

Sports Illustrated

SOUTH AFRICA

Sports Illustrated is the world's most recognised multisport magazine. For us, sport is more than just physical competition, it is a metaphor for human achievement and endeavour, and something that is, in the words of its founding publisher Henry Luce, "deeply inherent in the human spirit."

EDITORIAL PILLARS

GREAT PHOTOGRAPHY

WORLDWIDE COVERAGE

IN-DEPTH QUALITY REPORTAGE

A TRUE LOVE FOR THE GAME

EDITORIAL LINE-UP

FEBRUARY

Super Rugby Preview

APRIL

Top Ten of Everything Sport!

AUGUST

Rugby Championship & Olympic Special Issues

NOVEMBER

Sports Illustrated Swimwear Issue

DECEMBER

Sports Illustrated Swimwear Calendar

Paid circulation 24 346
Readership 307 000

Average HH income R16 167
Average age 32

Female readers 17,5%
Male readers 82,5%

Black readers 32,3%
White readers 41,4%
Coloured and Indian 26,3%

Cover price R33,95
Frequency 12 issues

Sources: ABC Jul-Sep 2011 AMPS 2011 BA (Jul 2010 - Jun 2011)

DIGITAL RATES

www.sportsillustrated.co.za

• All advertising rates include agency commission and exclude VAT

CREATIVE SIZES	FILE SIZE	CPM RATES
728x90 pixels	39KB	R350
300x250 pixels	39KB	R350
300x600 pixels	39KB	R350
NEWSLETTER Newsletter	39 static jpeg	R5500 per month
SOCIAL MEDIA Facebook Tabs	80KB	R10 000 per month
RICH MEDIA Video Ads	80KB	20% loading on std rate
Floating Ads, Pop ups	80KB	16% loading on std rate
Expanding ads	80KB	14% loading on std rate
Flash ads	80KB	10% loading on std rate
DIGITORIALS Standard Digital	in house production	R14 500
Additional digital cost for competition element	in house production	R4 680
Additional digital cost for running a poll	in house production	R5 000

DEADLINES

1. Three (3) working days for normal display ads
2. All other creative elements at least 5 - 10 working days
3. Creative developed by Media24 Magazines is subject to elements involved and must be confirmed with the particular Key Account Manager
4. For all other Rich Media Creative deadlines and specs, please speak to your Key Account Manager

CONTACTS

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Eureka Zandberg

DIGITAL TERMS AND CONDITIONS

Rates, unless specified, are exclusive of VAT. Cancellation of contracts must be in writing at least one month prior to going live. Thereafter contracts will not be cancelled and will be charged for. Media24 Magazines is not responsible for the design, maintenance or content of an advertiser's banners and/or website, unless specifically agreed upon between client and Media24 Magazines. Creative elements must not exceed 39 Kb. All material must reach Media24 Magazines 72 hours before the campaign is due to go live. The deadline for campaigns going live on a weekend is Friday 12:00. Media24 Magazines reserves the right to take their network of sites off-line for up to two days for upgrading or maintenance without notice or compensation. All advertising will be served using an external company called DFP. Media24 Magazines shall not be held responsible for errors committed by DFP. Media24 Magazines can, at its discretion, reject an advertisement if it is deemed to be untruthful or objectionable in subject matter or wording or unsuitable for any other reason. The advertiser indemnifies Media24 Magazines against any claim by any third party arising out of the design, form, content or other attributes of the advertisement. For example, if the advertisement infringes the intellectual property rights of any person, this indemnity shall apply to Media24 Magazines against any claim in respect of that infringement. Any amount due and payable by the advertiser not paid within the agreed term (30 days), the advertiser shall be liable for interest at the maximum usury rate. In the event of Media24 Magazines instructing attorneys to collect from the Advertiser an amount owing to Media24 Magazines, the Advertiser agrees to pay all costs on the scale as between attorney and own client, including collection charges. Any agreement purporting to vary the terms of these conditions, or any consensual cancellation, shall not be valid unless reduced to writing and signed by both the Advertiser and Media24 Magazines.

