



2019

RATECARD

financialmail

tiso blackstar
group.

SALES CONTACTS

Head: Advertising Sales	Eben Gewers (PA Marlene Smalberger)	011 280 5462 011 280 3186	gewerse@tisoblackstar.co.za marlenes@tisoblackstar.co.za
National Sales Manager: Digital	Susie White	011 280 5059	whitesj@tisoblackstar.co.za
National Sales Manager: Business Titles	Ian Tasman	011 280 3077	tasmani@tisoblackstar.co.za
Business Manager: BDFM and Active Magazine	Wendy Wright	011 280 3151	wrightw@tisoblackstar.co.za
Business Manager: Money	Peter Roos	021 488 1723	roosp@tisoblackstar.co.za
Product Manager: BDFM & Special Projects	Kay Naidoo	011 280 3710	naidooka@tisoblackstar.co.za
National Sales Manager: Agencies and Retail	Debbie Thompson	011 340 9386	thompsond@tisoblackstar.co.za
National Sales Manager: Legal, Classified & Direct	Jyoti Govind	011 280 3231	govindj@tisoblackstar.co.za
National Sales Manager: Public and Private Sector	Tiny Koaho	011 280 3163	koahot@tisoblackstar.co.za
Business Manager: Internationals and Private Sector	Augusta Phakathi	011 280 3536	phakathia@tisoblackstar.co.za
Business Manager: Education	Spiwe Masarira	011 280 3230	masariras@tisoblackstar.co.za
Business Manager: Automotive	Nina Minne	011 280 3154	minnen@tisoblackstar.co.za
Business Manager: ST Lifestyle (Travel, Fashion, Home & Food)	Maryna Parsons	011 280 5981	parsonsm@tisoblackstar.co.za
Cape Town Regional Manager	Janine Bywater	021 488 1722	bywaterj@tisoblackstar.co.za
KZN Regional Manager	Verna Pillay	031 250 8563	pillayv@tisoblackstar.co.za
National Administration Manager	Melanie Kotze	011 280 3213	kotzem@tisoblackstar.co.za
Systems Manager	Jansher Khan	011 280 3204	khanj@tisoblackstar.co.za

MAIN BODY

FULL PAGE	RATE
Full Colour	R 71 450.00
Black and White	R 51 740.00
HALF PAGE HORIZONTAL	
Full Colour	R 42 630.00
Black and White	R 26 135.00
COVER PAGES (Full Colour only)	
Opening Double Page Spread* (8 page cover)	R 176 530.00
Single IFC* - Opposite INDEX (4-8 page cover)	R 93 620.00
IBC	R 92 550.00
OBC	R 97 055.00
DOUBLE PAGE SPREAD	
Double Page Spread Full Colour	R 142 900.00
Double Page Spread Back and White	R 103 480.00
1/2 Double Page Spread Full Colour	R 85 260.00
1/2 Double Page Spread Black and White	R 52 270.00
1/3 Double Page Spread Full Colour	R 47 634.00
1/3 Double Page Spread Back and White	R 34 494.00

* An opening DPS takes priority over a single IFC when an 8-page cover is utilised.

For additional advertising opportunities and special positions, please contact Wendy Wright on wrightw@tisoblackstar.co.za | 011 280 3151

All prices exclude VAT

MAIN BODY CONTINUED

1/3 VERTICAL / HORIZONTAL / SQUARE

	RATE
1/3 Vertical / Horizontal / Square Full Colour	R 30 420.00
1/3 Vertical / Horizontal / Square Black and White	R 21 425.00

1/3 VERTICAL / HORIZONTAL (LETTERS)

1/3 Vertical / Horizontal Full Colour	R 32 885.00
1/3 Vertical / Horizontal Black and White	R 23 780.00

2/3 VERTICAL

2/3 Vertical Full Colour	R 60 310.00
2/3 Vertical Black and White	R 42 670.00

1/4 PAGE VERTICAL /HORIZONTAL (Fox pages vertical only)

1/4 Vertical Full Colour (270mm x 55mm)	R 18 210.00
1/4 Vertical Black and White (270mm x 55mm)	R 14 570.00
1/4 Horizontal Full Colour (70mm x 205mm Strip)	R 18 210.00
1/4 Horizontal Black and White (70mm x 205mm Strip)	R 14 570.00

13x1 BLOCK AD

Full Colour / Black and White (130mm height x 65mm wide)	R 14 210.00
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GUARANTEED FIRST RIGHT HAND PAGE

Full Colour	R 82 055.00
Black and White	R 56 880.00

SPECIAL POSITIONS

2x3 (20mm x 205mm) Ed's Note	R 26 000.00
2x3 (20mm x 205mm) Letters	R 26 000.00
2x3 (20mm x 205mm) Between the Chains	R 26 000.00
2x3 (20mm x 205mm) Contents page	R 26 000.00
2x3 (20mm x 205mm) Column pages	R 26 000.00
2x3 (20mm x 205mm) Backstory opposite inside back cover	R 25 000.00

