

Rate Card 2009

for

DESIGNING WAYS

for people in the world of design

as well as

Designing Ways Supplements

and

Living in the Sun

Advertising:

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Designing Ways

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www.designingways.com



Designing Ways is published eleven times a year together with a loop-stitched supplement that can be kept and filed for future reference.

Distributed to trade: including architects, interior designers and 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 on their particular product. In addition, distribution to the public is through Exclusive Books and the CNA.

Trade Winds (news from within the trade) provides for more detailed information than would normally be included in an advertisement. Subject to availability and at the editor's discretion, approximately 150/400 words may be placed in this section at no charge to the supplier, but must not include logos.

Other monthly features include: *Chairs of Note*, *Book Review* – books of relevant interest; *Technically speaking*; *Corporate Sketch* – where industry leaders are invited to answer twenty questions), *Tail of the Dog* (tales with a humorous twist), and a *Cook Book Review*. The latter articles are intended to provide readers with something other than direct trade-related reading.

Special feature articles appear from time to time on subjects that include: Bathrooms, Bedrooms, Kitchens, Office Furniture, Wall and Floor Coverings, as well as report-back features on all the major trade fairs in England and Europe.

Advertorial is available at the same rate as that applied to advertisements. Editorial for regular advertisers is possible, at the editor's discretion.

Living in the Sun

Distributed together with *Designing Ways*, this publication highlights patio and outdoor furniture, fabrics, lighting, water features, gardening accessories – in fact, everything that constitutes quality living in our sunny African climate.

Alan Fennell

publisher and managing editor

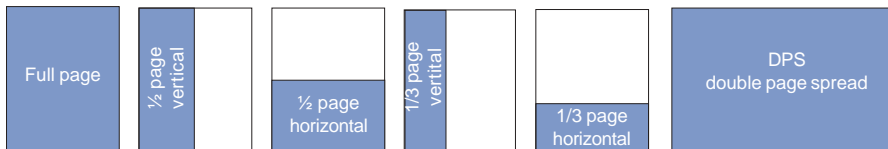
Advertisement sizes and rates

Full Colour	1 insertion	6 insertions	11 insertions	Type area height x width mm	Page size height x width mm	Bleed height x width mm
Full Page	R6 955	R6 600	R6 260	277 x 190	297 x 210	303 x 216
½ page vertical	R3 585	R3 405	R3 227	277 x 90	297 x 105	303 x 108
½ page horizontal	R3 585	R3 405	R3 227	135 x 190	148 x 210	154 x 216
1/3 page vertical	R2 460	R2 337	R2 214	277 x 60	297 x 70	303 x 76
1/3 page horizontal	R2 460	R2 337	R2 214	79 x 190	99 x 210	105 x 216
DPS	R13 910	R13 268	R12 519	277 x 400	297 x 420	303 x 426
Back Cover	N/A	–	R8 828	277 x 190	297 x 210	303 x 216
IFC	R8 025	R7 704	R7 222	277 x 190	297 x 210	303 x 216
IBC	R7 704	R7 330	R6 955	277 x 190	297 x 210	303 x 216

Please note that the supplement is 5mm narrower than the sizes above
Prices may be subject to change with immediate effect.

NB Production costs are not included in the rates, which exclude agency commissions and VAT.

Guaranteed positions are by negotiation and carry a 15% loading.
½ and 1/3 page adverts can only be placed on left-hand pages.



Loose inserts:

Single or double page loose insertion R 3 745 plus vat, 4 000 items required
Multiple page loose insertions – by negotiation
Stick-in items – by negotiation

Material requirements:

Advertisements must be supplied as a PDF file, converted to CMYK, on CD or electronically via Websend (www.wsd.co.za)

All PDFs to go through Adobe Acrobat Distiller – not less than 300 dpi

PDF to be composite – **must not** have crop marks – no imposition

PDFs to be size of page **plus 3mm bleed** – DPS supplied as separate pages

All fonts must be embedded

Hard copy of document to accompany advert

The publisher takes no responsibility for any variance in colour, unless a chromalin or shepra proof is supplied with advertisement.

Hard copy is not needed if material is submitted electronically via Websend.

Contact them at www.wsd.co.za

Technical data: Screen ruling: 175

2009 Deadlines

	Bookings	Material
February	28 November 2008	05 December 2008
March	16 January 2009	23 January 2009
April	13 February 2009	20 February 2009
May	13 March 2009	20 March 2009
June	09 April 2009	17 April 2009
July	15 May 2009	22 May 2009
August	12 June 2009	19 June 2009
September	10 July 2009	17 July 2009
October	14 August 2009	21 August 2009
November	11 September 2009	18 September 2009
Dec/Jan	16 October 2009	23 October 2009
2010		
February	27 November 2009	04 December 2009

Designing Ways is published monthly, except for the Dec/Jan combined issue, produced on 135 gm gloss paper, perfect bound, with a cover on 170 gm with overall gloss UV varnish. The **supplement** is produced on 135 gm gloss paper, loop stitched with selfcover and is **5 mm narrower**.

Living in the Sun will be published:
April and November 2009,
produced on 135 gm gloss paper,
saddle stitched with selfcover.

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½ page horizontal	R3 585	R3 405	R3 227	135 x 185	148 x 205	154 x 211
1/3 page vertical	R2 460	R2 337	R2 214	277 x 55	297 x 65	303 x 71
1/3 page horizontal	R2 460	R2 337	R2 214	79 x 185	99 x 205	105 x 211
DPS	R13 910	R13 268	R12 519	277 x 390	297 x 400	303 x 416
Back Cover	N/A	–	R8 828	277 x 185	297 x 205	303 x 211
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Loose Supplement Features 2009

December/January

Floor coverings, hard and soft

February

Office Furnishings

March

Fabrics

April

Wallcoverings and paint effects

May

Floorcoverings

June

Bedrooms and Bathrooms

July

Kitchens

August

Sitting Comfortably

September

Office Furnishings

October

Called to the Bar – coffee bars

November

Window treatments and doors

December/January 2010

Floor coverings, hard and soft

Living in the Sun 2009

April and November

**A separate publication
distributed together with Designing Ways.**

**Highlighting Patio and Outdoor Furniture,
Fabrics, Lighting, Flooring,
Water and Garden Features...
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quality living in our sunny
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Advertising Sales

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