

# 2018 | Magazine Rates (excl VAT)

## COVERS

IFC DPS	R73 500
IBC	R38 300
OBC	R44 100

## PREMIUM POSITIONS

1st DPS	R68 750
---------	---------

## RATES

Full page full colour	R35 000
DPS	R64 250
Half page horizontal	R18 900
Half page DPS	R35 250

## ADVERTORIALS

(excl. production costs)

Full page full colour	R36 950
DPS full colour	R66 900
Half page full colour	R19 650

## TOP 10

¼ page horizontal	R10 800
-------------------	---------

## LOOSE INSERTS

PER 1000

1 Page	R 850
2 - 4 Pages	R1 005
5 - 10 Pages	R1 150
11 - 22 Pages	R1 300
23 - 32 Pages	R1 480

## BOUND INSERTS

PER 1000

1 Page	R1 080
2 - 4 Pages	R1 220
5 - 10 Pages	R1 540
11 - 22 Pages	R1 590
23 - 32 Pages	R1 870

## BAGGING

PER 1000

Bagging per 1000	R 500
Insertion per 1000	R 425

For quotes on gatefolds, perforation, glueing, bagging, sampling, bookmarks and stickers, please contact your account manager.

\* Subject to increased postage where applicable.

\* The size of inserts should not exceed 270mm x 200mm

\* All advertising rates quoted in this document are net rates, excluding VAT. No media agency fee or settlement discount apply.

# Stuff

WHAT'S NEXT



## 2018 | Deadlines for the first half of the year

www.stuff.co.za

Issue	Booking Deadline	Advertorial Deadline	Material Deadline	Insert Deadline	On Shelf
# 82   Jan/Feb 2018	Mon   20 November	Wed   22 November	Fri   24 November	Wed   29 November	Mon   18 December
# 83   March 2018	Mon   15 January	Wed   17 January	Fri   19 January	Wed   24 January	Mon   12 February
# 84   April 2018	Mon   26 February	Wed   28 February	Fri   02 March	Wed   07 March	Mon   26 March
# 85   May 2018	Mon   02 April	Wed   04 April	Fri   06 April	Wed   11 April	Mon   30 April
# 86   June 2018	Mon   07 May	Wed   09 May	Fri   11 May	Wed   16 May	Mon   04 June
# 87   July/Aug 2018	Mon   11 June	Wed   13 June	Fri   15 June	Wed   20 June	Mon   09 July
# 88   September 2018	Mon   23 July	Wed   25 July	Fri   27 July	Wed   01 August	Mon   20 August
# 89   October 2018	Mon   20 August	Wed   22 August	Fri   24 August	Wed   29 August	Mon   17 September
# 90   November 2018	Mon   17 September	Wed   19 September	Fri   21 September	Wed   26 September	Mon   15 October
# 91   December 2018	Mon   22 October	Wed   24 October	Fri   26 October	Tues   30 October	Mon   19 November
# 92   Jan/Feb 2019	Mon   19 November	Wed   21 November	Fri   23 November	Wed   28 November	Mon   17 December

## 2018 | Editorial Diary

Issue	2018 Editorial Themes
January/February	App Awards, Big in 2018, Back to School/Work
March	Fitness, Wearables, Laptops
April	Everything Gaming
May	Best Phones of 2018
June	Laptops, Wearables
July/August	Apple WWDC, TV Tech
September	100 Greatest Gadgets
October	Motoring, Green Tech
November	Travel Tech, Drones
December	Gadget Awards and Wish List

## MATERIAL REQUIREMENTS (PRINT)

SIZE	TRIM	BLEED	TYPE
DPS	275 x 420mm	285 x 430mm	239 x 392mm
Full page	275 x 210mm	285 x 220mm	239 x 182mm
½ page horizontal	135 x 210mm	145 x 220mm	113 x 182mm
¼ page horizontal strip	69 x 210mm	79 x 220mm	50 x 182mm

