



— 2017 —
Rate card



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www.designingways.com



Design embraces aesthetics, functionality, the socio-political forum, economics, research and the human element that involves the emotional and intellectual domains. In DESIGNING WAYS magazine, we celebrate all things to do with design and the far-reaching impact that it has on both the micro and macro aspects of our lives.

Distribution to trade: including architects, interior designers, space planners, specifiers, contractors, decorators, curtain makers, upholsterers and the hospitality industry throughout southern Africa – allowing manufacturers, suppliers and distributors to reach an estimated 25 000 targeted readers with the latest information and news about their particular products and services.

Monthly features include:

Designer Profiles – a short background sketch of featured designers.

Trade Winds (news from the trade) providing more detailed information than would normally be included in an advertisement. Subject to availability and at the editor's discretion, approximately 150 to 400 words may be placed in this section at no charge to the supplier, but may not include logos.

The Buzz – local and international news. These articles are intended to provide readers with something other than direct trade-related reading.

Chairs of Note – each month a chair is singled out and featured for its design and style.

Technically Speaking – looking at the technical aspects of manufacture and products.

Tail of the Dog – tales with a humorous twist.

Bright Ideas – presenting a fresh point of view.

Around & About - features news from major international exhibitions.

Talking About Art – focusing on a particular artist or art form.

Special features appear from time to time on subjects that include: fabrics, bathrooms, kitchens, bedrooms, offices, wall coverings, flooring, lighting and window treatments and more.

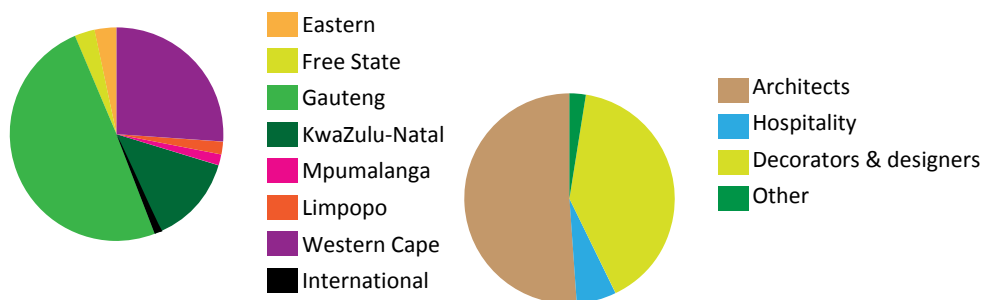
Project Reviews. In each edition, a selection of in-depth reviews of various local and international projects are featured.

Designing Ways is published eleven times a year.

Bev Hermanson

Publisher and Managing Editor

Distribution profile



Advertisement sizes and rates

Full colour	1 insertion	6 insertions	11 insertions	Type area height x width mm	Page size height x width mm	Bleed height x width mm
Front Cover	R24 000	N.a.	N.a.	277 x 190	297 x 210	303 x 216
Full page	R12 000	R11 500	R10 850	277 x 190	297 x 210	303 x 216
1/2 page	R7 200	R6 900	R6 500	Horizontal 135 x 190	Horizontal 148 x 210	Horizontal 154 x 216
				Vertical 277 x 90	Vertical 297 x 102	Vertical 303 x 108
1/3 page vertical	R5 950	R5 750	R5 424	277 x 50	297 x 70	303 x 76
DPS Double page	R22 800	R21 850	R20 600	277 x 400	297 x 420	303 x 426
Opening Double page	R25 200	R24 150	R22 785	277 x 400	297 x 420	303 x 426
Outside back cover	N.a.	N.a.	R17 360	277 x 190	297 x 210	303 x 216
Inside front cover	R16 800	R16 100	R15 190	277 x 190	297 x 210	303 x 216
Inside back cover	R13 200	R12 650	R11 950	277 x 190	297 x 210	303 x 216
Back DPS (IBC + opp Page)	R21 600	R20 700	R19 530	277 x 400	297 x 420	303 x 426

Prices may be subject to change with immediate effect.

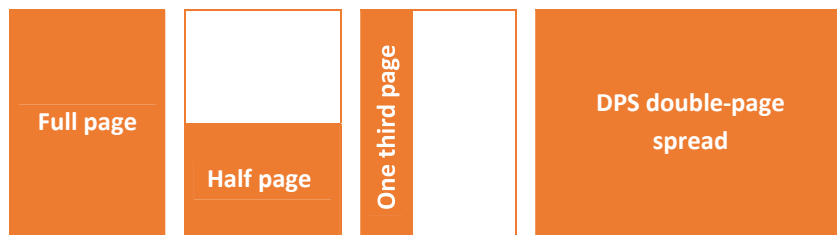
Please note that the rates exclude agency commission and VAT.

Guaranteed positions are by negotiation and carry a 15% loading.

1/2 and 1/3 page advertisements can only be placed on left hand pages.

Please note that Designing Ways does not make up advertisements.

Advertisements must be supplied as a PDF/X-1a or PDF/X-4 file, CMYK only.



