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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.

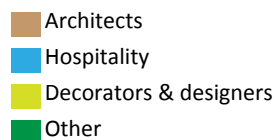
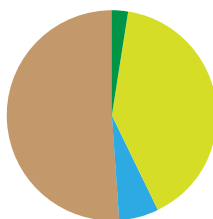
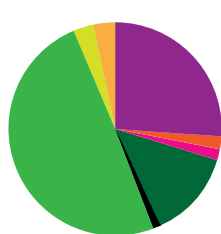
Project Reviews. In each edition, a selection of in-depth reviews of various local and international projects are featured.

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	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

Prices may be subject to change with immediate effect.

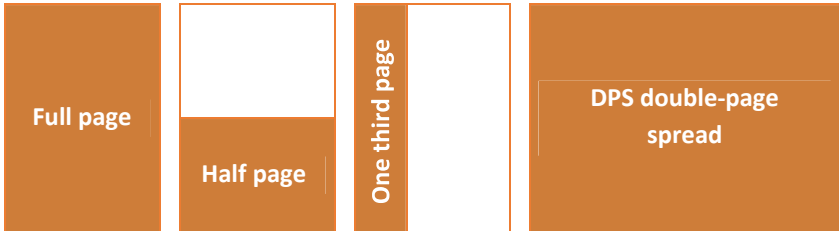
Please note that the rates exclude agency commission and VAT.

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

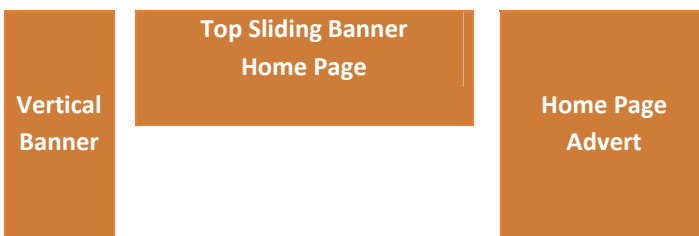
Single- or double-page loose insertions R5 950 plus VAT.
Multiple page loose insertions – by negotiation.
Stick-in items – by negotiation.
All inserts to be delivered to the premises of **DESIGNING WAYS** by the fifteenth of the month preceding the insertion issue.

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 Websend (www.wsd.co.za). 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

2018 advertisement deadlines

	Bookings	Material
February 2018	16 November	23 November
March	15 January	22 January
April	12 February	19 February
May	12 March	19 March
June	16 April	23 April
July	14 May	21 May
August	15 June	22 June
September	13 July	20 July
October	13 August	20 August
November	14 September	21 September
Dec/Jan 2019	12 October	19 October

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 2018

February 2018	<p><u>AT THE OFFICE - Office & Contract</u> - Furniture, flooring, walling, partitions, panelling, lighting, air conditioning, sound proofing & installation</p> <p><u>WINDOWS & DOORS</u> - Wood, glass, aluminium, uPVC, energy efficient, beautifully decorative, glazing & frameless</p>
March	<p><u>FURNITURE</u> - From imm Cologne & locally manufactured furniture</p> <p><u>LIGHTING</u> - Office, kitchen, reception areas, bedroom & bathroom Switches, sockets, dimmers & plugs</p> <p><u>BEDROOMS</u> - Flooring, lighting, furniture, linen & accessories</p> <p><u>BATHROOMS: SHOWERS & SANITARY WARE</u></p>
April	<p><u>PULL UP A CHAIR</u> - Local & international including design & manufacture Bar stools, occasional, reception & hospitality chairs</p> <p><u>KITCHENS & BREAKFAST NOOKS</u> - Flooring, furniture, lighting, accessories & appliances</p> <p><u>KITCHEN WORK TOPS: Marble, Stone, Granite</u></p>
May	<p><u>FLOORCOVERINGS (Soft)</u> - Carpets and rugs</p> <p><u>INTERIOR WALL COVERINGS & PAINT EFFECTS</u></p> <p>Wallpaper, paint, custom printed, vinyl stickers, murals</p>
June	<p><u>FLOORCOVERINGS (hard) & WALL TILES</u> - Marble, granite, porcelain, wood laminate & vinyl</p> <p><u>SITTING COMFORTABLY – SOFAS</u> - Local & International including design & manufacture</p> <p><u>OUTDOOR APPLICATIONS</u> - Coatings, cladding, wall treatments & waterproofing</p>
July	<p><u>HOSPITALITY: HOTELS & LODGES</u></p> <p><u>RETAIL INTERIORS</u></p> <p><u>DECOREX JOBURG 2018</u></p>
August	<p><u>BEDROOMS</u> - Flooring, lighting, furniture, linen & accessories</p> <p><u>BATHROOMS: SHOWERS & SANITARY WARE</u></p>
September	<p><u>AT THE OFFICE - Office & Contract</u> - Furniture, flooring, walling, partitions, panelling, lighting, air conditioning, sound proofing & installation</p> <p><u>HELLO SPRING/OUTDOOR LIVING</u> - Furniture, flooring, blinds, shutters, awnings, fabrics, decks, pools, water features & garden design</p>
October	<p><u>KITCHENS & BREAKFAST NOOKS</u> - Flooring, furniture, lighting, accessories & appliances</p> <p><u>KITCHEN WORK TOPS: Marble, Stone, Granite</u></p>
November	<p><u>WINDOW TREATMENTS</u> - Curtains, blinds, shutters, awnings, finials, pelmets, rods & tracks</p> <p><u>CONFERENCE CENTRES & CONFERENCE FURNITURE</u></p> <p><u>CASINO DESIGN</u></p>
December 2018/January 2019	<p><u>FLOORING - Hard & Soft</u></p> <p><u>HOSPITALITY: HOTELS & LODGES, LEISURE INTERIORS</u> including yachts</p>