

O THE OPRAH MAGAZINE SOUTH AFRICA



O, THE OPRAH MAGAZINE IS..

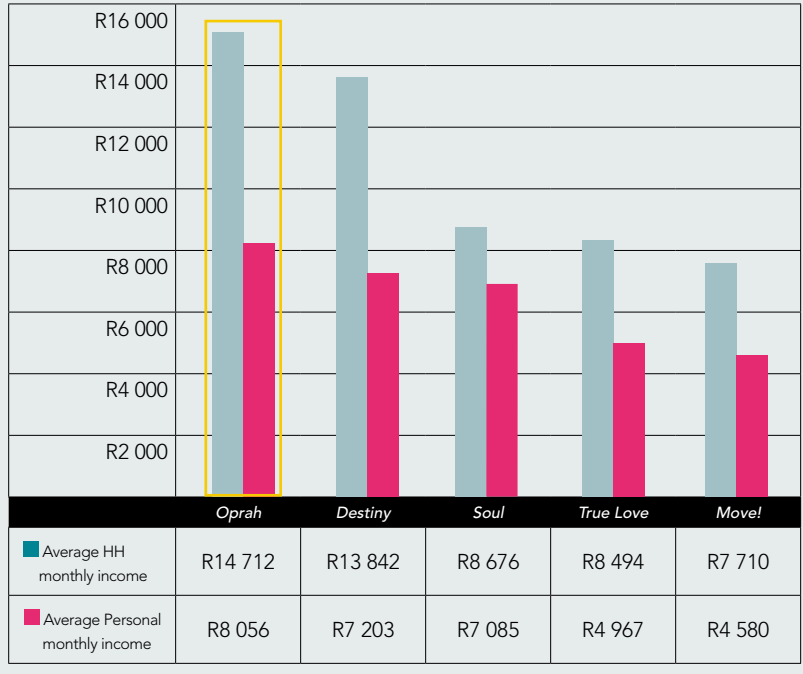
- Is a community united by shared values.
- Has unique feel-good content, that is empowering, entertaining and informative.
- Is a magazine with integrity, passion and a commitment to self-acceptance.
- Engages in an intimate conversation with its readers.
- Is an implied endorsement through the association with Oprah Winfrey, because Oprah has put her money where her mouth is.

OPRAH readership (all races)*	565 000
Average HH income per month	R14 712
Average personal income per	R8 056
Average between 20 – 44 years	68%
Readers Female	72%
Readers Male	28%
Readers Black	66%
Readers White	16%
Readers Coloured and Indian	18%

Cover price	R26.95
Total circulation*	59 952
Total paid circulation	51 499
Cost FPFC	R42 550
Cost per thousand readership	R75
Cost per thousand circulation	R710
RPC	9

*AMPS 2009A, ABC Jul-Sep 2009 (Total paid and bulk free)

O, THE OPRAH MAGAZINE INCOME VS OTHER BLACK READERSHIP TITLES (AMPS 2009A)



CONTACTS

NATIONAL SALES MANAGER: Susie White
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ADVERTISING (GAUTENG): Tamara Schmidt
 Tel: 011 262 3244, Fax: 011 262 3251, Cell: 083 604 0949 ✉ tamara@assocmags.co.za
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BUSINESS DEVELOPMENT MANAGER: Storm Mascal Tel: 021 464 6305, Fax: 021 465 8190, Cell: 082 505 9425, ✉ storm@assocmags.co.za
PROMOTIONS MANAGER: Tania Sabor Tel: 021 464 6335, Fax: 021 465 8190, Cell: 082 603 8126, ✉ tania@assocmags.co.za

MATERIAL

SPECIFICATIONS

AD TYPE	TRIM (MM)	TYPE (MM)	BLEED (MM)
Full Page	275 X 210	258 X 190	285 X 220
DPS	275 X 420	258 X 380	285 X 430
1/2 Page Vertical	275 X 105	258 X 92	285 X 115
1/2 Page Horizontal	136 X 210	127 X 190	146 X 220
1/3 Page Vertical	275 X 70	258 X 59	285 X 80
1/3 Page Horizontal	94 X 210	86 X 190	104 X 220

Should any type run across a DPS, a 10mm gap on either side of the gutter must be allowed.

