

M MZANSI
M MEN

MAGAZINE

MOTIVATIONAL **M** METRO SEXUAL **M** MULTI-CULTURAL

Rate_CARD

2013

8 Track Crescent.Montague Gardens (7441)

Sales Office : 021 850 8734

E : sales@ragpublishing.co.za

Editorial and Advertorials

E : info@mzansimen.com

Web : www.mzansimen.com

CONTACT DETAILS

Physical Address
Unit 4 Track Crescent
Montague Gardens
7441
Tel: 072 4241 886
081 477 3844
Email: info@mzansimen.com

20,000 Issues Bi-monthly
Readership that counts
Nationwide distribution from
Soweto To Clifton, Limpopo
to Kwa-Zulu Natal.



MzansiMen Magazine depicts the luxury lifestyle of a distinctive group of multicultural South African consumers.

MM gives consumers and advertisers the broadest access to a distinctive group of male readers – black, indian and mixed race males (up to AAAs) – and celebrates the lifestyle and aspirations of all South African males with the target niche being professional and influential urban (and rural) consumers across the South Africa.

MM prioritises sharing the latest information on automotive, digital and mechanical technology, male fashion, fitness and health, male grooming, music and literary reviews, traditional food and wine, sports and entertainment, South African Social

events and a broad coverage of our rich and diverse culture.

MM aims to be the South African market leader dispensing honest, up to date, reliable, authoritative and credible information to our readers.

Combining MzansiMen Magazine with www.mzansimen.com (and other expansion ideas in the pipeline) will provide consumers (and advertisers) with a variety of ways to reach an audience of influencers in as many ways as possible, be it at home, work or play.

Ultimately, MzansiMen Magazine aims to add essential information and advice to professionals, corporate executives, entrepreneurs, and decision makers.

MzansiMen | RATES & SPECIFICATIONS

PAGE SPECIFICATION	PRICE	MEASUREMENTS	M
Double-page Spread	R35,000	440mm x 300mm	STANDARD RATES
Full Page	R18,000	220mm x 300mm	
Two-thirds Page	R15,000	147mm x 300mm	
Half Page	R10,000	220mm x 150mm	
One-third Page	R 8,000	73 mm x 300mm	
Advertorial Full Page	R30,000	* *DEPENDENT ON THE SIZE OF PAGE ORDERED.	

PAGE SPECIFICATION	PRICE	MEASUREMENTS	M
Inside Front Double-Page Spread	R50,000	440mm x 300mm	PRIME POSITIONS
Outside Back	R42,000	220mm x 300mm	
Inside Front Full Page	R35,000	220mm x 300mm	
Page 3, Full Page	R35,000	220mm x 300mm	
Inside Back	R37,000	220mm x 300mm	

PAGE SPECIFICATION	PRICE	MEASUREMENTS	M
Half Page	R8,000	110mm x 300mm	CLASSIFIEDS
Quarter Page	R5,500	55 mm x 300mm	
Eighth Page	R4,000		

BOUND IN	PRICE	LOOSE	M
1 Page(2 Sides)	R 800 Per 1000	1 Page(2 Sides)	INSERTS
2-4 Pages(4-8 Sides)	R1,000 Per 1000	2-4 Pages(4-8 Sides)	
6-12 Pages(12-24 Sides)	R1,200 Per 1000	6-12 Pages(12-24 Sides)	
		14-18 Pages(28-36 Sides)	

MzansiMen | RATES & SPECIFICATIONS

TYPE OF PAGE	TYPE	SIZES	M	DPS / FULL PAGE	TWO THIRD PAGE	HALF PAGE	THIRD PAGE	QUARTER PAGE	VERTICAL QUARTER PAGE
Inside Front Cover (DPS)	Type A	440mm x 300mm	PAGE SIZES						
Double page spread	Type D	440mm x 300mm							
Outside back	Type B	220mm x 300mm							
Inside back	Type C	220mm x 300mm							
Full Page	Type E	220mm x 300mm							
Half Page	Type F	220mm x 150mm							
Half page	TYPE G	110mm x 300mm							
Two Thirds	TYPE H	147mm x 300mm							
Quarter page	TYPE I	55 mm x 300mm							
Quarter page	TYPE J	220mm x 75mm							
Third of a page	TYPE K	73 mm x 300mm							
Eighth Page ***									
Front Cover ***									

** Please include 5mm bleed on all edges.
*** Consult us on this.

MzansiMen | COMPLETE METERMORPHOSIS

ISSUE DATES	BOOKING DATES	MATERIAL DEADLINE	ON SALE DATE	M
Aug-sept	31 May 2013	6 June 2013	26 July 2013	STANDARD RATES
Oct-nov	16 August 2013	23 August 2013	20 September 2013	
Dec-jan	11 October 2013	24 October 2013	20 November 2013	
Jan (special Edition)	25 November 2013	29 November 2013	27 December 2013	

MzansiMen | SALES CONTACT DETAILS

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PUBLISHER: RAG PUBLISHERS
MZANSI RAG: 021 850 8734
Email: sales@ragpublishing.co.za
Email: sales@mzansimen.com

