

designingways

RATE CARD 2019



Advertising sales – Stenie Greyling

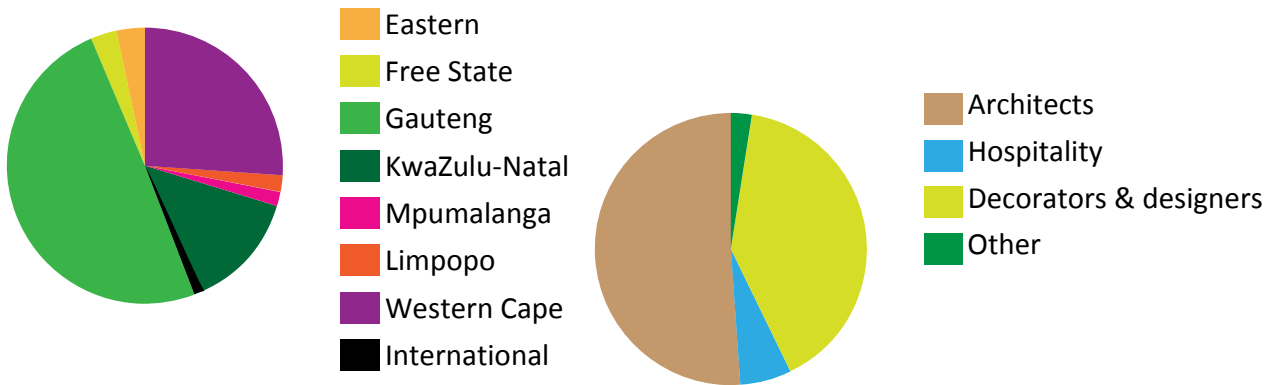
Cell 081 846 6214

Tel 011 486 0727

stenie.greying@gmail.com

www.designingways.com

Distribution Profile



Design embraces aesthetics, functionality, the socio-political forum, economics, research and the human element that involves the emotional and intellectual domains. In **DESIGNING WAYS** magazine, we celebrate all things to do with design and the far-reaching impact that it has on both the micro and macro aspects of our lives.

The distribution is to the trade: including architects, interior designers, space planners, specifiers, contractors, decorators, curtain makers, upholsterers and the hospitality industry throughout southern Africa – allowing manufacturers, suppliers and distributors to reach an estimated 25 000 targeted readers with the latest information and news about their particular products and services.

Print

3000 distributed by post, hand deliveries and as handouts at expos/events/launches

IID
150 Copies to members



Digital

Designing Ways

Digital Edition

1200 Digital Subscriptions

Digital Edition also Shared through Interior Placements – 15 000
KSA – 300

DW Website

1800 Visits monthly

Social Media

Facebook 600 Followers

Digital Edition also Shared on
IID – 2200 followers
KSA – 1500 followers



About Designing Ways

Designing Ways is published 11 times a year, December/January is a combined issue.

Format

A4, printed on 128 gsm gloss paper, perfect-bound, with a cover on 200 gsm, with an overall gloss UV varnish.

DESIGNING WAYS is also published electronically.

Loose inserts

Single- or double-page loose insertions R14 000 excluding VAT.
Multiple page loose insertions – by negotiation.
Stick-in items – by negotiation.
All inserts to be delivered to the premises of **DESIGNING WAYS** by the fifteenth of the month preceding the insertion issue.

Technical data

Screen ruling 175 lpi.
Printed sheetfed litho.

Material requirements

Advertisements must be supplied as a PDF/X-1a or PDF/X-4 file, CMYK only.
Images to be not less than 300 dpi.
PDFs to include bleed and crop marks only (no registration marks or colour bars).
Advertisements to be submitted electronically via WeTransfer (www.wetransfer.com). Hard copy of the advertisement should be supplied well in advance – couriered or hand-delivered.

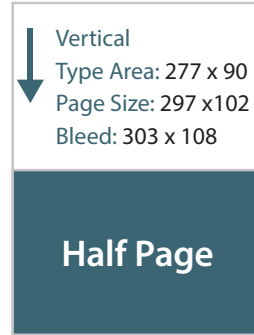
If design and preparation of advertisements is required, this will be quoted and charged as an extra charge.



