

# THE SOUTH AFRICAN ARTIST

Distribution throughout South Africa & Africa with sales into Botswana, Namibia, Swaziland, Uganda and Zimbabwe.



## 2018 ADVERTISING RATES & DEADLINES

Issue No:	35	36	37	38	39	40
On Shelf	End Aug	End Sept	End Oct	End Nov	End Dec	End Jan
Booking	1 Aug	31 Aug	28 Sept	29 Oct	26 Nov	12 Dec
Material	3 Aug	3 Sept	5 Oct	2 Nov	30 Nov	4 Jan

### RATES (ALL PRICES EXCL VAT)

	1 issue	3 issues (per issue)	6 issues + (per issue)
Teacher's noticeboard (30 words - no images)	R180	R150	R125
Colour block: (60 x 60mm)	R450	R380	R320
Business card (60 x 90mm)	R550	R480	R410
Quarter page	R1 650	R1 400	R1 190
Third page	R2 900	R2 300	R1 950
Half page	R4 800	R3 800	R3 250
Full page	R9 000	R7 200	R6 500
Inside front cover	R10 400	R8 300	R7 500
Back cover	R11 800	R9 400	R8 500

### TECHNICAL SPECIFICATIONS

Size including bleed (h x w)  
 Full page: 281 x 216 mm  
 Half Page horizontal: 138 x 216 mm  
 Third page horizontal: 86 x 216 mm

Size excluding bleed (h x w)  
 Half Page horizontal: 122 x 185 mm  
 Third page horizontal: 83 x 185 mm  
 Quarter page: 125 x 92 mm

Mag size: 275mm x 210mm.  
 Text should be 7-10mm inside from the trim size.  
 No artwork? We can make up your advert at a very reasonable rate.

Artwork Requirements:  
 High resolution files: eps, tiff, jpeg or pdf file on disc.  
 Files smaller than 8mb can be emailed to:  
[adverts@thesaartist.co.za](mailto:adverts@thesaartist.co.za)  
 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

[www.thesaartist.co.za](http://www.thesaartist.co.za)



# THE SOUTH AFRICAN ARTIST

*Distribution throughout South Africa & Africa with sales into Botswana, Namibia, Swaziland, Uganda and Zimbabwe.*

**The South African Artist is a practical visual arts magazine. Content includes interviews with established and emerging South African artists; practical demonstrations; 'how-to' articles; features on materials and equipment, and general information for readers of all ages who are interested 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, investors and those interested in art.

- **Published monthly**
- **84 pages**
- **Print run : 7000**
- **Available at over 300 stores: Selected CNA, Exclusive Books, PNA, Spar, Pick'n Pay and independent stores and galleries countrywide**
- **Available at selected stores from May 2018**
- **Cover price R50**

EXAMPLE  
OF CONTENT:  
ISSUE 34

#### FEATURED ARTISTS INCLUDING:

AVIVA MAREE  
HELENA WAGENAAR  
OLIVIA MARITZ  
EBEN BEUKES  
DEODANDA BROWN  
LOUIS STROH VAN DER WALT  
BRIAN GARCIN  
JONEL SCHOLTZ  
CARL ROBERTS

Beginners guide to watercolours  
2018 Rotary Portrait Award  
Business of art: Marketing online



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