GENERAL CONDITIONS

Acceptance of an order shall only occur once Media24 Magazines has duly considered and approved the order. 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 Magazines 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 Magazines as a result of the publication of an advertisement. A certificate purporting to be signed by a responsible official of Media24 Magazines will be prima facie proof of the amount plus interest due by the Advertiser at any time. All rates are strictly nett. Accounts will be rendered monthly and are payable within 30 days from the date of the statement. Interest on arrears shall be made payable at maximum rates as determined by the National Credit Act, Act 34 of 2005. 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 Magazines. The Advertiser undertakes to notify Media24 Magazines 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 Magazines in full. These conditions are binding on the Advertiser's successors in title.

2012 DEADLINES

ISSUE	ON SALE	BOOKING DEADLINE	MATERIAL DEADLINE	ADVERTORIAL BOOKING DEADLINE	INSERT DELIVERY DEADLINE
JAN	19 DEC 11	25 NOV 11	30 NOV 11	04 NOV 11	07 DEC 11
FEB	16 JAN 12	22 DEC 11	28 DEC 11	09 DEC 11	04 JAN 12
MAR	20 FEB 12	27 JAN 12	01 FEB 12	06 JAN 12	08 FEB 12
APR	19 MAR 12	24 FEB 12	29 FEB 12	08 FEB 12	07 MAR 12
MAY	16 APR 12	23 MAR 12	28 MAR 12	07 MAR 12	04 APR 12
JUN	14 MAY 12	20 APR 12	25 APR 12	04 APR 12	02 MAY 12
JUL	18 JUN 12	25 MAY 12	30 MAY 12	09 MAY 12	06 JUN 12
AUG	16 JUL 12	22 JUN 12	27 JUN 12	06 JUN 12	04 JUL 12
SEP	20 AUG 12	27 JUL 12	01 AUG 12	11 JUL 12	08 AUG 12
OCT	17 SEP 12	24 AUG 12	29 AUG 12	08 AUG 12	05 SEP 12
NOV	15 OCT 12	21 SEP 12	26 SEP 12	05 SEP 12	03 OCT 12
DEC	19 NOV 12	26 OCT 12	31 OCT 12	10 OCT 12	07 NOV 12

MATERIAL SPECIFICATIONS

SIZE	TYPE (MM)	TRIM (MM)	BLEED (MM)
DPS	240 X 372	276 X 420	282 X 432
Full page	240 X 186	276 X 210	282 X 216
1/2 Page Horizontal	120 X 186	138 X 210	144 X 216
1/2 Page Vertical	240 X 93	276 X 105	282 X 111
1/3 Page Horizontal	80 X 186	92 X 210	98 X 216
1/3 Page Vertical	240 X 62	276 X 70	282 X 76
1/4 Strip	59 X 186	69 X 210	75 X 216

IMPORTANT NOTICE

Media24 Magazines utilises Woodwing Software for efficient cross-media publishing. Please ensure that material requirements are strictly adhered to.

DIGITAL MATERIAL REQUIREMENTS

The two official Media24 Magazines accredited gatekeepers are:
 • Adsend 011 712 5700 www.adsend.co.za/support@adsend.co.za
 • Adstream 011 799 7846 www.adstream.co.za

A charge will be levied to process material provided on disk (CD/DVD)

THE FOLLOWING WILL NOT BE ACCEPTED:

- Low resolution images (less than 300 dpi)
- Files containing RGB and/or transparency elements

DOCUMENT SETUP

- In order to supply the correctly sized advert material, please adhere to the following:
- That your document is configured to the trim specified, e.g. full page advert is 276 x 210
- That your document bleed is added during setup and not after setup
- That your document final size does not exceed the bleed specified, e.g. full page document size is 282 x 216
- When preparing the advert, ensure the type parameter is respected, e.g. full page size is 240 x 186

It is critical that both the PDF document, as well as the advert contained within the PDF document, should meet the requirements stipulated in this rate card.

It is not sufficient for the advert alone to meet the requirements, while the overall document does not.

