

# designingways

RATE CARD 2018



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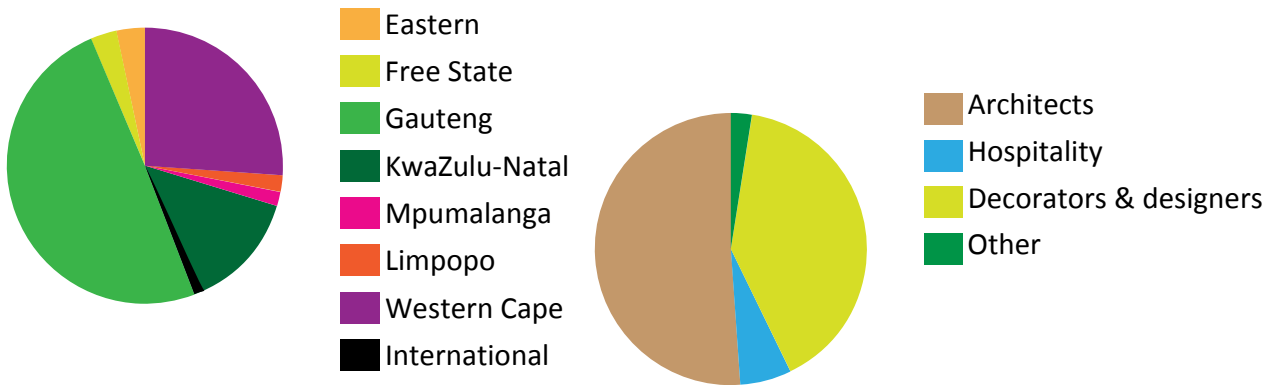
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## Distribution Profile



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.

The distribution is to the 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.

### Other special positions available

- Front cover
- 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
- Outside back cover

### Loose inserts

- Single- or double-page loose insertions R5 950 excluding 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.

### Technical data

- Screen ruling 175 lpi.
- Printed sheetfed litho.

### 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](http://www.wetransfer.com)). Hard copy of the advertisement should be supplied well in advance – couriered or hand-delivered.

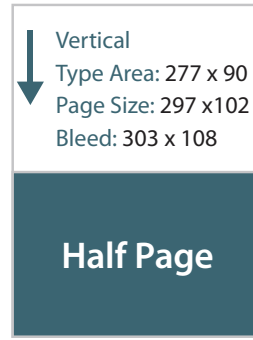
If design and preparation of advertisements is required, this will be quoted and charged as an extra charge.



Type Area: 277 x 400  
Page Size: 297 x 420  
Bleed: 303 x 426



Type Area: 277 x 190  
Page Size: 297 x 210  
Bleed: 303 x 216



Vertical  
Type Area: 277 x 90  
Page Size: 297 x 102  
Bleed: 303 x 108

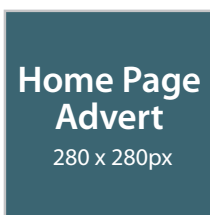
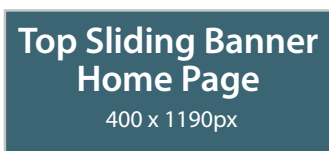
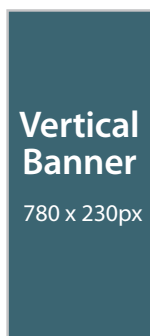
Horizontal  
Type Area: 135 x 190  
Page Size: 148 x 210  
Bleed: 154 x 216



Type Area: 277 x 50  
Page Size: 297 x 70  
Bleed: 303 x 76

Full Colour	1 Insertion	6 Insertions	11 Insertions	Type Area H X W mm	Page Size H X W mm	Bleed H X W mm
Front Cover	R26 000	N.a.	N.a.	277 x 190	297 x 210	303 x 216
Full page	R13 000	R12 500	R11 850	277 x 190	297 x 210	303 x 216
1/2 page	R7 800	R7 500	R7 000	Horizontal 135 x 190 Vertical 277 x 90	Horizontal 148 x 210 Vertical 297 x 102	Horizontal 154 x 216 Vertical 303 x 108
1/3 page vertical	R6 400	R6 200	R5 850	277 x 50	297 x 70	303 x 76
DPS Double page	R24 600	R23 500	R22 250	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.	R18 800	277 x 190	297 x 210	303 x 216
Inside front cover	R18 200	R17 400	R16 400	277 x 190	297 x 210	303 x 216
Inside back cover	R14 300	R13 600	R12 900	277 x 190	297 x 210	303 x 216
Back DPS (IBC + opp Page)	R23 300	R22 400	R21 100	277 x 400	297 x 420	303 x 426

## Digital Advertisements - Sizes and Rates



Full colour	1 insertion	6 insertions	11 insertions	H x W 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

**Material requirements:** Web images supplied: RGB Colour, 75 DPI, No Bleed

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.

