DStv PREMIUM MAGAZINE / DSsTV PREMIUM-TYDSKRIF

- English / Afrikaans television infotainment magazine highlighting all the premiere movies and brand-new shows across all DSsTV channels available in the Premium package
- One of the largest circulating magazines in South Africa
- LSM 8-10 (83%)
- Combined ABC: 829 423 *Source Q4 2015
- Household Income: R20 000+ (65%)
- Age 25 - 34 (20%)
- Age: 35+ (57%)

RATES

DPS | R196 694
Outside back cover | R121 703
Full page | R98 347
Inside front cover | R113 116
Inside back cover | R113 116
Half page | R55 528

1/3 Page Vertical Schedule Strip | R32 635
Cover Branding | R135 739
Corner Cover Branding | R95 173
Contents Page Branding | R88 230
Plastic Wraps | R236 032

*AVAILABLE AS A DIGITAL FLIPBOOK ON DSTV.COM WEBSITE

Supplement costings available on request

DStv COMPACT MAGAZINE

- Television infotainment magazine highlighting all the premiere movies and brand-new shows across all DSsTV channels available in the Compact package
- One of the largest circulating magazines in South Africa
- LSM 5-7 (63%)
- LSM 8-10 (34%)
- 87% black readership
- ABC: 424 828 *Source Q4 2015
- Household Income: R20 000+ (25%) R11 000 + (25%)
- Age 25 – 34 (27%)
- Age 35+ (46%)

RATES

DPS | R108 937
Outside back cover | R70 812
Full page | R55 126
Inside front cover | R65 145
Inside back cover | R65 145
Half page | R26 905

Corner Cover Branding | R78 174
Contents Page Branding | R54 721
Plastic Wraps | R50 813
Vertical Schedule Strip | R130 724

*AVAILABLE AS A DIGITAL FLIPBOOK ON DSTV.COM WEBSITE

Supplement costings available on request

M-NET MAGAZINE

ALSO AVAILABLE AS A DIGITAL MAGAZINE

- English / Afrikaans television infotainment guide to all the premiere movies and brand-new shows on M-Net
- LSM 9-10 (75%)
- Combined ABC: 19 002 * Source Q4 2015
- Household Income: R20 000+ (50%)
- Age: 50+ (56%)

RATES

DPS | R80 464
Full page | R40 125
Half page | R24 396
Digital ad | R25 000

Outside back cover | R60 990
Inside front cover | R51 360
Inside back cover | R51 360

*AVAILABLE AS A DIGITAL FLIPBOOK ON DSTV.COM WEBSITE

Supplement costings available on request
DIGITAL

- The M-Net digital magazine is aimed at terrestrial subscribers to give them more insight into their monthly programmes.
- It is more in-depth than the print version, and includes schedules, series calendar, movie highlights, daily highlights and additional articles about the personalities, movies and new shows that feature each month.
- A sports page keeps them up-to-date with all the behind-the-scenes sporting action.

RATES
Full page  R25 000

SPECIAL PLACEMENTS
PLASTIC WRAPS

PREMIUM

COMPACT

COVER BRANDING

CONTENTS PAGE BRANDING

CORNER COVER BRANDING
LOOSE INSERT RATES (CPM)

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Supplements: Price on Request

PLASTIC WRAP DEADLINES

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DEADLINES

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MATERIAL DELIVERY

New Media Publishing  
New Media House  
19 Bree Street  
Cape Town  
ATT: Julian Petersen  
Direct: (021) 417 1220  
 julian.petersen@newmediapub.co.za

INSERT DELIVERY

Paarl Media Cape  
10 Freedom Way  
Marconi Beam  
Milnerton 7441  
ATT: Andre Hayes  
Direct: (021) 550 2522
MATERIAL REQUIREMENTS
PDF/X-1a file sent via ADSEND or ADSTREAM. Digital proof created from the PDF file. Material to be supplied in ENGLISH & AFRIKAANS; not applicable to DStv Compact. If a colour proof is not supplied, the printer/publisher will not be held responsible for the colour validity of the printed result. A fee will be charged for ads sent via ADSEND or ADSTREAM.

TECHNICAL SUPPORT
ADSEND
DIRECT: (011) 712 5700
SUPPORT@ADSEND.CO.ZA

TECHNICAL SUPPORT
ADSTREAM JHB
DIRECT: (011) 799 7846
ADS.ZA@ADSTREAM.COM

TECHNICAL SUPPORT
ADSEND
DIRECT: (011) 712 5700
SUPPORT@ADSEND.CO.ZA

TERMS & CONDITIONS
All rates include agency commission and exclude VAT. We reserve the right to review insert rates with two months’ written notice. All inserts to be approved by MultiChoice. Weight of inserts to be specified upon application.

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All rates include agency commission and exclude VAT. We reserve the right to review insert rates with two months’ written notice. All inserts to be approved by MultiChoice. Weight of inserts to be specified upon application.

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Johannesburg office: SA Protea Place, Sandton, 2196 | Tel: (011) 263 4784 | Fax: 0860 509 6856
www.newmediapub.co.za
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