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.
PRINT AND DIGITAL
RATE CARD 2019

ADVERTISING RATES & SPECIFICATIONS
(All advertising rates are net and exclusive of VAT)

PRINT

<table>
<thead>
<tr>
<th>AD</th>
<th>SIZE (MM)</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1 INSERTION</td>
</tr>
<tr>
<td>DPS</td>
<td>Trim: 420(w) x 297(h) Type: 400(w) x 277(h) Bleed: 3mm all around</td>
<td>R28 000</td>
</tr>
<tr>
<td>Full Page</td>
<td>Trim: 210(w) x 297(h) Type: 190(w) x 277(h) Bleed: 3mm all around</td>
<td>R15 400</td>
</tr>
<tr>
<td>1/2 Page (Horizontal)</td>
<td>Trim: 174(w) x 130(h)</td>
<td>R12 000</td>
</tr>
<tr>
<td>1/2 Page (Vertical)</td>
<td>Trim: 85(w) x 258(h)</td>
<td>R9 300</td>
</tr>
<tr>
<td>1/3 Page (Horizontal)</td>
<td>Trim: 174(w) x 86(h)</td>
<td>R6 400</td>
</tr>
<tr>
<td>1/3 Page (Vertical)</td>
<td>Trim: 62(w) x 258(h)</td>
<td>R9 300</td>
</tr>
<tr>
<td>1/4 Page (Horizontal)</td>
<td>Trim: 174(w) x 65(h)</td>
<td>R6 400</td>
</tr>
<tr>
<td>1/4 Page (Vertical)</td>
<td>Trim: 49(w) x 258(h)</td>
<td>R6 400</td>
</tr>
</tbody>
</table>

SPECIAL POSITIONS

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

ADDITIONAL MARKETING TOOLS

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

E NEWSLETTER

<table>
<thead>
<tr>
<th>AD</th>
<th>SIZE (pixels)</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Banner</td>
<td>1160(w) x 200(h) pixels</td>
<td>R6 500 per newsletter</td>
</tr>
<tr>
<td>Bottom Banner</td>
<td>1160(w) x 200(h) pixels</td>
<td>R4 400 per newsletter</td>
</tr>
<tr>
<td>Top &amp; Bottom Banner</td>
<td></td>
<td>R8 700 per newsletter</td>
</tr>
<tr>
<td>Promo mailer</td>
<td></td>
<td>R10 500 per mailer</td>
</tr>
</tbody>
</table>

WEBSITE

<table>
<thead>
<tr>
<th>AD</th>
<th>SIZE (pixels)</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Banner &amp; Web Article</td>
<td>1960(w) x 200(h) pixels</td>
<td>R6 500</td>
</tr>
<tr>
<td>Block Ad &amp; Web Article</td>
<td>626(w) x 626(h) pixels</td>
<td>R4 400</td>
</tr>
</tbody>
</table>

SOURCE BOOK 2020

<table>
<thead>
<tr>
<th>AD</th>
<th>SIZE (MM)</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>DPS</td>
<td>Trim: 336mm(w) x 238mm(h) Type: 316mm(w) x 218mm(h) Bleed (5mm): 346mm(w) x 248mm(h)</td>
<td>R29 000</td>
</tr>
<tr>
<td>Full Page</td>
<td>Trim: 168mm(w) x 238mm(h) Type: 148mm(w) x 218mm(h) Bleed (5mm): 178mm(w) x 248mm(h)</td>
<td>R16 500</td>
</tr>
<tr>
<td>Half Page (horizontal)</td>
<td>Trim: 143mm(w) x 105mm(h) Type: 138mm(w) x 100mm(h) Bleed (5mm): 153mm(w) x 115mm(h)</td>
<td>R13 000</td>
</tr>
</tbody>
</table>

SPECIAL POSITIONS: Rates on request

GEOGRAPHICAL DISTRIBUTION

- Gauteng 48%
- Western Cape 23%
- KZN 13%
- Eastern Cape 6%
- Other 10%

• Online rates exclude VAT
• Please note banners placed at 580x100 (50%)
• Resolution: 72dpi
• Format: JPEG/PNG/static GIF (no animated GIFs).
SAMPLE AD SIZES

PRINT

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

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

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

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

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

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

FULL PAGE
210(w) x 297(h)

SOURCE BOOK

Full Page
168 (w) x 238(h)

