

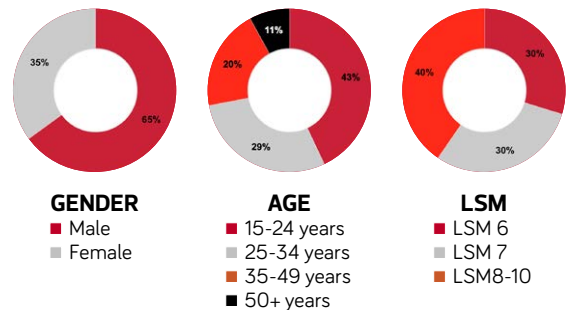
Stuff

2019 | Media pack

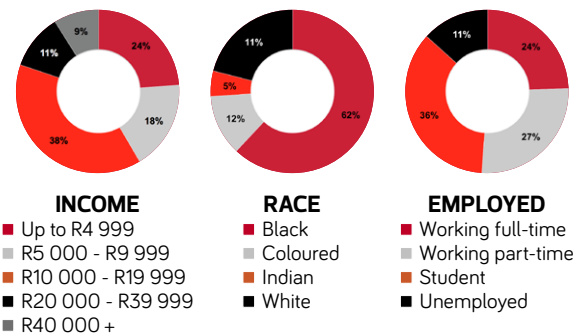
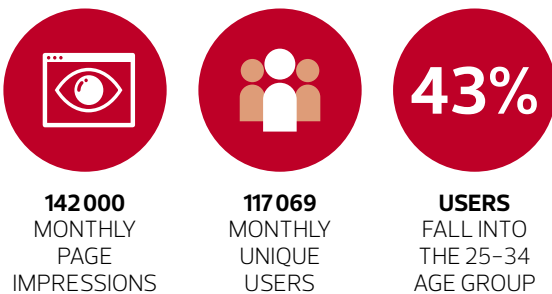
WHAT WE DO

Stuff is the world's best-selling gadget magazine, because we bring our readers the very best new gadgets to lust after, buy and use. We take the hard work out of finding the gadgets that are worth your time and money, and then tell you how to get the most out of them. With the best photography, design and writing in tech, Stuff makes gadgets exciting, accessible and lust-worthy across print, web, video and social - in other words, everywhere our readers are.

OUR READERS



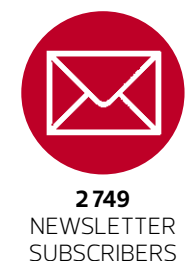
ONLINE



MAGAZINE



SOCIAL



Stuff

2019 | Media pack

2019 | Deadlines

Issue	Booking Deadline	Material Deadline	On Shelf
#92 Jan/Feb 2019	Mon 26 November	Fri 30 November	Mon 31 December
#93 March 2019	Mon 21 January	Fri 25 January	Mon 18 February
#94 April 2019	Mon 25 February	Fri 01 March	Mon 25 March
#95 May 2019	Mon 01 April	Fri 05 April	Mon 29 April
#96 June 2019	Mon 06 May	Fri 10 May	Mon 03 June
#97 July/Aug 2019	Mon 10 June	Fri 14 June	Mon 08 July
#98 September 2019	Mon 22 July	Fri 26 July	Mon 19 August
#99 October 2019	Mon 19 August	Fri 23 August	Mon 23 September
#100 November 2019	Mon 23 September	Fri 27 September	Mon 28 October
#101 December 2019	Mon 28 October	Fri 01 November	Mon 25 November
#102 Jan/Feb 2020	Mon 25 November	Fri 29 November	Mon 30 December

Christmas Wishlist

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

READERS: 1 996 000
CIRCULATION: 138 676

FULL PAGE: R55 000
DPS: R98 000

GET 20% OFF IF YOU BOOK BEFORE SEPTEMBER

Magazine Rates (excl VAT)

COVERS

IFC DPS	R75 000
IBC	R39 000
OBC	R45 400

PREMIUM POSITIONS

1st DPS	R70 400
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RATES

Full page full colour	R36 000
DPS	R66 000
Half page horizontal	R19 300
Half page DPS	R36 100

ADVERTORIALS

(excl. production costs)

Full page full colour	R38 000
DPS full colour	R68 900
Half page full colour	R20 200

TOP 10

¼ page horizontal	R11 000
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LOOSE INSERTS

	PER 1000
1 Page	R950
2 - 4 Pages	R1 100
5 - 10 Pages	R1 220
11 - 22 Pages	R1 400
23 - 32 Pages	R1 600

BOUND INSERTS

	PER 1000
1 Page	R1 150
2 - 4 Pages	R1 300
5 - 10 Pages	R1 700
11 - 22 Pages	R1 750
23 - 32 Pages	R1 980

BAGGING

	PER 1000
Bagging per 1000	R550
Insertion per 1000	R450

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 fees or settlement discounts apply

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Editorial Diary

Issue	Editorial Themes
January/February	Stuff Awards, Fujifilm X-T3, Gaming PCs
March	100 Greatest Apps, Laptop bargains, Netflix, Fitness
April	Samsung Galaxy, Smart Home, Streaming
May	Smart speakers, Sport, Samsung vs iPhone
June	Best Phones, New iPad, Your next TV
July/August	4K TVs and TV Shows, Travel, Drones
September	Laptops, Budget Phones
October	Most Wanted Gadgets, Galaxy Note
November	New iPhone
December	Wish List

PRINT MATERIAL REQUIREMENTS

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

Online rates (excl VAT)

Advert Position	CPM	ROS (x1 week)	ROS (x1 month)
First Leaderboard	R360	R4 500	R16 000
Second Leaderboard	R330	R4 000	R14 000
Headline Island	R330	R4 000	R16 000
Skyscraper	R330	R4 000	R16 000
Digitorial	–	R6 500	R18 000
Newsletter sponsorship*		R2 000 per week	

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

DIGITAL MATERIAL REQUIREMENTS

POSITION	SIZE	SPECIAL POSITIONS	SIZE
Leaderboard	728 x 90px	Newsletter image	560 x 90px
Headline	300 x 250px	Digitorial image	1920 x 1080px
Skyscraper	300 x 600px	Digitorial article	350-700 words

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



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