MATERIAL REQUIREMENTS

Digital material can be supplied via one of the following:

1. Quickcut: 011 729 4800 / 021 410 8100
2. Websend: 011 712 5700 / 083 387 0056
3. Written to disc: 21 St John's Street, Gardens, Cape Town, 8001
4. Email: shantel@assocmags.co.za

TECHNICAL SPECIFICATIONS

- PDF postscript files, high resolution scans, CMYK at 300dpi
- Material is stored for a maximum of 12 months
- When sending ads with white overprint/knockout, the overprint should be off
- Fonts and high-resolution images must be embedded

CONTACT DETAILS

ADVERTISING CONTROLLER: Shantel Peskin

Tel: 021 464 6308; Fax: 021 464 6249

Email: shantel@assocmags.co.za

INSERT DELIVERY ADDRESS

To: Paarl Web
15 Jan Van Riebeeck Drive, Paarl
Att: Marina de Jager
Tel: 021 870 3693

RATES (EFFECTIVE JANUARY 2010)

MAIN BOOK	FULL COLOUR PER INSERTION
DPS	R85 100
Full page	R42 550
1/2 page	R31 458
1/3 page	R29 436

* Rates include agency commission and exclude VAT

COVERS	FULL COLOUR PER INSERTION
Inside front cover (DPS)	R100 773
Inside back cover	R46 235
Outside back cover	R50 386

ADVERTORIAL PAGES FULL COLOUR PER INSERTION

DPS	R85 100
Full page	R42 550
1/2 page	R31 458
1/3 page	R29 436

* Rates include agency commission and exclude VAT

- PLEASE NOTE: Advertorials include standard production and photographic costs.
- No advertorials smaller than 1/3 page will be accepted

SPECIAL RATES ON REQUEST

This includes dust jackets, gatefolds, perforation, glueing, bagging, run-ons, bookmarks and stickers. Creative aspects of these elements subject to editor's approval.



DEADLINES & ON-SALE DATES

ADVERTISEMENT					ADVERTORIAL	
ISSUE	ON SALE	AD BOOKING	AD MATERIAL DEADLINE	INSERTS TO FACTORY DEADLINE	ADVERTORIAL BOOKING DEADLINE	ADVERTORIAL BRIEFING DEADLINE
FEB	13 JAN	2 DEC	9 DEC	15 DEC	20 NOV	20 NOV
MAR	17 FEB	13 JAN	20 JAN	27 JAN	4 JAN	4 JAN
APR	17 MAR	10 FEB	17 FEB	24 FEB	29 JAN	29 JAN
MAY	14 APR	10 MAR	17 MAR	24 MAR	26 FEB	26 FEB
JUN	19 MAY	14 APR	21 APR	28 APR	1 APR	1 APR
JUL	23 JUN	19 MAY	26 MAY	2 JUN	7 MAY	7 MAY
AUG	21 JUL	15 JUN	23 JUN	30 JUN	4 JUN	4 JUN
SEPT	18 AUG	14 JUL	21 JUL	28 JUL	2 JUL	2 JUL
OCT	15 SEPT	11 AUG	18 AUG	25 AUG	30 JUL	30 JUL
NOV	20 OCT	15 SEPT	22 SEPT	29 SEPT	3 SEP	3 SEP
DEC	17 NOV	13 OCT	20 OCT	27 OCT	1 OCT	1 OCT
JAN '11	15 DEC	3 NOV	10 NOV	17 NOV	22 OCT	22 OCT
FEB '11	12 JAN	1 DEC	8 DEC	15 DEC	19 NOV	19 NOV