

## RATE CARD 2018

### 2018 ADVERTISING RATES

Valid from January 2018

#### Full colour

Number of insertions	+5	2-4	Casual
Full Page	R16 750	R18 950	R21 500
Half Page	R11 390	R12 855	R14 620
Quarter Page	R7 575	R8 395	R9 750
Prime Positions			POA

**Group discount scheme:** Companies currently advertising in other publications in the New Media stable, qualify for a combined space-booking series discount.

- Advertorials will be charged at standard advertising rates
- All rates are exclusive of VAT and quoted in ZAR
- Advertising contracts to be used within a 12-month period

### ADDITIONAL MARKETING TOOLS

#### Prices and specifications on request:

- Belly bands
- Cover flap (half cover)
- Gatefold
- Post-It Note
- Bookmark
- Classifieds
- Inserts

### EDITORIAL PROFILE

**Full Service** will target decision makers in the restaurant business. Restaurant owners, restaurant managers and caterers will be informed about new machinery; ready-to-make meals; bakery goods; utensils; furniture; trends and editorial, which will help save costs and increase profits.

The magazine will provide solutions to restaurant owners and caterers who are facing challenges within the market. It will provide tips and advice, training and compliance and even legislative updates for the restaurant and catering market.

**Full Service** will inform readers about the introduction of new ingredients, equipment, products and packs, and will provide objective commentary on local and international market trends and issues.



### CONTACTS

#### Editorial:

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#### Production Controller:

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### EDITORIAL FEATURES LIST 2018

MAY		<ul style="list-style-type: none"> <li>• FRESH PRODUCE</li> <li>• KITCHEN EQUIPMENT</li> <li>• REGULATIONS AND LEGISLATION</li> <li>• TECHNOLOGY &amp; SOFTWARE SOLUTIONS</li> </ul>
<b>DEADLINES</b>		
EDIT	02/05	
ADV	09/05	
MAT	14/05	
AUGUST		<ul style="list-style-type: none"> <li>• BAR MANAGEMENT</li> <li>• INGREDIENTS</li> <li>• FINANCE</li> <li>• SAFETY &amp; HYGIENE</li> </ul>
<b>DEADLINES</b>		
EDIT	30/07	
ADV	06/08	
MAT	10/08	
NOVEMBER		<ul style="list-style-type: none"> <li>• BEVERAGES</li> <li>• ENVIRONMENTAL MANAGEMENT &amp; SUSTAINABILITY</li> <li>• MARKETING INNOVATION</li> <li>• TRANSPORT &amp; LOGISTICS</li> </ul>
<b>DEADLINES</b>		
EDIT	26/10	
ADV	02/11	
MAT	09/11	

**KEY: EDIT** – Editorial Submission Deadline **ADV** – Advertising Booking Deadline  
**MAT** – Final Advertisement Material Deadline

### CIRCULATION PROFILE

The distribution method will be that of a “controlled circulation”, which entails the mailing of 4 000 free-of-charge copies of the publication to a highly targeted database of South African restaurants.

Postal Address: PO Box 784698,  
Sandton, Johannesburg, 2146  
Tel: +27 (0)11 877 6111  
Fax: +27 (0)11 877 6198

Johannesburg Office:  
Ground floor, Media Park,  
69 Kingsway Avenue,  
Auckland Park, 2092



### TECHNICAL DATA – Material to bleed must be supplied allowing 3mm all round

<b>Trim Size</b> 210mm(w) x 297mm(h)	<b>Half Page (Horizontal)</b> <b>Trim Size</b> 177mm(w) x 130mm(h)	<b>Half Page (Vertical)</b> <b>Trim Size</b> 88.5mm(w) x 262mm(h)	<b>Third Page (Horizontal)</b> <b>Trim Size</b> 177mm(w) x 85mm(h)	<b>Third Page (Vertical)</b> <b>Trim Size</b> 68mm x 262mm	<b>Quarter Page (Horizontal)</b> <b>Trim Size</b> 177mm(w) x 65mm(h)	<b>Quarter Page (Vertical)</b> <b>Trim Size</b> 88.5mm(w) x 130mm(h)
<b>Full Page Type Area</b> 180mm(w) x 260mm(h)	<b>Type Area</b> 168mm(w) x 110mm(h)	<b>Type Area</b> 75mm(w) x 248mm(h)	<b>Type Area</b> 168mm(w) x 65mm(h)	<b>Type Area</b> 55mm(w) x 248mm(h)	<b>Type Area</b> 168mm(w) x 50mm(h)	<b>Type Area</b> 75mm(w) x 110mm(h)
<b>Bleed</b> 216mm(w) x 303mm(h)						

### PRODUCTION SPECIFICATIONS

- All material must be supplied in digital format to New Media specifications.
- New Media would prefer that all advertising material be supplied as a print-ready high-resolution CMYK PDF file.
  - All fonts and images must be embedded and all images should be 300dpi, CMYK
  - Files must be supplied as single pages
  - Please allow a minimum of 3mm bleed all round where required
- New Media also accepts material in the following formats, provided that all images are embedded and 300dpi, CMYK:
  - Photoshop – EPS, TIFF and JPG files (flatten image)
  - Illustrator – EPS or AI files (create outlines for text)
  - InDesign – (Package)

**If changes are required, please supply open files**  
**Additional charges apply to design alterations**