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All prices exclude VAT

MAIN BODY CONTINUED

EXECUTIVE APPOINTMENTS / EXEC EDUCATION / BUSINESS OPPORTUNITIES AND MISCELLANEOUS

RATE (p/ccm)

Full Colour	R 714.00
1 Spot Colour	R 616.00
Black and White	R 517.00

FINANCIAL ADVERTISING

Place a financial advertisement in both Business Day and Financial Mail and receive 15% discount on the FM placement

DEADLINES

	Booking	Material	Contact
MAIN BODY	Wednesday prior to week of publication	Friday prior to week of publication	Jamie Kinnear (011) 280 3183
SPECIAL PROJECTS	4 weeks prior to publication	2 weeks prior to publication	kinnearj@tisoblackstar.co.za

All cancellations must be in writing

A 100% cancellation fee will be levied on any booking cancelled 7 days prior to publication print deadline.

For additional advertising opportunities and special positions, please contact Wendy Wright on wrightw@tisoblackstar.co.za | 011 280 3151

All prices exclude VAT

SPECIFICATIONS						
	Type Area		Trim Area		Bleed Area	
	Height	Width	Height	Width	Height	Width
Full Page	270 mm	205 mm	297 mm	235 mm	307 mm	245 mm
1/2 Page Horizontal	130 mm	205 mm	145 mm	235 mm	155 mm	245 mm
1/2 Page Vertical	270 mm	100 mm	297 mm	110 mm	307 mm	120 mm
Double Page Spread Bleed through gutter	270 mm	440 mm	297 mm	470 mm	307 mm	480 mm
1/2 DPS	130 mm	440 mm	145 mm	470 mm	155 mm	480 mm
1/3 DPS	90 mm	440 mm	95 mm	470 mm	100 mm	480 mm
1/3 Page Horizontal	90 mm	205 mm	95 mm	235 mm	100 mm	245 mm
1/3 Page Vertical	270 mm	65 mm	297 mm	80 mm	307 mm	90 mm
1/3 Page Square	130mm	130mm		N/A		N/A
2/3 Page Vertical	270 mm	130 mm	297 mm	140 mm	307 mm	150 mm
7 x 3 Strip	70 mm	205 mm		N/A		N/A
2 x 3 Strip	20 mm	205 mm		N/A		N/A
13 x 1 Block Ad	130 mm	65 mm		N/A		N/A

OPI (OUTSIDE PRINTED INSERTS)

Product	Size	PAGING		16+ PRICE ON REQUEST
		2 to 8	9 to 16	
Inserts	A4	R 36 129.00	R 38 301.00	
	A5	R 40 398.00	R 42 704.00	
	DL	R 50 502.00	R 63 740.00	
RATES CALCULATED ON A NATIONAL RUN				

Product	Production	Media Cost	
4PGS STITCHED-IN Centrespread only	TBA	R 169 828.00	Can be placed as a centrespread only (Additional labour charge applicable) Agency comm applicable to media cost only
BELLYBAND Vertical or horizontal	TBA	R 75 107.00	Vertical only:-can be placed around specific pages (Additional labour charge applicable) Agency comm applicable to media cost only
BOOKMARK	TBA	R 30 253.00	Can be placed on specific pages (Additional labour charge applicable) Agency comm applicable to media cost only
B4 ENVELOPE Subscribers only	TBA	R 96 298.00	Sample requested & subject to approval Agency comm applicable to media cost only
FALSE COVER 1/2Pg Vertical Only	TBA	R 112 615.00	Sample to be provided & is subject to approval Does not include the front cover Agency comm applicable to media cost only
ROLLFOLDS & GATEFOLDS 4, 6 & 8 Pages available	TBA	From R 294 687.00	
DUST COVER Subscribers Only	TBA	R 335 180.00	
FALSE COVER + FLAP	TBA	R 335 180.00	

TERMS & CONDITIONS:

1. All false covers, rollfolds & gatefolds to be printed by Tiso Blackstar Group.
2. Production costs are subject to change - based on international fluctuation.
3. Delivery of inserts are subject to change - contact your sales representative for queries.
4. Specs to be provided on confirmation of booking.
5. Cancellation 50% 4 weeks prior, 100% 2 weeks prior to publication insertion date.

TISO BLACKSTAR DIGITAL - BUSINESSLIVE & BUSINESS DAY**DISPLAY RATES****CPM**

1. RUN OF SITE / All sizes (728x90, 300x250, 300x600)	R 150.00
2. RUN OF SITE / High Impact (Billboard 1000x250, 300x600)	R 180.00
3. RUN OF SITE / Video Pre-Roll	R 230.00

ADDITIONAL COST FOR LAYERING:

+ Geo targeting (we target ZA national by default)

+ Vertical targeting# (eg. Lifestyle sections)

+ Section specific

+ Viewability targeting

+ Audience targeting

#Business

Lifestyle

Entertainment

Sport

News

Motoring

24 HOUR SPONSORSHIP RATE (HPTO) DESKTOP & MOBILE**BUSINESSLIVE****RATE**

35 000 impressions	R20 000.00
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FINANCIAL MAIL

3 200 impressions	R2 000.00
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Other sites, ad units & section takeovers: Price on request

VALIDATION SPECIFICATIONS FOR DIGITAL RECEIVING**PRINTING SPECIFICATIONS**

Adverts must be supplied to the exact specifications as indicated on the rate card. Any dimensions that are outside these areas will not be processed, and client will have to supply new material.

DIGITAL FILE DELIVERY

Digital adverts can be supplied using one of the following methods:

Digital Advert Management System Upload Link: An advert upload link will be emailed to the person responsible for uploading material. The upload link will only be supplied once the Tiso Blackstar Group sales person has captured the booking information successfully.

Adstream: All information can be obtained on: 011 805-0600 International dialling code: +27 11 805-0600

Adsend: support@adsend.co.za 011 712-5700

ALL FILES MUST BE SENT AS PDF X1A FILES (ISO 15930-1)

General specifications

Images:

All images must be scanned and imported as 300dpi. Any enlargements on page will result in a decrease in resolution.

Text:

All black text must be set to overprint and must only reproduce on the black (K) plate i.e. Black text must not be made up of any other process colours. Minimum of 8pt can be reversed out of a colour background with a non-serif typeface.

Colour compensation:

Total ink coverage: 300%

Grey component replacement (GCR)

Dot gain: 23%

MATERIAL MUST BE MADE UP USING CMYK PROCESS COLOURS.

All material must be prepared for offset lithographic processes as per international printing standard (ISO 12647-2).

Repeat adverts:

Please note that printed adverts' files are only archived for 60 days. After this time period the files are deleted.

Insert delivery:

Paarl Media, Johannesburg, 48 Milkyway Avenue, Linbro Park, Gauteng

CONTACTS				
GAUTENG	TEL	FAX	EMAIL	
Hill on Empire, 16 Empire Road, Parktown				
Main Switchboard	011 280 3000			
National Digital	011 280 5059		whitesj@tisoblackstar.co.za	
National Business Titles	011 280 3077		tasmani@tisoblackstar.co.za	
National Agencies and Retail	011 340 9386		thompsond@tisoblackstar.co.za	
National Direct	011 280 3231		govindj@tisoblackstar.co.za	
National Recruitment	011 280 3187		badimol@tisoblackstar.co.za	
National Government	011 280 9587		mabelanem@tisoblackstar.co.za	
National Retail	011 280 3241		valerien@tisoblackstar.co.za	
National Legal and Classified	011 280 5553		naidoovas@tisoblackstar.co.za	
ST Lifestyle Magazine (Travel, Fashion, Home & Food)	011 280 5981		parsonsm@tisoblackstar.co.za	
CAPE TOWN				
12 th Floor, Number 2 Long Street, Cape Town				
Main Switchboard	021 488 1700			
National Agency	021 488 1722		bywaterj@tisoblackstar.co.za	
National Direct	021 488 1873		ndyokop@tisoblackstar.co.za	
National Retail	021 488 1710		abdurahmana@tisoblackstar.co.za	
National Recruitment	011 280 3536		phakathia@tisoblackstar.co.za	
National Government	021 488 1788		yanin@tisoblackstar.co.za	
Business Manager (Money)	021 488 1723		roosp@tisoblackstar.co.za	
KZN				
MB House, 635 Peter Mokaba Road, Overport, 4091, Durban				
Main Switchboard	031 250 8500	086 644 0303		
National Agency	031 250 8563	086 644 0303	pillayv@tisoblackstar.co.za	
National Direct	031 250 8501	086 644 0303	landmane@tisoblackstar.co.za	
National Recruitment	031 250 8501	086 644 0303	landmane@tisoblackstar.co.za	
National Government	031 250 8573	086 644 0303	khawulas@tisoblackstar.co.za	
National Retail	031 250 8563	086 644 0303	pillayv@tisoblackstar.co.za	
National Legal and Classified	031 250 8502	086 206 8387	chellanc@tisoblackstar.co.za	