Other special positions available

Half page on LH Contents
Half page on RH Contents
Full page opposite 3rd Contents
Half page under Ed's message
Full page opposite Ed's message
Full page opposite designer profiles
Cover and lead-in to a feature

Loose inserts

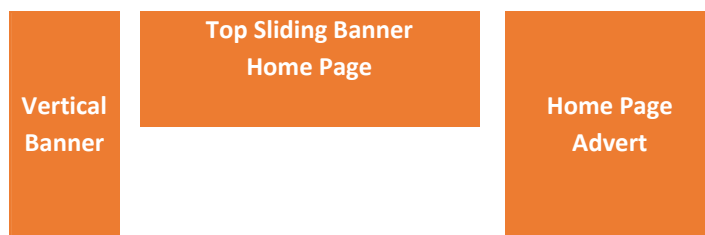
Single- or double-page loose insertions R5 950 plus VAT.
Multiple page loose insertions – by negotiation.
Stick-in items – by negotiation.
All inserts to be delivered to the premises of **Designing Ways** by the fifteenth of the month preceding the insertion issue.

Material requirements

Advertisements must be supplied as a PDF/X-1a or PDF/X-4 file, CMYK only.
Images to be not less than 300 dpi.
PDFs to include bleed and crop marks only (**no** registration marks or colour bars).
Advertisements to be submitted electronically via Wetransfer (www.Wetransfer.com). Hard copy of the advertisement should be supplied well in advance – couriered or hand-delivered.

Technical data

Screen ruling 175 lpi.
Printed sheetfed litho.



Advertisement sizes and rates

Full colour	1 insertion	6 insertions	11 insertions	Height x Width in Pixels
Vertical Banner	R 2 700	R 2 500	R 2 320	780 x 230px
Top Sliding Banner Home Page	R 3 500	R 3 330	R 3 150	400 x 1190px
Home Page Advert	R 1 800	R 1 600	R 1 420	280 x 280px

Prices may be subject to change with immediate effect.
Please note that the rates exclude agency commission and VAT.

Material requirements

Web images supplied:
 RGB Colour
 75 DPI
 No Bleed

2017 advertisement deadlines		
	Bookings	Material
February 2017	15 December 2016	10 January 2017
March	7 March	7 March
April	24 March	28 March
May	18 April	21 April
June	16 May	19 May
July	12 June	14 June
August	10 July	12 July
September	8 August	14 August
October	7 September	11 September
November	9 October	11 October
Dec/Jan 2018	7 November	9 November
All loose inserts to be delivered to the premises of Designing Ways by the fifteenth of the month preceding the insertion issue.		

Designing Ways is published monthly, except for the December/ January combined issue. The format is A4, printed on 135 g/m² gloss paper, perfect-bound, with a cover on 200 g/m², with an overall gloss UV varnish.

Designing Ways is also published electronically.

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Proposed features and special sections for 2017

February 2017	<ul style="list-style-type: none"> - At the Office including ergonomics, furniture, flooring, walling and dividers, screens, lighting and air conditioning. - Seen at Orgatec 2016 - Windows & Doors
March	<ul style="list-style-type: none"> - Furniture from imm Cologne and locally manufactured furniture. - Lighting – Office, Kitchen, Reception areas, Bedroom and Bathroom. - Ornaments, Accessories, Objets d’art - Seen at Maison&Objet
April	<ul style="list-style-type: none"> - Pull up a Chair, local & international including design & manufacture – occasional chairs, bar stools, hospitality chairs. - Kitchens - Seen at Living Kitchens Cologne 2017 - Seen at Heimtextil
May	<ul style="list-style-type: none"> - Interior Wall coverings and Paint Effects. - Fabrics - Staircases & Balustrades - Seen at Ambiente 2017
June	<ul style="list-style-type: none"> - Seen at Domotex 2017. - Sitting comfortably: Sofas, Upholstered chairs, local & international including design & manufacture. - Flooring: Hard and Soft Floor coverings. - Exterior Cladding
July	<ul style="list-style-type: none"> - Seen at Milan Design Week 2017. - Art, Frames & Framing - Tables - Retail Interiors
August	<ul style="list-style-type: none"> - Bedrooms - Bathrooms including showers and sanitary ware.
September	<ul style="list-style-type: none"> - At the Office including furniture, flooring, walling and dividers, screens, lighting and air conditioning. - Ceilings, Cornices, Bulkheads and Focal Points
October	<ul style="list-style-type: none"> - Window Treatments – Blinds & Curtains, Awnings, Finials, Passementerie, Pelmetts, Rods & Tracks, Shutters. - Kitchens – flooring, lighting and accessories, kitchen appliances. - Marble and Granite working tops kitchens.
November	<ul style="list-style-type: none"> - 100% Design and London Design Week - Seen at Maison&Objet - Conference Centres and Conference Furniture - Casino design - Restaurants
December 2017/January 2018	<ul style="list-style-type: none"> - Flooring: Hard and Soft Floorcoverings. - Leisure Interiors including yachts - Hotels & Lodges