

THE SOUTH AFRICAN ARTIST



2019 ADVERTISING RATES & DEADLINES

Issue No:	39 (Jan'19)	40 (Feb'19)	41 (Mar'19)	42 (Apr'19)	43 (May'19)	44 (Jun'19)	45 (Jul'19)
On Shelf	early Jan	early Feb	early Mar	early Apr	early May	early Jun	early Jul
Booking & Material Deadline	30 Nov	4 Jan	1 Feb	1 March	1 April	1 May	1 Jun

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: (70 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



THE SOUTH AFRICAN ARTIST

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 950 stores: Selected CNA, Exclusive Books, PNA, Spar, Pick'n Pay and independent stores and galleries countrywide
- Cover price R55

EXAMPLE
OF CONTENT:
ISSUE 39

FEATURED ARTISTS INCLUDING:

NHLAKANIPHO SITHOLE
DALEEN ROODT
CAROLYN VAN WIERINGEN
VERONIKA OLIVIER
MICHELLE OFFERMAN
TERTIUS VAN DYK
SONJA FRENZ
JANNA PRINSLOO

Seasonal palettes: part 4 summer
Oil painting essentials part 3: BRENT DODD
Business of Art with MALCOLM DEWEY
GRANT WOOD: Watercolour workshop part 3
Getting started with varnishes
Life of a working artist: ANA DE VLIEG
Student's Gallery
Classes and Workshops



AVAILABLE FROM INDEPENDENT ART STORES AND GALLERIES NATIONWIDE PLUS:

