

THE SOUTH AFRICAN ARTIST

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



2018/19 ADVERTISING RATES & DEADLINES

Issue No:	38 (Dec'18)	39 (Jan'19)	40 (Feb'19)	41 (Mar'19)	42 (Apr'19)	43 (May'19)	44 (Jun'19)
On Shelf	1st Week Dec	1st Week Jan	1st Week Feb	1st Week Mar	1st Week Apr	1st Week May	1st Week Jun
Booking & Material Deadline	2 Nov	30 Nov	4 Jan	1 Feb	1 March	1 April	1 May

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
 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 Tel: 087 1355 541

www.thesaartist.co.za



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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 900 stores: Selected CNA, Exclusive Books, PNA, Spar, Pick'n Pay and independent stores and galleries countrywide**
- **Cover price R50**

EXAMPLE
OF CONTENT:
ISSUE 35

FEATURED ARTISTS INCLUDING:

KEALEBOGA TLALANG
KAREN WYKERD
LINDA RADEMAN
BARBI VANDERWALLE
ELIZE BEZUIDENHOUT
MARIANA ZWAAN
HENRIETTE VAN STADEN
SU WOLF
AMY JANE VAN DEN BERGH
SUE HOPPE

The Magic of Collage
Business of art: Marketing online
Working with Gold Leaf



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