Type Area: 277 x 400
Page Size: 297 x 420
Bleed: 303 x 426



Type Area: 277 x 190
Page Size: 297 x 210
Bleed: 303 x 216



Vertical
Type Area: 277 x 90
Page Size: 297 x 102
Bleed: 303 x 108

Horizontal
Type Area: 135 x 190
Page Size: 148 x 210
Bleed: 154 x 216



Type Area: 277 x 50
Page Size: 297 x 70
Bleed: 303 x 76

Full Colour	1 Insertion	6 Insertions	11 Insertions	Type Area H X W mm	Page Size H X W mm	Bleed H X W mm
Front Cover	R 28 000	NA	NA	277 x 190	297 x 210	303 x 216
Full page	R 14 000	R 13 500	R 12 500	277 x 190	297 x 210	303 x 216
1/2 page	R 8 500	R 8 000	R 7 500	Horizontal 135 x 190 Vertical 277 x 90	Horizontal 148 x 210 Vertical 297 x 102	Horizontal 154 x 216 Vertical 303 x 108
1/3 page vertical	R 7 000	R 6 500	R 6 000	277 x 50	297 x 70	303 x 76
DPS Double page	R 26 500	R 25 000	R 24 000	277 x 400	297 x 420	303 x 426
Opening Double page	R 27 000	R 26 000	R 24 500	277 x 400	297 x 420	303 x 426
Outside back cover	NA	NA	R 20 000	277 x 190	297 x 210	303 x 216
Inside front cover	R 19 500	R 18 500	R 17 500	277 x 190	297 x 210	303 x 216
Inside back cover	R 15 500	R 14 500	R 13 500	277 x 190	297 x 210	303 x 216
Back DPS (IBC + opp Page)	R 25 000	R 24 000	R 22 500	277 x 400	297 x 420	303 x 426

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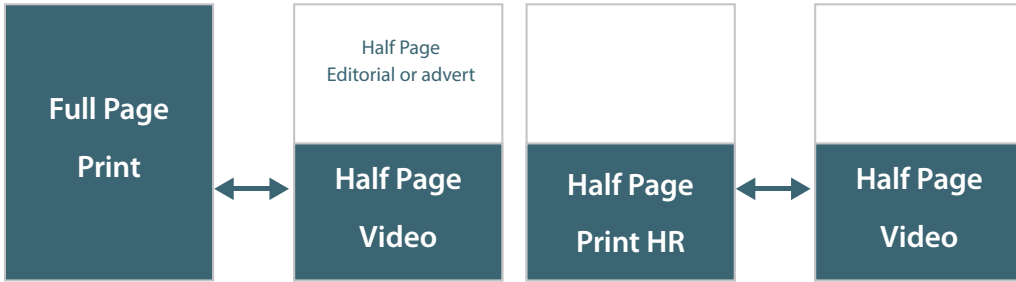
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Prices may be subject to change with immediate effect.
Please note that the rates exclude agency commission and VAT.
Guaranteed positions are by negotiation and carry a 15% loading.

Option to replace Print advert in Digital Edition with Video or Slider

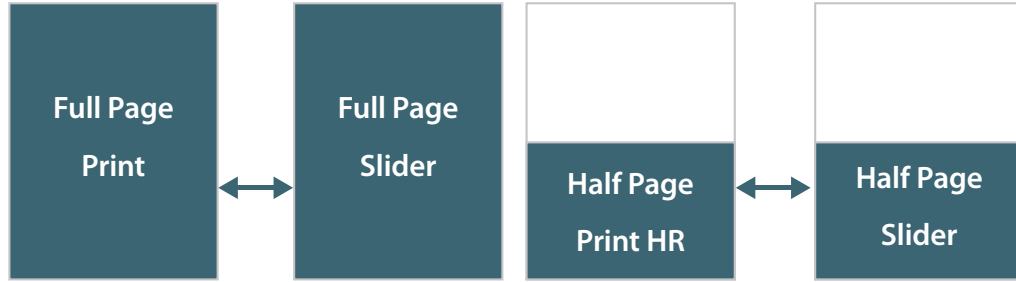
VIDEO



Material requirements:

Video supplied 720p or above - 16 x 9
 (other sizes on approval)
 Format: mp4 or flv
 Length: up to 10 minutes

SLIDER



Sliders - Slideshow on page
 3 - 5 slide images
 Same sizes as print
 Supplied with slide order instructions

Type Area: 277 x 190
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 Bleed: 303 x 216

Type Area: 135 x 190
 Page Size: 148 x 210
 Bleed: 154 x 216

Stats

Digital Edition of Designing Ways is distributed to our 3000 montly readers which include Architects, Designers, Decorators, Shop Fitters, Retailers etc. and Mailed to 19 500 clients through the NHBRC

DesigningWays.com currently averages 2000 hits per month

Full Colour	1 Insertion	6 Insertions	11 Insertions	Type Area H X W mm	Page Size H X W mm	Bleed H X W mm
Full page	R 14 000	R 13 500	R 12 500	277 x 190	297 x 210	303 x 216
1/2 page	R 8 500	R 8 000	R 7 500	Horizontal 135 x 190	Horizontal 148 x 210	Horizontal 154 x 216

Digital Advertisements - Sizes and Rates

	Full colour	1 insertion	6 insertions	12 insertions	H x W in Pixels
Vertical Banner 780 x 230px Top Sliding Banner Home Page 400 x 1190px		R 2 900	R 2 700	R 2 500	780 x 230px
Home Page Advert 280 x 280px		R 3 800	R 3 500	R 3 300	400 x 1190px
		R 1 900	R 1 700	R 1 500	280 x 280px

