

# Stuff

## 2020 | 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.

### ONLINE



**106 000**  
MONTHLY  
PAGE  
IMPRESSIONS

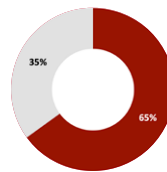


**94 000**  
MONTHLY  
UNIQUE  
USERS

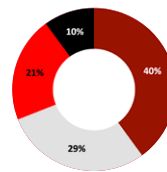


**70%**  
**USERS**  
LOCALLY BASED  
**63% ORGANIC**  
GOOGLE TRAFFIC

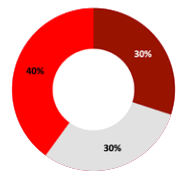
### OUR READERS



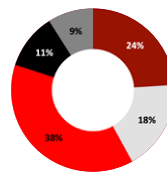
**GENDER**  
■ Male  
■ Female



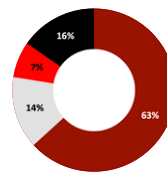
**AGE**  
■ 15-24 years  
■ 25-34 years  
■ 35-49 years  
■ 50+ years



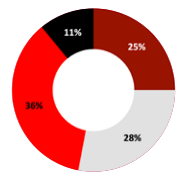
**LSM**  
■ LSM 6  
■ LSM 7  
■ LSM 8-10



**INCOME**  
■ Up to R4 999  
■ R5 000 - R9 999  
■ R10 000 - R19 999  
■ R20 000 - R39 999  
■ R40 000 +



**RACE**  
■ Black  
■ Coloured  
■ Indian  
■ White



**EMPLOYED**  
■ Working full time  
■ Working part time  
■ Student  
■ Unemployed

### MAGAZINE



**PRINT RUN**  
14 000 COPIES  
PER MONTH



**DIGITAL**  
>32 000 COPIES  
PER MONTH

### SOCIAL

StuffSA



**>10 473**  
LIKES



**6 715**  
FOLLOWERS



**1 518**  
FOLLOWERS



**365**  
SUBSCRIBERS



**TOBY SHAPSHAK**  
**36 700**  
FOLLOWERS



**5 116**  
NEWSLETTER  
SUBSCRIBERS

# Stuff

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## 2020 | Deadlines

Issue	Booking Deadline	Material Deadline	On Shelf
# 102   Jan/Feb 2020	Mon   02 December	Fri   06 December	Mon   30 December
# 103   March 2020	Mon   13 January	Fri   17 January	Mon   10 February
# 104   April 2020	Mon   17 February	Fri   21 February	Mon   16 March
# 105   May 2020	Mon   23 March	Fri   27 March	Mon   20 April
# 106   June 2020	Mon   27 April	Fri   01 May	Mon   25 May
# 107   July/Aug 2020	Mon   01 June	Fri   05 June	Mon   29 June
# 108   September 2020	Mon   20 July	Fri   24 July	Mon   17 August
# 109   October 2020	Mon   24 August	Fri   28 August	Mon   21 September
# 110   November 2020	Mon   28 September	Fri   02 October	Mon   26 October
# 111   Dec/Jan 2020	Mon   02 November	Fri   06 November	Mon   30 November
# 112   February 2021	Mon   28 December	Fri   01 January	Mon   25 January

## Stuff Supplements

**MAR 2020: STUFF AWARDS**  
**AUG 2020: SMART TECH**  
**DEC/JAN 2020: WISH LIST**

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

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

**FULL PAGE: R55 000**  
**DPS: R98 500**

## Magazine Rates (excl VAT)

### COVERS

IFC DPS	R75 000
IBC	R39 900
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

### 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 fee or settlement discount apply.

## 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

**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
Third Leaderboard	R330	R4 000	R14 000
Headline Island	R330	R4 000	R16 000
Digitorial	–	R7 000	R18 000
Skyscraper	R330	R4 000	R16 000
Newsletter sponsorship*		R3 000 per week	

\*Newsletters sent to over 5 000 subscribers twice a week, every week.

## DIGITAL MATERIAL REQUIREMENTS

POSITION	ONLINE SIZE	MOBILE SIZE
Leaderboard	728 x 90px	300 x 250px
Headline Island	300 x 250px	N/A
Skyscraper	300 x 600px	N/A
Newsletter / Digitorial image	1920 x 1080px	N/A
Digitorial article	350-700 words	N/A

**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.

## Editorial Diary

Issue	Editorial Themes
January/February	Stuff App Awards, New Year New Tech
March	Stuff Gadget Awards + Supplement
April	Smartphones for 2020
May	Headphones and Audio
June	Outdoor Tech
July/August	4K TVs + Smart Tech Supplement
September	Cameras, EVs
October	Most wanted gadgets, Galaxy Note
November	New iPhone, Nocturnal Tech
December/January	Wish List, Back to School

## CONTACTS

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