E NEWSLETTER

WWW.LEADINGARCHITECTURE.CO.ZA

WEBSITE

FOCUS
Targets South Africa’s design professionals and aims to be a useful aid for all practicing 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.
### FEATURES AND DEADLINES 2019

#### PRINT

<table>
<thead>
<tr>
<th>FEB/MARCH</th>
<th>APRIL/MAY</th>
<th>JUNE/JULY</th>
</tr>
</thead>
</table>
| **EDITORIAL DEADLINE** 18 Jan 2019  
**BOOKING DEADLINE** 23 Jan 2019  
**MATERIAL DEADLINE** 1 Feb 2019  | **EDITORIAL DEADLINE** 12 March 2019  
**BOOKING DEADLINE** 15 March 2019  
**MATERIAL DEADLINE** 26 March 2019  | **EDITORIAL DEADLINE** 22 May 2019  
**BOOKING DEADLINE** 2 May 2019  
**MATERIAL DEADLINE** 3 June 2019  |
| • Energy Management  
• Walling & cladding  
• Lightweight steel frame building  
• Flooring  
• Bathrooms | • Heating  
• Cement and Concrete  
• Aluminium and glass  
• Corporate interiors | • Sustainability  
• Roofing  
• Sanitaryware/Taps/Mixers  
• Audio Visual  
• Home Automation  
• Access Control |

<table>
<thead>
<tr>
<th>AUG/SEPT</th>
<th>OCT/NOV</th>
<th>DEC/JAN</th>
</tr>
</thead>
</table>
| **EDITORIAL DEADLINE** 12 July 2019  
**BOOKING DEADLINE** 17 July 2019  
**MATERIAL DEADLINE** 26 July 2019  | **EDITORIAL DEADLINE** 13 Sept 2019  
**BOOKING DEADLINE** 18 Sept 2019  
**MATERIAL DEADLINE** 27 Sept 2019  | **EDITORIAL DEADLINE** 5 Nov 2019  
**BOOKING DEADLINE** 8 Nov 2019  
**MATERIAL DEADLINE** 19 Nov 2019  |
| • Design & technology  
• Lighting  
• Bricks and paving  
• Air conditioning and HVAC systems  
• Flooring  
• Paint and Colour | • Outdoor  
• Kitchens  
• Bathrooms  
• Security  
• Elevators and Escalators  
• Wood | • Doors and windows  
• Steel and stainless steel  
• Roofing  
• Landscaping  
• Water Management  
• Property Finance  
• Engineering |

#### SOURCES BOOK 2020

**CATEGORIES**

- Air-conditioning
- Alternative Energy Management
- 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
- Furniture
- Heating/cooling
- Kitchens
- Landscaping/Pools and Water features
- Lighting
- Lightweight Steel Frames
- Office Furniture
- Outdoor and Landscaping
- Paint and Colour
- Plumbing, Pipes and Drainage
- Printing Equipment and Software Solutions
- Roofing
- Sustainability
- Roofing
- Sanitaryware/Taps/Mixers
- Audio Visual
- Home Automation
- Security
- Steel and Stainless Steel
- Training
- Walling/Cladding
- Water Resource Management
- Wood

**MATERIAL REQUIREMENTS**

All adverts to be supplied in CMYK PDF format with crop marks. All images must be supplied at 300 dpi, 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 Mediasend.

**SALES**

| Johan van Heerden  
Advertising Executive  
+27 (0)82 887 6627  
johan.vanheerden@newmedia.co.za |

**EDITORIAL**

| Graham Wood  
Editor  
+27 (0)83 547 8437  
graham.wood@newmedia.co.za |
| Sandra Ladas  
Publishing Manager  
+27 (0)11 877 6272  
sandra.ladas@newmedia.co.za |
| Angela Silver  
Production Manager  
+27 (0)11 877 6257  
angela.silver@newmedia.co.za |
| Mandy Ackerman  
Digital Production  
+27 (0)11 715 8007  
mandy.ackerman@newmedia.co.za |

**CONTACT**

**NEW MEDIA PUBLISHING**: Ground floor, Media Park, 69 Kingsway Avenue, Auckland Park, 2092  
PO Box 784698, Sandton, Johannesburg, 2146 Tel: +27 (0)11 877 6111 | Fax: +27 (0)11 713 9024

**FEATURES AND DEADLINES 2019**