Material requirements: Web images supplied: RGB Colour, 75 DPI, No Bleed

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2019 Advertisement Deadlines

Edition	Bookings	Material
February 2019	4 Dec 2018	12 Dec 2018
March 2019	18 Jan 2019	25 Jan 2019
April 2019	15 Feb 2019	22 Feb 2019
May 2019	15 March 2019	22 March 2019
June 2019	19 April 2019	26 April 2019
July 2019	17 May 2019	24 May 2019

Edition	Bookings	Material
August 2019	14 June 2019	21 June 2019
September 2019	12 July 2019	19 July 2019
October 2019	16 Aug 2019	23 Aug 2019
November 2019	13 Sept 2019	20 Sept 2019
Dec 2019/Jan 2020	18 Oct 2019	25 Oct 2019
February 2020	15 Nov 2019	22 Nov 2019

Proposed features and special sections for 2019

February 2019	<ul style="list-style-type: none"> AT THE OFFICE - Office & Contract - Furniture, flooring, walling, partitions, panelling, lighting, air conditioning, sound proofing & installation WINDOWS & DOORS - Wood, glass, aluminium, uPVC, energy efficient, beautifully decorative, glazing & frameless Cersaie and The Wood Awards. 	
March 2019	<ul style="list-style-type: none"> FURNITURE - From imm Cologne & locally manufactured furniture LIGHTING - Office, kitchen, reception areas, bedroom & bathroom Switches, sockets, dimmers & plugs BEDROOMS - Flooring, lighting, furniture, linen & accessories BATHROOMS: SHOWERS & SANITARY WARE Fabrics – Maison & Objet. 	
April 2019	<ul style="list-style-type: none"> PULL UP A CHAIR - Local & international including design & manufacture Bar stools, occasional, reception & hospitality chairs KITCHENS & BREAKFAST NOOKS - Flooring, furniture, lighting, accessories & appliances KITCHEN WORK TOPS: Marble, Stone, Granite 	
May 2019	<ul style="list-style-type: none"> FLOORCOVERINGS (Soft) - Carpets and rugs INTERIOR WALL COVERINGS & PAINT EFFECTS Wallpaper, paint, custom printed, vinyl stickers, murals Including DOMOTEX. 	<p>ROOMS ON VIEW EDITION 1000 Extra Printed For show handouts and gift bags</p>
June 2019	<ul style="list-style-type: none"> FLOORCOVERINGS (hard) & WALL TILES - Marble, granite, porcelain, wood laminate & vinyl SITTING COMFORTABLY – SOFAS - Local & International including design & manufacture OUTDOOR APPLICATIONS - Coatings, cladding, wall treatments & waterproofing 	
July 2019	<ul style="list-style-type: none"> HOSPITALITY - HOTELS & LODGES DECOREX JOBURG 2018 Seen at Milan Design Week. 	<p>DECOREX EDITION 1000 Extra Printed For show handouts and gift bags</p>
August 2019	<ul style="list-style-type: none"> BEDROOMS - Flooring, lighting, furniture, linen & accessories BATHROOMS - SHOWERS & SANITARY WARE FUN FURNITURE & CHILDREN FURNISHINGS. 	
September 2019	<ul style="list-style-type: none"> AT THE OFFICE - Office & Contract - Furniture, flooring, walling, partitions, panelling, lighting, air conditioning, sound proofing & installation HELLO SPRING/OUTDOOR LIVING - Furniture, flooring, blinds, shutters, awnings, fabrics, decks, pools, water features & garden design 	<p>KBAC EXPO EDITION 500 Extra Printed For show handouts and gift bags</p>
October 2019	<ul style="list-style-type: none"> KITCHENS & BREAKFAST NOOKS - Flooring, furniture, lighting, accessories & appliances KITCHEN WORK TOPS - Marble, Stone, Granite CALLED TO THE BAR (COFFEE BAR) – stools, seating, flooring, lighting, appliances & accessories. 	
November 2019	<ul style="list-style-type: none"> WINDOW TREATMENTS - Curtains, blinds, shutters, awnings, finials, pelmets, rods & tracks CONFERENCE CENTRES & CONFERENCE FURNITURE - Floor Plans & Capacity, Technology & Equipment, Food & Beverage, Furniture, Lighting, Flooring, Air Conditioning GLASS - Windows, Doors, Screens, Office Cubicles with glass doors, Glass Tops for Furniture, glazing, solar energy, fiberglass, optical fiber cable, light bulbs, mirrors, glass art, glass coated wire, photovoltaics. 	
Dec 2019/Jan 2020	<ul style="list-style-type: none"> FLOORING - Hard & Soft HOSPITALITY - HOTELS & LODGES, LEISURE INTERIORS including yachts FABRICS DECOREX INTERNATIONAL & FOCUS. 	