTY) Ltd ("New Media") will check material provided for publication by clients or their agents, but will not be liable for any losses or expenses suffered by any person as a result of errors contained in such material. The client accepts that New Media acts on behalf of the client when publishing such material and indemnifies New Media against any loss or expense New Media may suffer or incur should any such material be provided by the client. New Media reserves the right to reject advertising at its sole discretion

RATE CARD 2018

ADVERTISING RATES & SPECIFICATIONS

(All advertising rates are exclusive of VAT)



PRINT

AD	SIZE (MM)	RATE		
		1 INSERTION	3 INSERTIONS	6 INSERTIONS
DPS	Trim: 420(w) x 297(h) Type: 400(w) x 277(h) Bleed: 3mm all around	R27 000	R25 800	R24 500
Full Page	Trim: 210(w) x 297(h) Type: 190(w) x 277(h) Bleed: 3mm all around	R14 800	R14 200	R13 400
1/2 Page (Horizontal)	Trim: 174(w) x 130(h)	R11 600	R11 000	R10 300
1/2 Page (Vertical)	Trim: 85(w) x 258(h)			
1/3 Page (Horizontal)	Trim: 174(w) x 86(h)	R8 900	R8 300	R8 000
1/3 Page (Vertical)	Trim: 62(w) x 258(h)			
1/4 Page (Horizontal)	Trim: 174(w) x 65(h)	R6 100	R5 800	R5 500
1/4 Page (Vertical)	Trim: 49(w) x 258(h)			

SPECIAL POSITIONS

Inside Front Cover	+25%	Opposite Contents Page	+15%
Outside Back Cover	+25%	Opposite Editor's Page	+15%
Inside Back Cover	+20%	Guaranteed Positions	+15%

ADDITIONAL MARKETING TOOLS

Inserts, belly bands, gatefolds, bookmarks - rates on request

E NEWSLETTER

AD	SIZE (pixels)	RATE
Top Banner	1160(w) x 200(h) pixels	R6 300 per newsletter
Bottom Banner	1160(w) x 200(h) pixels	R4 200 per newsletter
Top & Bottom Banner		R8 400 per newsletter

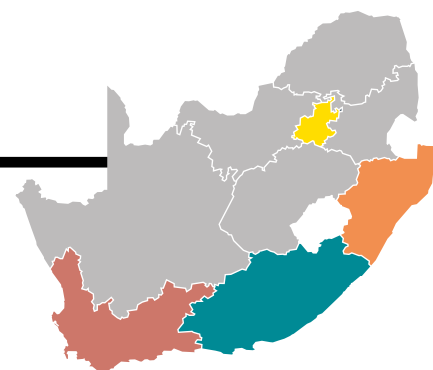
- Online rates exclude VAT
Please note banners placed at 580x100 (50%)
- Resolution: 72dpi
- Format: JPG/PNG/Static GIF (no animated GIFs).

WEBSITE

AD	SIZE (pixels)	RATE
Top Banner & Web Article	1960(w) x 200(h) pixels	R6 300
Block Ad & Web Article	626(w) x 626(h) pixels	R4 200

SOURCE BOOK

AD	SIZE (MM)	RATE
DPS	Trim: 336mm(w) x 238mm(h) Type: 326mm(w) x 228mm(h) Bleed (5mm): 346mm(w) x 248mm(h)	R26 000
Full Page	Trim: 168mm (w) x 238mm(h) Type: 158mm (w) x 228mm (h) Bleed (5mm): 178mm(w) x 248mm(h)	R14 500
Half Page (horizontal)	Trim: 143mm (w) x 105mm (h) Type: 138mm(w) x 100mm (h) Bleed (5mm): 153mm(w) x 115mm(h)	R11 500
SPECIAL POSITIONS: Rates on request		



GEOGRAPHICAL DISTRIBUTION

- GAUTENG 48%
- WESTERN CAPE 23%
- KZN 13%
- EASTERN CAPE 6%
- OTHER 10%

SAMPLE AD SIZES



PRINT

The first African Serpentine Pavilion

Full Page
210(w) x 297(h)

Revolutionary dry wall used in retail shop design

1/2 Page Horizontal
174(w) x 130(h)

Consolidated campus

1/3 Page Horizontal
174(w) x 86(h)

Clay pavers for alfresco upgrade

1/4 Page Horizontal
174(w) x 65(h)

Floor coverings on a vanity deadline

1/2 Page Vertical
85(w) x 258(h)

The club bears completion

1/3 Page Vertical
62(w) x 258(h)

The new year at the airport gets floor make-over

1/4 Page Vertical
49(w) x 258(h)

SOURCE BOOK

Full Page
168 (w) x 238(h)

1/2 Page Horizontal
143 (w) x 105 (h)

E NEWSLETTER



Top Banner
1160(w) x 200(h) pixels

Bottom Banner
1160(w) x 200(h) pixels

WEBSITE

WWW.LEADINGARCHITECTURE.CO.ZA

Top Banner
1960(w) x 200(h) pixels

Block Ad
626(w) x 626(h) pixels

FOCUS

Targets South Africa's design professionals and aims to be a useful aid for all practising architects and designers.