TERMS AND CONDITIONS

1. Advertisements are accepted for publication in publications owned or published by Tiso Blackstar Group (Pty) Ltd subject to the following conditions:
 - a. Tiso Blackstar Group (Pty) Ltd reserves the right to withhold any advertisement from publication and to cancel any advertisement order that has been accepted.
 - b. Tiso Blackstar Group (Pty) Ltd will not be liable to the advertiser or to any other person for any loss or damages of any nature whatsoever, including indirect or consequential damages or any loss of profit or special damages of any nature whatsoever and whether in the contemplation of the parties or not, which the advertiser or any other person may suffer as a result of Tiso Blackstar Group (Pty) Ltd failure to publish, or publication on dates other than those specified by the advertiser, or any other error of any kind.
 - c. Telephonic instructions must in all cases be confirmed in writing by the advertiser.
2. Every precaution is taken to ensure the correct printing and insertion of all advertisements, but Tiso Blackstar Group (Pty) Ltd will not be held liable for any inaccuracies or omissions or for any consequence arising there from.
3. Tiso Blackstar Group (Pty) Ltd reserves the right to edit, revise or to reject — even after acceptance for publication — any advertisement deemed to be untruthful or objectionable in subject matter or wording, or unsuitable for any other reason, whether space for the advertisement has been booked in advance under order or not.
 - a. Tiso Blackstar Group (Pty) Ltd reserves the right to resize any advertisements to accommodate press constraints.
 - b. Tiso Blackstar Group (Pty) Ltd reserves the right to resize any advertisements that are not supplied according to the the booked space.
4. Tiso Blackstar Group (Pty) Ltd reserves the right to suspend an issue on any day and increase or decrease the usual number of copies without notice.
5. Space is sold to advertisers for the purpose of making announcements concerning their own business and may not be used for attacking or making comparisons with other advertisers, firms, institutions or persons.
6. The advertiser indemnifies Tiso Blackstar Group (Pty) Ltd against any claim by any third party arising out of the design, form, content, copyright infringement or other attributions of the advertisement.
7. No advertising order entitles the client to a write-up or editorial coverage.
8. All orders are subject to the availability of space. Bookings will lapse if the first insertion under order is not made within three months of the order, or if more than three months elapses between insertions.
9. The full name, street address, telephone and fax number of the advertiser must be included in advertisements asking for money or stamps to be sent to the newspaper or box number.
10. Approved accounts are payable within 30 days from date of statement, otherwise orders must be prepaid. Cash payments are required three working days prior to print date for nonaccount holders. However, in the case of pre-printed special projects, cash is required 14 days prior to publication.
11. Material deadline is two days prior to print date for all Tiso Blackstar Group (Pty) Ltd publications, with the exception of surveys and special reports.
12. Any advertising order is subject to the conditions stated herein unless specifically varied by Tiso Blackstar Group (Pty) Ltd in writing with specific reference to the advertiser's contrary documentation.
13. ACCEPTANCE AND COPY: If material is received too late for publication, the space reserved will be charged for. Copy must conform to all PRINT MEDIA ASSOCIATION requirements for the acceptance of print advertisements. The general typography of advertisements is subject to the approval of Tiso Blackstar Group (Pty) Ltd. Analogue material must be claimed within 30 days, after which no responsibility will be accepted for loss or damage to such material. Digital material can be retrieved up to three months from last date of publication.
14. No changes to advertisements appearing in Tiso Blackstar Group (Pty) Ltd publications will be accepted once publication production has commenced.
15. When new advertising rates are announced, clients who have contracts with Tiso Blackstar Group (Pty) Ltd will be entitled continue to advertise at their contract rates for 45 days after new rate is announced. The balance of their orders will be subject to the new rates. Such contracts may be cancelled on the date the new or higher rate becomes effective.
16. All cancellations must be in writing.
17. Advertisement orders are not accepted for periods longer than 12 months.
18. A 50% cancellation fee will be incurred for all special position bookings cancelled within 30 days of scheduled publication.
19. Any agreement purporting to vary the terms of these conditions or any consensual cancellation shall not be valid unless reduced to writing and signed by both the advertiser and Tiso Blackstar Group (Pty) Ltd.
20. If any amount due and payable by the advertiser is not paid within the agreed term, the advertiser will be liable for interest at the maximum rate permitted by law. Such interest will be calculated and paid monthly in advance. If the interest is not paid as aforesaid, the interest will be added to the principal sum, and the whole amount will form the principal debt, which will bear interest as described.
21. In the event of Tiso Blackstar Group (Pty) Ltd instructing attorneys to collect from the advertiser an amount owing to Tiso Blackstar Group (Pty) Ltd, the advertiser agrees to pay all costs on the scale as between attorney and own client, including collection charges.
22. No relaxation or indulgence granted to the advertiser by Tiso Blackstar Group (Pty) Ltd, at any time, will be deemed to be a waiver of any of Tiso Blackstar Group (Pty) Ltd rights interms hereof. Such relaxation or indulgence will not be deemed a novation of any of the terms and conditions.
23. Any insertion that carries "formed advertising" or representing any form of "sponsorship advertising" or company profile will be subject to approval by Tiso Blackstar Group.