

# THE SOUTH AFRICAN ARTIST

## 2017 ADVERTISING RATES

**ISSUE 28**  
**Booking deadline: 28 July 2017**  
**Material deadline: 7 August 2017**



### RATES

	1 issue	3 issues + (per issue)
Teacher's noticeboard (30 words - no images)	R180	R150
Colour block: (60 x 60mm)	R450	R380
Business card (60 x 90mm)	R650	R520
Quarter page	R1 650	R1 400
Third page	R2 900	R2 300
Half page	R4 800	R3 800
Full page	R9 000	R7 200
Inside front cover	R10 400	R8 300
Back cover	R11 800	R9 400

### TECHNICAL SPECIFICATIONS

Size including bleed (h x w)	Mag size: 275mm x 210mm.
Full page: 281 x 216 mm	Text should be 7-10mm inside from the trim size.
Half Page horizontal: 138 x 216 mm	No artwork? We can make up your advert at a very reasonable rate.
Third page horizontal: 86 x 216 mm	Artwork Requirements:
Size excluding bleed (h x w)	High resolution files: eps, tiff, jpeg or pdf file on disc.
Half Page horizontal: 122 x 185 mm	Files smaller than 8MB can be emailed to:
Third page horizontal: 83 x 185 mm	adverts@thesaartist.co.za
Quarter page: 125 x 92 mm	Exact colour cannot be guaranteed unless a press match proof is provided.

All material subject to approval of the Editor

### ADVERTISING CONTACT DETAILS:

email: [adverts@thesaartist.co.za](mailto:adverts@thesaartist.co.za)  
 Tel: 087 1355 541

- Published 6 times per year
- 68 – 76 pages
- Print run : 7000
- Available at over 300 stores: Selected CNA, Exclusive Books, PNA and independent stores and galleries countrywide
- Cover price R50

*Distribution throughout South Africa & Africa. CNA, Exclusive Books, PNA, selected art stores and galleries. Sales into Africa: Botswana, Namibia, Swaziland, Uganda and Zimbabwe.*

The South African Artist magazine deals with visual arts and content includes interviews and profiles on South African artists, both established and emerging. Practical demonstrations, 'how-to' articles, features on materials and equipment, and general information which is of interest to people of all ages who are involved in the visual arts.

Our readers are:

- Full-time artists who generate some or all of their income by selling their work.
- People who attend art classes. These would include students at formal institutions and those attending private lessons.
- People who pursue art as a hobby.
- Gallery owners and those interested in art.

### ISSUE 28

FEATURED ARTISTS INCLUDING:

Lieze Meyer  
 Mbongeni Buthelezi  
 Lidi de Waal

Catherine Ocholla

DEMONSTRATIONS:

oils / charcoal / inks

PRODUCT REVIEWS:

linen and cotton canvas / gesso and grounds

2017 COVER COMPETITION

WORKSHOP: COLLEY WHISSON

*Contents subject to change*