- Full technical requirements available on request
- Media24 Magazines will not be held responsible for complete material supplied by the advertiser which is not in accordance with our specifications

PRINTING PROCESS
Litho

DIGITAL MATERIAL
ISO Standard (high-end) PDF/X-1a file format is pre-flighted and validated using accredited gatekeepers.

REQUIRED INPUT
RESOLUTION
300dpi



ADVERTISEMENT RATES

- Effective January 2012
- All advertising rates include agency commission and exclude VAT
- Advertorial rates include standard production and photographic costs

STANDARD POSITIONS

	FULL COLOUR PER INSERTION	ADVERTORIAL PER INSERTION
DPS	R90 690	R104 290
Full page	R45 345	R52 145
1/2 DPS	R63 645	
1/2 page	R36 275	
1/3 page	R27 210	
1/4 page	R27 210	
2/3 page	R31 740	

The following cancellation fees will apply: If cancelled up to 5 days after booking/material deadline, 60% of the full costs will be charged. If cancelled after the 5-day period, 100% will be due.

INSERTS

- All insert rates are for insertion costs only
- All insert rates include agency commission and exclude VAT

LOOSE INSERTS PER '000

Single	R430
4 pages	R595
6-8 pages	R705
12 pages	R790
16-20 pages	R895
24 pages	R1 030
32 pages	R1 215
48 pages	R1 465
52 pages	R1 580

ACTION RATES

Carrying fee*	R430
Machine/hand insertion (Random)	R290
Machine/hand insertion (Specific page)	R385
Paste/Glue-on (Specific page)*	R685

*Carrying fee must be added to glueing/bagging costs

INSERT DELIVERY ADDRESS

Paarl Media Cape - 10 Freedom Way, Marconi Beam, Montague Gardens, Milnerton 7441. André Hayes Tel: 021 550 2522.
 Delivery times: Monday to Thursday 08:00 to 15:00, Friday 08:00 to 12:00

Insert Specifications

- Loose inserts: Minimum 150 mm deep (spine) X 120 mm wide
Maximum 270 mm deep (spine) X 200 mm wide
- Bind-in inserts: Single sheet - minimum 100 gsm; maximum 200 gsm
4 pages - minimum 80 gsm

Packaging of inserts

1. Supplements/inserts must be properly packed and delivered in a firm cardboard container or box on a pallet
2. Individual stacks must be uniformly packed, facing the same direction
3. Supplements/inserts must be delivered face up
4. The container must be clearly marked with the name of the insert, number of inserts per box, weight per box, name and issue date of the publication concerned
5. Print orders of our magazines are guidelines only and they can fluctuate at any time with every issue
6. Inserts cannot be physically counted on delivery. Quantity checks are carried out for correctness on arrival. It remains the supplier's responsibility to ensure that the correct quantity is delivered
7. In the event of our printers not being able to handle an insert due to incorrect specifications or packaging, no liability will be accepted for any losses arising from the omission of the insert. Deviation from packing specifications may result in additional handling charges
8. Content of pre-printed inserts must be in the same language as the magazine
9. 3% shrinkage should be allowed for all printed inserts and 5% for all samples
10. Please refer to the Media24 Magazines Official Insert Specifications and Delivery Document

Indemnity: As supplier of the goods/services, you, the Advertiser warrant that you are familiar with and will comply with the provisions of the Consumer Protection Act, Act 68 of 2008 ("CPA") in all transactions between us. Among other, the CPA provides for some consumer rights regarding delivery, returns, disclosure of information and product quality and safety. You accordingly indemnify Media24 Ltd against any damages that we or any other party may suffer as a result of your non-compliance with the CPA or as a result of any damages suffered by any party due to defective or unsafe goods/services supplied by you.

GUARANTEED POSITIONS

Inside front cover DPS	R117 760
Inside front cover FP	R56 525
Inside back cover	R56 525
Outside back cover	R72 020

BOUND IN PER '000

Single	R530
4 pages	R730
6-8 pages	R860
12 pages	R995
16-20 pages	R1 105

Subscribers R2 555
 Subject to postage where applicable

Bagging (contribution)	R235
Full bagging only	R635
Bagging (with hand insertion)	R875