AUDIENCE

Architectural professionals, including architects, architectural draughtspersons, architectural technologists, senior architectural technologists, non-practising architects, interior designers, engineers, property developers, builders and quantity surveyor.

PRINT

FEB/MARCH	APRIL/MAY	JUNE/JULY
<p>AD BOOKING DEADLINE 23 Jan 2018</p> <p>AD MATERIAL DEADLINE 2 Feb 2018</p> <ul style="list-style-type: none"> • Energy Management • Walling & cladding • Lightweight steel frame building • Flooring • Interior Design - Bathrooms 	<p>AD BOOKING DEADLINE 16 March 2018</p> <p>AD MATERIAL DEADLINE 3 April 2018</p> <ul style="list-style-type: none"> • Heating • Cement and Concrete • Aluminium and glass • Training • Interior Design - Corporate Interiors 	<p>AD BOOKING DEADLINE 22 May 2018</p> <p>AD MATERIAL DEADLINE 29 May 2018</p> <ul style="list-style-type: none"> • Sustainability • Roofing • Sanitaryware/Taps/Mixers • Interior Design - Audio Visual/ Home Automation • Access Control
AUG/SEPT	OCT/NOV	DEC/JAN
<p>AD BOOKING DEADLINE 18 July 2018</p> <p>AD MATERIAL DEADLINE 27 July 2018</p> <ul style="list-style-type: none"> • Design & technology • Lighting • Bricks and paving • Air conditioning and HVAC systems • Flooring • Interior Design - Paint and Colour 	<p>AD BOOKING DEADLINE 19 Sept 2018</p> <p>AD MATERIAL DEADLINE 28 Sept 2018</p> <ul style="list-style-type: none"> • Outdoor • Kitchens • Security • Elevators and Escalators • Interior Design - Wood 	<p>AD BOOKING DEADLINE 13 Nov 2018</p> <p>AD MATERIAL DEADLINE 21 Nov 2018</p> <ul style="list-style-type: none"> • Doors and windows • Steel and stainless steel • Landscaping • Water Management • Property Finance • Engineering • Africa Focus



SOURCE BOOK

CATEGORIES

- Air-conditioning
- Aluminium and Glass
- Audio Visual
- Bathroom/Sanitaryware
- Brick and Paving
- Cement and Concrete
- Doors and Windows
- Elevators and Escalators
- Energy Management
- Engineering
- Flooring/Tiles/Carpets
- Heating/Cooling
- Kitchens
- Landscaping/Pools and Water features
- Lighting
- Lightweight Steel Frames
- Office Furniture
- Paint and Colour
- Quantity Surveyors
- Roofing
- Security
- Steel and Stainless Steel
- Training
- Walling/Cladding
- Wood



AD BOOKING DEADLINE:
10 January 2018

AD MATERIAL DEADLINE:
24 January 2018

MATERIAL REQUIREMENTS

All adverts to be supplied in CMYK PDFx1a format. All images must be supplied at 300dpi, images and fonts must be embedded. We will not be held responsible for colour accuracy should a rainbow proof/iris not be supplied. Material should preferably be sent via Adstream or Adsend.

Adstream JHB: Danny Hobden
+27 (0)11 799 7846 • ads.za@adstream.com

Adsend: Technical Support
+27 (0)11 712 5700 • support@adsend.co.za
(NOTE: There is a fee charged for sending ads via Adsend or Adstream)

BOOKING CANCELLATIONS

Cancellations after the booking deadline are subject to a 50% cancellation fee.

CONTACT	SALES	EDITORIAL				
	Johan van Heerden Advertising Executive +27 (0)82 887 6627 johan.vanheerden@newmediapub.co.za	Graham Wood Editor +27 (0)83 547 8437 graham.wood@newmediapub.co.za	Sandra Ladas Publishing Manager +27 (0)11 877 6272 sandra.ladas@newmediapub.co.za	Mandy Ackerman Digital Production +27 (0)11 715 8007 mandy.ackerman@newmediapub.co.za	Angela Silver Production Manager +27 (0)11 877 6257 angela.silver@newmediapub.co.za	