**FORMAT:** CMYK PDF (Compliant PDF/x – 1a standard for magazine web printing).

**RESOLUTION:** 300dpi.

**MAX TOTAL INK:** 320%.

**SUBMISSION:** Emailed to art@stuff.co.za or via websend.

## 2018 | Christmas Wishlist

We will once again be partnering with **City Press**

**READERS: 1 996 000 CIRCULATION: 138 676**

**FULL PAGE: R52 000**

**DPS: R93 500**

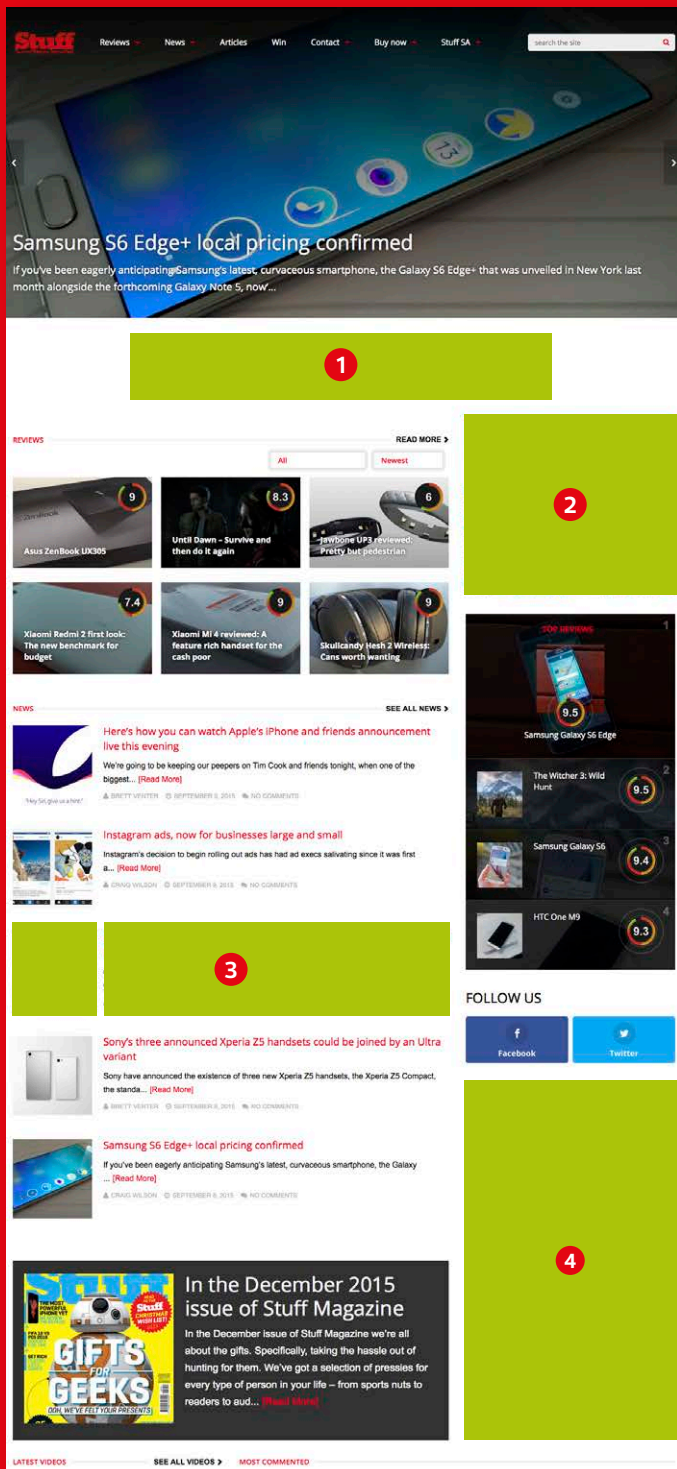
**GET 20% OFF IF YOU BOOK BEFORE SEPTEMBER**

## CONTACTS

**Thalia Pallotta**  
Senior Account Manager  
+27 83 375 2418  
tpp@futurejhb.co.za

**Michelle Flowers**  
Account Manager  
+27 60 509 2656  
michelle@stuff.co.za

**Bernice Blundell (Cape Town)**  
Account Manager  
+27 73 618 1882  
bernice@adplacements.co.za



# Stuff

THE WORLD'S BEST-SELLING GADGET MAGAZINE

## 2018 | Online Rates (excl VAT)

Advert Position	Size	CPM	ROS (x1 week)	ROS (x1 month)
1 Leaderboard	728 x 90px	R300	R3 500	R14 000
2 Headline Island	370 x 370px	R300	R3 500	R14 000
3 Embedded advertorial	—	—	R5 000	R16 000
4 Skyscraper	300 x 600px	R300	R3 500	R14 000
5 Newsletter sponsorship*	560 x 60px		R1 500 per week	

\* Newsletters go out to over 3 000 subscribers twice a week, every week.

### MATERIAL REQUIREMENTS (DIGITAL)

**FORMAT:** RGB, JPEG / FLASH / PNG files. **RESOLUTION:** 72dpi

**WEBSITE URL:** Please include the URL link your banner should link to

**SUBMISSION:** Emailed to sales@stuff.co.za or via websend.

### CONTACTS

**Thalia Pallotta**  
Senior Account Manager  
+27 83 375 2418  
tpp@futurejhb.co.za

**Michelle Flowers**  
Account Manager  
+27 60 509 2656  
michelle@stuff.co.za

**Bernice Blundell (Cape Town)**  
Account Manager  
+27 73 618 1882  
bernice@adplacements.co.za

**Sally Hudson**  
Business Director  
+27 83 277 6974  
sally@stuff.co.za



www.stuff.co.za

\* All rates exclude VAT