2018 Advertisement Deadlines

Edition	Bookings	Material
February 2018	26 Jan 2018	1 Feb 2018
March 2018	21 Feb 2018	28 Feb 2018
April 2018	16 March 2018	23 March 2018
May 2018	11 April 2018	18 April 2018
June 2018	7 May 2018	14 May 2018
July 2018	1 June 2018	8 June 2018

Edition	Bookings	Material
August 2018	3 July 2018	10 July 2018
September 2018	1 Aug 2018	8 Aug 2018
October 2018	3 Sept 2018	10 Sept 2018
November 2018	1 Oct 2018	8 Oct 2018
Dec2018/Jan 2019	1 Nov 2018	8 Nov 2018
February 2019	4 Dec 2018	12 Dec 2018

DESIGNING WAYS is published monthly, except for the December/ January combined issue. The format is A4, printed on 128 g/m<sup>2</sup> gloss paper, perfect-bound, with a cover on 200 g/m<sup>2</sup>, with an overall gloss UV varnish.

DESIGNING WAYS is also published electronically

Proposed features and special sections for 2018

February 2018	<ul style="list-style-type: none"> <li>AT THE OFFICE - Office &amp; Contract - Furniture, flooring, walling, partitions, panelling, lighting, air conditioning, sound proofing &amp; installation</li> <li>WINDOWS &amp; DOORS - Wood, glass, aluminium, uPVC, energy efficient, beautifully decorative, glazing &amp; frameless</li> </ul>
March 2018	<ul style="list-style-type: none"> <li>FURNITURE - From imm Cologne &amp; locally manufactured furniture</li> <li>LIGHTING - Office, kitchen, reception areas, bedroom &amp; bathroom Switches, sockets, dimmers &amp; plugs</li> <li>BEDROOMS - Flooring, lighting, furniture, linen &amp; accessories</li> <li>BATHROOMS: SHOWERS &amp; SANITARY WARE</li> </ul>
April 2018	<ul style="list-style-type: none"> <li>PULL UP A CHAIR - Local &amp; international including design &amp; manufacture Bar stools, occasional, reception &amp; hospitality chairs</li> <li>KITCHENS &amp; BREAKFAST NOOKS - Flooring, furniture, lighting, accessories &amp; appliances</li> <li>KITCHEN WORK TOPS: Marble, Stone, Granite</li> </ul>
May 2018	<ul style="list-style-type: none"> <li>FLOORCOVERINGS (Soft) - Carpets and rugs</li> <li>INTERIOR WALL COVERINGS &amp; PAINT EFFECTS Wallpaper, paint, custom printed, vinyl stickers, murals</li> </ul>
June 2018	<ul style="list-style-type: none"> <li>FLOORCOVERINGS (hard) &amp; WALL TILES - Marble, granite, porcelain, wood laminate &amp; vinyl</li> <li>SITTING COMFORTABLY – SOFAS - Local &amp; International including design &amp; manufacture</li> <li>OUTDOOR APPLICATIONS - Coatings, cladding, wall treatments &amp; waterproofing</li> </ul>
July 2018	<ul style="list-style-type: none"> <li>HOSPITALITY: HOTELS &amp; LODGES</li> <li>RETAIL INTERIORS</li> <li>DECOREX JOBURG 2018</li> </ul>
August 2018	<ul style="list-style-type: none"> <li>BEDROOMS - Flooring, lighting, furniture, linen &amp; accessories</li> <li>BATHROOMS: SHOWERS &amp; SANITARY WARE</li> </ul>
September 2018	<ul style="list-style-type: none"> <li>AT THE OFFICE - Office &amp; Contract - Furniture, flooring, walling, partitions, panelling, lighting, air conditioning, sound proofing &amp; installation</li> <li>HELLO SPRING/OUTDOOR LIVING - Furniture, flooring, blinds, shutters, awnings, fabrics, decks, pools, water features &amp; garden design</li> </ul>
October 2018	<ul style="list-style-type: none"> <li>KITCHENS &amp; BREAKFAST NOOKS - Flooring, furniture, lighting, accessories &amp; appliances</li> <li>KITCHEN WORK TOPS: Marble, Stone, Granite</li> </ul>
November 2018	<ul style="list-style-type: none"> <li>WINDOW TREATMENTS - Curtains, blinds, shutters, awnings, finials, pelmets, rods &amp; tracks</li> <li>CONFERENCE CENTRES &amp; CONFERENCE FURNITURE</li> <li>CASINO DESIGN</li> </ul>
Dec2018/Jan 2019	<ul style="list-style-type: none"> <li>FLOORING - Hard &amp; Soft</li> <li>HOSPITALITY: HOTELS &amp; LODGES, LEISURE INTERIORS including yachts</li> </ul>